

Programme Specification 2019/20

8231 BA (Hons) Graphic Arts

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	Winchester School of Art
Mode of study	Full time
Duration in years	3 years (36 months)
Accreditation details	N/A
Final Award	Bachelor of Arts
Name of award	8232 Graphic Arts: Graphic Design 8233 Graphic Arts: Illustration 8234 Graphic Arts: Motion Design 8235 Graphic Arts: Photography
Interim Exit awards	Certificate of Higher Education in Graphic Arts Diploma of Higher Education in Graphic Arts
FHEQ level of final award	6
UCAS code	W210
QAA Subject Benchmark or other external reference	This programme has been designed to be in line with Art and Design benchmarking statements (2016) and the National Qualifications Framework
Programme Lead	Nickie Hirst
Date specification was written	09/11/17
Date Programme was validated	06/06/2018
Date Specification last updated	05/06/2018

Programme overview

Brief outline of the programme

The BA (Hons) Graphic Arts programme offers you the opportunity to develop key skills related to specialist pathways within graphic arts, alongside an understanding of how these disciplines connect and interlink in the professional world.

It is a studio-based programme housed in large and well-resourced spaces. These facilities allow for the creation of an active 'studio culture' that simulates a professional creative environment while facilitating you to focus on the principal skills of graphic arts in your chosen pathway.

Following an introduction to the key ideas and principles of the programme in Part 1, you will continue to focus your studies within one of the pathways of Graphic Design, Illustration, Motion Design or Photography.

You will develop specialist skills by working alongside experienced staff and taking part in challenging projects and workshops. The outcomes you create will engage audiences using both cutting edge digital platforms and more traditional physical media. Practical activities are underpinned by modules that develop critical thinking and contextual understanding.

Pathway details

GRAPHIC DESIGN

The Graphic Design pathway develops your ability to interpret and shape information, creating visual meaning through symbolism, language and imagery. Recognising the important role graphic design practice can play in society shaping, challenging attitudes, and influencing behaviours projects often engage with relationships and events within contemporary culture and society.

Typography and data communication are core skills within Graphic Design, alongside relationships between image and text and symbolism. In this pathway, you will often be producing a visual approach that is consistent across multiple platforms: print, physical and screen based, including editorial design, visual identities, and data communication.

ILLUSTRATION

Illustration examines the potential of applied and commercial image-making. Question, explore and challenge how to communicate visually using narrative, sequence, and interaction. Illustration examines the potential of applied and commercial image making. Working with content to rigorously engage, with a strong awareness of audience, purpose and context.

With research at its core, briefs include drawing as research character design, costume, storytelling, narrative, and moving image. Illustration students are encouraged to interrogate their potential and awareness of these areas, by connecting and communicating to audiences across a wide range of contemporary platforms, both traditional and digital.

MOTION DESIGN

Over the last decade, the motion graphics industry has grown from a highly specialised, small-scale activity to become a core activity for a majority of design studios. It not only provides a communication option that compliments print and online applications, but it is also used as a research tool.

In this pathway, our approach is to address a broad range of time-based design options from traditional video and animation through to communication that addresses a range of screens within an interactive environment.

PHOTOGRAPHY

You will have the opportunity to work in well-equipped studios with high-end camera technology supported by specialist staff and technicians. Practical skills are complimented by contextual learning where the construction of meaning in images and the wider cultural context of photography are considered.

The Photographic image plays a central role in the flourishing communication and design industries. The Photography pathway is taught as a diverse practice that incorporates commercial, editorial and fine art approaches to the medium.

Special features of the programme

In Part 1 you will undertake a rotation of all specialist pathways. At the end of Part 1 you will select a pathway that you will specialise on for Part 2 and 3. Our pathways are delivered by experienced practitioners and allow you to explore your interests through studio based activities and workshops in our specialist studios. Our creative skills based projects will challenge your thinking and enhance your understanding of this continuously evolving area. You will learn how to conduct quality research to underpin your ideas, communication skills to articulate your concepts and develop your own way of working in preparation for industry. You will learn how to develop a professional portfolio of your work, which will demonstrate your strengths and personal identity within this dynamic profession.

We ensure that the students have contact with our Alumni, this maybe through live projects, guest lectures or workshops.

In Part 1 you are also offered the opportunity to go on study visits i.e. Berlin and New York, where in the past we have visited leading local studios such as Hort, Node and FUKT, Google, Project Projects and Moving Brands.

Year on Study Abroad

An optional Study Abroad year between the Part Two and Part Three of the programme provides you with the opportunity of studying with one of our European or International partners for an academic year to develop a different cultural and academic appreciation and perspective of the subject, as well as develop international or European networking opportunities for the future. Your Study Abroad year will be supported by a programme-based Exchange Coordinator and a dedicated handbook.

Year in Employment

As part of this programme, you are eligible to apply to undertake the University's Year in Employment (YIE). This offers you a great opportunity to complete a work placement between Part 2 and Part 3 of your degree, and will help you develop work-based skills. The University of Southampton Work Experience Team offer support and guidance before and throughout your placement.

Successful students who pass the YIE will graduate with Year in Employment on their degree certificate. Please see the website for further details.

<https://www.southampton.ac.uk/careers/students/work-experience/year-in-employment.page>

A professional practice module in Part 3 offers you the opportunity to build professional knowledge and skills through lectures, workshops and discussions with leading practitioners.

Industry-partnered projects in Part 3 have in the past offered the opportunity to work with businesses such as DeLaRue, Lucky Generals, Mother London, The House of Commons Archive, GF Smith, Wrap & Anorak magazines.

Teaching and learning methods

- Workshops and demonstrations
- Individual and group tutorials
- Lectures and seminars
- Group reviews and critiques
- Independent practice
- Library study sessions
- Study visits – optional
- Technical instructions
- Industry related projects and activities

Seminars, individual and group tutorials, critiques and optional study visits are all designed to enable you to develop your thinking skills, through discussion and constructive criticism. Group critiques and seminars focus on evaluating ways of developing ideas and working methods, in addition to developing your critical and analytical abilities.

The programme employs a variety of teaching and learning methods designed to support you in developing your own learning skills and in becoming an increasingly confident practitioner. This means that by the time you reach the end of Part 2, you will be able to direct and realise practical solutions through self-initiated projects.

Your practical skills will be developed through workshop inductions and demonstrations, IT inductions, and independent practice. This process will be supported by technicians and academic tutors. In Part 1, inductions and demonstrations will introduce you to a range of practical skills; as you progress through the second and third Parts of the programme you will be able to select from a range of additional specialist workshops to support your learning.

Projects will be designed to stimulate your thinking around techniques and skills that you are learning and how you might creatively utilise them in relation to your own ideas. Most of your creative endeavour will take place in the studio. You will be based in a creative studio with your peers in which you will be able to explore your materials and realise your thinking. It is the arena in which you develop your practice and explore new possibilities.

Assessment methods

Assessment of achievement of the learning outcomes through coursework takes a variety of methods for the practice based modules. This includes design research and development, artwork, prototyping, 2D development, 3D development, final outcomes and portfolios.

Assessment for theory modules of the programme includes essays and presentations.

Formative feedback on your progress will inform and prepare you for summative assessment at the end of a module. You will receive formative feedback through a range of methods, for example, visual presentations, seminars, group critiques, to provide you with ongoing feedback on the progress of your work. Formative feedback is feedback offered mid project and is without a grade, this input can also be offered by your peers and give you the opportunity to learn to constructively evaluate the work of others.

Summative assessments of your work, such as a portfolio, a reflective essays and reports take place at the end of each module to assess your attainment of the modules' learning outcomes. Summative assessment contains a graded mark as well as written feedback. This mark in Part two and three will count to your final classification.

Throughout the programme you will experience increasing levels of self-direction in response to briefs. The Final Major Project allows you to consolidate your experience and skills towards the formulations of artworks which communicate the ambition of your ideas to a professional level. This will be evidenced by a portfolio of work and represents the completion of your undergraduate studies.

Educational aims of the programme

The BA (Hons) Graphic Arts at Winchester School of Art, University of Southampton, offers you a welcoming, supportive and student-focused environment in which to study graphic arts.

The programme is designed to offer a range of choices and flexibility of learning. It aims to provide you with the opportunity to study career-orientated modules that will provide you with understanding and skills applicable to future employment within the creative industries.

The aims of the programme are to:

- Develop and promote creativity through enquiring, analytical and imaginative methods
- Develop digital and technological literacies and specialist technical skills
- Develop and apply research skills, critical thinking and independent judgement
- Develop innovation through practical intelligence and experimentation
- Enable you to locate your work within theoretical and cultural context
- Provide you with advanced communication skills, in a range of formats
- Equip you with professional skills to facilitate employment and further study
- Promote collaboration, ethical and social engagement

Programme learning outcomes

A. Knowledge and understanding

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

- A1. The critical and contextual dimension of contemporary practice in graphic arts.
- A2. How your practice relates to the international professional context of graphic arts.
- A3. How your ideas inform the application of processes and techniques.
- A4. Key developments in current and emerging media and technologies.
- A5. Sustainable and ethical dimensions of graphic arts.
- A6. How to identify and apply the skills you will need to practice professionally in the graphic arts industry or continue to further study.
- A7. an in-depth understanding of the subject of pathway specific knowledge informed by contemporary practice and the critical and theoretical context.

B. Subject specific intellectual and research skills

Having successfully completed this programme you will be able to:

- B1. Apply critical enquiry and reflection to evaluate your work.
- B2. Evaluate and challenge the conceptual and technical boundaries of your discipline.
- B3. Apply iterative processes of enquiry, prototyping, analysis.
- B4. Research relevant critical theory to inform your practice.
- B5. Evaluation and selection of appropriate media, materials and processes to realise your ideas.
- B6. Demonstrate creativity to generate ideas, concepts and proposals.

C. Transferable and generic skills

Having successfully completed this programme you will be able to:

- C1. Effectively communicate across visual, oral and/or written formats using an appropriate range of media
- C2. Identify, implement and evaluate a wide range of sources.
- C3. Employ digital literacies to support your learning.
- C4. Present your work appropriately in a professional context.
- C5. Study independently and organise your time to produce work to set deadlines.
- C6. Demonstrate innovative approaches in the application of knowledge to practice.
- C7. Understand and utilise appropriate academic referencing.

D. Subject specific practical skills

Having successfully completed this programme you will be able to:

- D1. Apply specialist graphic arts skills to resolve creative challenges.
- D2. Set the creative direction and show judgment and self-critique in managing your project deliverables.
- D3. Experiment with media platforms relevant to your pathway specialism.

Graduate attributes

Graduate Attributes are the personal qualities, skills and understanding you can develop during your studies. They include but extend beyond your knowledge of an academic discipline and its technical proficiencies. Graduate Attributes are important because they equip you for the challenge of contributing to your chosen profession and may enable you to take a leading role in shaping the society in which you live.

We offer you the opportunity to develop these attributes through your successful engagement with the learning and teaching of your programme and your active participation in University life. The skills, knowledge and personal qualities that underpin the Graduate Attributes are supported by your discipline. As such, each attribute is enriched, made distinct and expressed through the variety of learning experiences you will experience. Your development of Graduate Attributes presumes basic competencies on entry to the University.

Programme structure

The BA (Hons) Graphic Arts programme is a three-year full-time programme, which consists of core and optional core modules. You are able to choose from a list of optional core modules to introduce broader themes of study.

Typical course content

Part 1

Part 1 will give you the opportunity to explore specialist disciplines and provide diagnostic support for your choice of specialist pathway. This will take place through a series of project rotations accompanied by workshop inductions, to introduce you to a range of practical skills and media. Your academic research and study skills will be developed through modules and library based inductions. A great deal of the focus is placed on working towards practical outputs through themed projects set by your tutors. You will also begin to engage with the contexts and the debates in contemporary art and design through the Historical and Critical Contexts module.

In Semester 2 you will be introduced to further skills and projects designed to enable you to make a selection on your preferred pathway specialism in consultation with your tutors.

Part 2

As part of your studies in Part 2, Semester 1, you will be able to select one of six optional core modules, each designed to provide you with an opportunity to broaden your studies and engage with peers from other art and design subjects in an interdisciplinary environment.

The module choices will provide you with the creative freedom to explore areas outside of your main specialism.

Business Skills for the Creative Industries will introduce you to a range of creative techniques and design thinking skills to help you develop a business idea within the creative industries. As part of this module you will have the opportunity to gain knowledge of business start-up ideas and develop the skills required to produce and present an effective business plan.

Creative Writing will introduce you to a range of diverse non-academic writing styles, from journalism to more 'creative' forms such as prose fiction, memoir, poetry and scriptwriting, developing skills in handling writing voice and in understanding the process of effective communications both in the creative industries and the wider public arena.

Creative Futures focuses on the capacity of creative practices to influence new scenarios and creative futures. You will have the opportunity to understand creative practices as part of an ethical and participatory framework. The module will explore democratic forms of innovation through citizen participation, including collaborative and environmental practices, activism, social innovation and economic sustainability.

Image & Branding will promote your understanding of key concepts around brand signature and visual aspects of branding. The module provides you with an opportunity to analyse case studies to build your knowledge in relation to brand signature design and explore debates and trends impacting brand aesthetics.

Visual Culture will introduce some of the core theoretical issues that underpin the production of visual culture, questioning the role of images in the construction of identity and the ways in which we understand the world around us. The module engages you in various themes around visual production and sub-cultures, using the premise that- as future artists, designers or workers in the creative industries- you will be future producers of visual culture or even visual counter-cultures.

Sight & Sound will introduce you to the language of cinema. Using key texts and self-generated or found visual samples as a basis for learning, Sight and Sound will explore film genres for you to understand the usefulness of cinematic studies as a way of strengthening your academic and practice based portfolio. The optional core module choice will allow you to take increasing responsibility for the direction of your studies in preparation for your final year.

Student exchange module

In Part 2 Semester 2, the Study Exchange Module offers students an opportunity to study abroad at one of our international partner institutions. Locations include Germany, Spain and Switzerland. The opportunity to study abroad is dependent on your eligibility to travel to particular countries, i.e., obtaining a visa, as well as the successful completion of the Part 2 Semester 1 modules.

Your Student Exchange will be supported by a programme Exchange Coordinator and a dedicated handbook.

Year in Employment

On successful completion of Part 2 you can apply to take part in the Year in Employment Placement Programme. This is a great opportunity for undergraduate students to undertake a placement year and gain industry experience between your second and third year of studies as part of your degree. This opportunity offers valuable work experience, personal development and key professional skills to enhance your employability. You will be supported by a dedicated Year in Employment Placements Team in the Careers and Employability Service, via email, telephone and skype on a regular basis. Blackboard and e-learning resources will support your learning throughout the year.

Part 3

In Part 3, externally partnered projects will encourage you to test your ideas within the professional context and gain a working knowledge of the creative industries. This experience will be complemented by a Professional and Critical Contexts module to focus specifically on alignment between your professional ambition and skills supported by presentations by industry practitioners, reflections upon the sector and how this relates to your practice.

Semester two consolidates your knowledge and experience in the Final Major Project module by producing ambitious and well informed finished pieces of work that communicate your ideas to your audience. Your Professional Planning and Evaluation module will enable you to apply your career-focussing skills to enable you to promote yourself to a professional standard and produce an industry focussing report where you will plan your entry into industry.

Summary structure of the programme

Modules in this programme are either 22.5 ECTS (45 CATS), or 7.5 ECTS (15 CATS). The programme is worth 180 ECTS (360 CATS) with each level of study worth 60 ECTS (120 CATS).

See Appendix 3

Assessment mapping

See Appendix 2

Additional costs

See Appendix 4.

Progression requirements

The programme follows the University's regulations for [Progression, Determination and Classification of Results: Undergraduate and Integrated Masters Programmes](#) as set out in the University Calendar.

Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

Qualification	Minimum overall credit in ECTS/CATS	Minimum ECTS/CATS required at level of award
Certificate of Higher Education	at least 60/120	45/90
Diploma of Higher Education	at least 120/240	45/90

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- Library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- High speed access to online electronic learning resources on the Internet from dedicated computers onsite and from your own digital devices via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.

- Computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources).
- Standard ICT tools such as Email, secure filestore and calendars.
- Access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- digital support through a comprehensive website, telephone and online ticketed support and dedicated helpdesks
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist digital support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- The Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls of Residence (18.00-08.00) a Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides

- An academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- Opportunities for extracurricular activities and volunteering
- An Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- Programme documents accessed via the SUSSED School site.
- Inductions
- Blackboard (e-learning)
- Study skills hub
- Studios, workshops and digital suites
- Technical demonstrations
- Specialist workshop activity support
- Module and Project briefings
- WSA Library - supporting studies through specialist collections, research method inductions and other supporting facilities to include:
 - Library induction tours
 - Books and Exhibition Catalogues
 - Journals & Magazines
 - Slide Collection
 - Video and DVD Collection
 - Special Collections
 - Newspaper Cuttings
 - Reserve Collection
 - Artists' Book Collection
 - Fine Art Study Collection. The material is rare and unique so is for reference only.
- The Winchester Gallery exhibits local, national and international visual art and design exhibitions
- Computing and Digital facilities at WSA including dedicated Mac Suites with Apple Mac Computers with a range of Digital Software, large scale specialist printers, laser cutter, and 3D printer. Lynda.com is an online digital support platform that students can access via their UoS email username and password.
- Digital facilities are also available on the Highfield campus.
- Personal Academic Tutors
- Study Exchanges
- Students who take part in the Study Exchange in Semester 2 Part 2 will be supported by the Study Exchange Co-ordinator, who briefs all students participating and maintains contact with them. All students also receive a Study Exchange Handbook.

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feedback on your behalf
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group
- The National Student Survey (NSS)

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years
- External examiners, who produce an annual report
- A national Research Excellence Framework (our research activity contributes directly to the quality of your learning experience)
- Institutional Review by the Quality Assurance Agency

Career opportunities

The BA (Hons) Graphic Arts programme connects to employment in areas such as editorial, motion design, user experience & user interface design, data visualisation, illustration, information design, web development, animation, typography, photography, branding and marketing. It connects to one of the fastest growing employment sectors within the UK economy. Evidence from a range of sources including the BBC, the treasury and the Design Council suggest that this rapid growth is set to continue.

Over the last five years our students have been employed by the likes of Mother, ustwo, Protein, Moving Brands, Johnston Works, the Financial Times, M&C Saatchi, the Daily Telegraph, Elle, Jack Wills, Blueprint, the Guardian, Sony, Harpers Bazaar, the Sunday Times and the Observer.

External Examiner(s) for the programme

Name: Mr John Stephens **Institution:** University of Bedfordshire (Retired)

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook (or other appropriate guide) or online at <http://www.southampton.ac.uk/wsa/index.page>

As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's Programme [Validation Process](#) which is described in the University's Quality handbook.

Revision History

1.

Appendix 1:

8231 BA (Hons) Graphic Arts learning outcomes mapping document.

Module Code	Module Title	Knowledge and Understanding							Subject Specific Intellectual Skills						Transferable/Key Skills							Subject Specific Practical Skills		
		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3
ARTD1118	An Introduction to Graphic Arts	X	X	X	X		X		X		X		X			X		X	X			X		X
ARTD1119	Historical and Critical Contexts	X				X	X		X			X				X		X	X					
ARTD1120	Specialist Principles		X		X		X			X		X			X	X				X	X			
ARTD1121	Research in Contemporary Issues		X			X	X		X			X			X	X			X					
ARTD2XXX	Specialist Practice and skills		X	X	X				X	X	X	X			X	X			X	X	X	X	X	X
ARTD2XXX	Self-Initiated project	X	X	X			X		X		X	X	X	X	X			X			X	X	X	X
ARTD2XXX	Study Exchange for Graphic Arts	X	X				X		X	X		X	X		X			X	X			X		X
ARTD22116	Critical Reflection of Specialism		X	X			X		X	X		X			X			X		X				
ARTD3XXX	External Projects	X		X	X	X	X		X	X	X		X	X	X			X	X		X	X	X	X
ARTD3XXX	Professional and Critical Contexts					X		X		X		X	X					X	X					
ARTD3XXX	Professional Planning and Evaluation		X			X		X	X			X			X			X					X	
ARTD3XXX	Final Major Project (Graphic Arts)		X	X			X		X		X	X	X	X	X			X	X	X		X	X	X

Appendix 2: 8231 BA (Hons) Graphic Arts assessment mapping document –Core modules only

Module Code	Module Title	Semester	ECTS/ CATS	Assessment 1
ARTD1118	An Introduction to Graphic Arts	S1	22.5/45	A portfolio of work and supporting material developed in response to the set themed projects. 100%
ARTD1119	Historical and Critical Contexts	S1	7.5/15	Six illustrated blogposts submitted online plus written summary. (Equivalent to 2000 words) - 100%
ARTD1120	Specialist Principles	S2	22.5/45	A portfolio of work and supporting material developed in response to the set project(s). The portfolio must include evidence of the specialist subject - 100%
ARTD1121	Research in Contemporary Issues	S2	7.5/15	Illustrated essay with a maximum of six support images, chosen from a selected list of essay questions. (Equivalent to 2000 words) - 100%
ARTD2XXX	Specialist Practice and Skills	S1	22.5/45	A portfolio of final project outcomes with research and process documentation developed in response to the set project(s) 100%
ARTD2XXX	Self-Initiated project	S2	22.5/45	A portfolio of final project outcomes with research documentation - 100%
ARTD2XXX	Study Exchange for Graphic Arts	S2	22.5/45	A portfolio of final project outcomes with research and process documentation - 100%
ARTD2116	Critical Reflection of Specialism	S2	7.5/15	Reflective blog posts (5 x 500 words each) including 10 annotated illustrations - 100%
ARTD3XXX	External Projects	S1	22.5/45	A portfolio of final project outcomes with research and process documentation - 100%
ARTD3XXX	Professional and Critical Contexts	S1	7.5/15	Essay (3500 words) - 100%
ARTD3XXX	Final Major Project (Graphic Arts)	S2	22.5/45	A portfolio of final project outcomes with research and process documentation - 100%
ARTD3XXX	Professional Planning and Evaluation	S2	7.5/15	Portfolio of personal promotional material to include an Industry focusing report (2000 words) - 100%

Appendix 3

8231 BA (Hons) Graphic Arts programme structure

Part 1

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD1118 An Introduction to Graphic Arts	Core	22.5	45	ARTD1120 Specialist Principles	Core	22.5	45
ARTD1119 Historical and Critical Contexts	Core	7.5	15	ARTD1121 Research in Contemporary Issues	Core	7.5	15
Total Part 1 Credits 60 ECTS/120 CATS							

(During Part 1 students receive advice re: choice of specialist subject pathway and choice of option module).

Part 2

In Part 2 Students may opt to take part in a study exchange to another institution. If confirmed students will be transferred from ARTD2XXX Self-Initiated Project to ARTD2XXX Study Exchange for Graphic Arts

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD2XXX Specialist Practice and Skills	Core	22.5	45	ARTD2XXX Self-Initiated Project	Core	22.5	45
You must select and pass one optional core module from:	Optional Core	15	7.5	ARTD2XXX Study Exchange for Graphic Arts	Core	22.5	45
ARTD2XXX Business Skills for the Creative Industries ARTD2XXX Creative Futures ARTD2XXX Creative Writing ARTD2XXX Image and Branding ARTD2XXX Sight and Sound ARTD2XXX Visual Culture				ARTD2116 Critical Reflection of Specialism	Core	7.5	15
Total Part 2 Credits 60 ECTS/ CATS 120							

Part 3

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD3XXX External Projects	Core	22.5	45	ARTD3XXX Final Major Project (Graphic Arts)	Core	22.5	45
ARTD3XXX Professional and Critical Contexts	Core	7.5	15	ARTD3XXX Professional Planning and Evaluation	Core	7.5	15
Total Part 3 Credits 60 ECTS/ 120 CATS							

Appendix 4

8231 BA (Hons) Graphic Arts additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments that are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for the items listed in the table below.

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.

Main Item	Sub-section	PROGRAMME SPECIFIC COSTS
Stationery		You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc.). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks		Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as optional background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.
Equipment and Materials Equipment	Art Equipment and Materials: Drawing paper; painting materials; sketchbooks	A standard set of art materials will be required to start the course. Specifications for this are sent out in the welcome pack for the course. During the course you will need to provide a range of materials, this will vary from student to student and module to module.
	Design equipment and materials:	A standard set of design materials will be required to start the course. Specifications for this are sent out in the welcome pack for the course. During the course you will need to provide a range of materials, this will vary from student to student and module to module. Some of the work you produce on the course will use digital technology. Necessary equipment is provided centrally but at times you may find it advantageous to purchase your own. Should you choose to do this, the University will provide guidance in purchasing this equipment at a reasonable price.
	Photography:	You may choose to use photography in some of the modules you study. Necessary equipment is provided centrally but at times you may find it advantageous to purchase your own. Should you choose to do this the University will provide guidance in purchasing this equipment at a reasonable price.
	Recording Equipment:	You may choose to use recording equipment in some of the modules you study. Necessary equipment is provided centrally but at times you may find it advantageous to purchase your own. Should you choose to do this the University will provide guidance in purchasing this equipment at a reasonable price.
IT	Computer Discs	You will need to equip yourself with a digital storage device. A 1 TB external hard drive should adequate and can be purchased for around £70
	Hardware	Some of the work you produce on the course will use digital technology. Necessary hardware is provided centrally but at times you may find it advantageous to purchase your own hardware. Should you choose to do this the University will provide guidance in purchasing this equipment at a reasonable price.
Printing and Photocopying Costs		In most cases, written coursework such as essays; projects; are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student. Practice based projects require printing and photocopying in order to present research, development and present outcomes. These costs vary from student to student and project to project. A list of the University printing costs can be found on the University Website. https://www.southampton.ac.uk/isolutions/students/printing
Optional Visits (e.g. museums, galleries)		Some modules may include optional visits to a museum, galleries, etc. You will normally be expected to cover the cost of travel and admission, unless otherwise specified in the module profile. National An optional trip associated with a module would be typically to London by train (off peak) and cost around £25 return with a student rail card. International A typical trip on the programme would be to New York which would cost in the region of £950
Study Exchanges	Accommodation, Insurance, Travel costs etc.	Costs associated with the Study Exchanges will vary depending upon your chosen destination and other variables, i.e. travel, accommodation and subsistence
Travel		The Union Southampton provide a shuttle free bus service which runs every hour between the Winchester Campus and the Highfield Campus. Students are responsible for all other daily travel expenses.