

Programme Specification 2016/17

3710 BA 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) following standard progression for a FT student.
Accreditation details	N/A
Final Award	Bachelor of Arts
Name of award	Graphic Arts: Motion Graphics Graphic Arts: Illustration Graphic Arts: Graphic Design 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 and the National Qualifications Framework
Programme Lead	Derek Yates
Date specification was written	Feb 2006
Date Programme was validated	05/07/2012
Date Specification last updated	Sept 2015

Programme overview

Brief outline of the programme

The Graphic Arts programme is structured around four specialist pathways. Connections and collaboration between these pathways is both recognised and encouraged by allowing students to work alongside each other within shared studio spaces. The course has been developed through discussion with leading industry practitioners and to ease your transition into professional practice we have created a range of innovative strategies that provide opportunities for you to engage directly with the creative industries at every stage of the course.

The three years of the course are carefully structured and reviewed annually to define learning experiences designed to allow you to become a professional, flexible and innovative creative practitioner taking you beyond graduation into a successful career. Year one is focused on building methodology and contextual understanding and is delivered through workshops, collaborative projects, lectures and screenings that examine the conventions of the discipline. In year two, we break these ideas apart and encourage you to dissect and deconstruct received wisdom before, in the final year, allowing you to personalise an individual practice and apply it to a more focused professional context.

Learning and teaching

Your course of study will utilise a range of teaching and learning methodologies both directed, semi directed and self-directed. These will include lectures, seminars, group discussions, critique, practical exercises, demonstrations, study visits, technical instruction, workshops, reflective tutorials and collaborative working.

Assessment

Formative assessment takes place throughout the programme with specific written feedback provided within each semester. Summative assessment will take place at the end of each module through a formal submission of work and/or presentations to course tutors.

Educational aims of the programme

The BA 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 in the creative industries.

The aims of the programme are to:

- provide you with an interdisciplinary approach to graphic arts. In your first year you will have the opportunity to sample a specialist practice subject before you select a pathway. Specialist subjects for Graphic Arts are Motion Graphics, Graphic Design, Illustration and Photography.
- equip you with a theoretical and transferable skills framework to support your creative practice and provide you with the ability to realise your ambitions if you should choose to follow the path of self-employment in the creative industries.
- promote critical contextual thinking in relation to the practice of graphic arts
- enable you to practice creatively through the use of technical skills
- enable you to progress from a broad-based understanding of the discipline to a more individual viewpoint which is informed by your context
- develop your ability to communicate your ideas in a variety of ways and solve problems effectively
- foster levels of ambition and innovation that will enable you to undertake advanced study and post-degree practice at a professional level

Programme learning outcomes

The criteria against which your achievements will be judged in terms of the programme's learning outcomes will be detailed in the programme handbook. A grid of the following learning outcomes that you will achieve at the different parts of study is appended to this document (Appendix 1).

A. Knowledge and understanding

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

- A1. contemporary issues in the practice of graphic arts;
- A2. how to creatively integrate and exploit a variety of media, techniques, technologies and materials to realise your ideas;
- A3. how to apply a range of concepts, techniques and processes related to the graphic arts in realising your ideas;
- A4. how to utilise methods of thinking, planning and making to help resolve problems in self-initiated projects;
- A5. how to effectively evaluate and present your ideas in relevant contexts;
- A6. a research informed broad-based appreciation of practice, including the work of contemporary international practitioners and how they represent different professional, cultural and technological contexts;
- A7. how to identify and apply the skills you will need to practice professionally in the creative industries, enter related areas of interest or take further study of the subject.

Depending on your choice of pathway, if you successfully complete this programme you will also be able to demonstrate.

Motion Graphics

- A8. an in-depth understanding of the subject of motion graphics, informed by recent developments, including the particular professional, cultural and technological contexts within which motion graphics operates and the associated media and mediums.

Illustration

- A9. an in-depth understanding of the subject of illustration, informed by recent history, including the particular professional, cultural and technological contexts within which illustration operates.

Graphic Design

- A10. an in-depth understanding of the subject of graphic design, including advertising, informed by recent developments, including the particular professional, cultural and technological contexts within which graphic design and advertising operate.

Photography

A11. an in-depth understanding of the subject of photography, informed by recent developments, including the particular professional, cultural and technological contexts within which photography operates.

Teaching and learning methods

Insert as appropriate – using illustrations which will indicate how a range of teaching and learning methods are used, related to learning outcomes, and to recognise different learning s The programme employs a variety of learning and teaching methods designed to support you in developing your own learning skills and in becoming increasingly independent. This means that by the time you reach the end of part two, you will be able to direct and realise practical solutions through self-initiated projects.

The learning and teaching methods which focus on developing your knowledge and understanding, include lectures and seminars, study visits, practical workshops and inductions and group critiques. Project briefs encourage you to develop your knowledge and understanding of your subject in relation to a particular professional context.

During your study of the programme you will be encouraged to attend study visits but it is understood that, as these visits are self-financed and that individual circumstances may not easily allow for a period of study time away from the School, it may not always be possible for you to attend. In such cases, alternative comparable study visits within the locality or other centres within easy reach are provided. All study visits have a detailed itinerary which identifies how you can benefit from viewing displayed artworks. For example, the itinerary may direct you to consider different approaches to presentation skills. Such itineraries are applicable to international or UK venues. Group study visits are managed by Programme Leaders with the support of the School's administrators: arrangements include risk assessment.

Student Exchange module

In part two, depending on your eligibility to travel to particular countries, e.g., obtaining a visa, you will have the opportunity to apply to study abroad for one semester. The Exchange module is established under the Socrates-Erasmus Exchange programme. Exchange agreements with institutions in the EU are typically in France, Spain, Eire and the Czech Republic. Additionally, there may also be the opportunity to study in other countries such as China and the USA where bilateral exchange agreements are in place. You will need to have a good idea of, and be able to articulate, why you wish to travel abroad as part of your study and what you are seeking to achieve whilst away. Visits made to continental Europe or other countries will provide the opportunity for you to develop your language skills among native speakers working and studying in higher education.

The School will provide students with the opportunity and resources to develop language skills appropriate to the Exchange destinations; this may be by the provision of cd-roms or other resources as necessary. Whilst on exchange you will have input from academics and professionals at the host institution. You will be expected to work to the schedule and standards prevailing in your host institution. The learning outcomes of the Exchange module are equivalent to the Specialist Practice and Research module which you would otherwise have studied if not on exchange. You will be obliged to reflect on what you learn from host staff and from the environment in which you find yourself as well as the extent to which such experiences impact on your thinking and practice. The work you do abroad will be equivalent to that undertaken by fellow students remaining in the UK, but naturally will be shaped to a greater or lesser extent by your trip. Work done abroad will be integrated back into your output at Winchester and like your colleagues who remain in the U.K., you will have to produce a reflective journal.

Professional Experience

In part two and three you will be offered the opportunity to engage in professional experience. This experience is a valuable opportunity to observe the application of practice in a professional context. Such experience will enable you to locate your own practice against a professional context and prepare you with skills applicable for future employment in the creative industries, e.g., working to deadlines and communication skills. To undertake professional experience you will have to make a written proposal. The exact nature of your proposal will need to be negotiated with your module convenor and based on guidelines outlined in the module handbook. Before your professional experience begins monitoring of the host professional organisation will be undertaken and approved, e.g., health and safety. Blackboard will be available to support you whilst away from campus.

Part One

In part one, through workshop inductions, you will be introduced to a range of practical skills and media. Your skills in library research and the use of ICT (Information and Communication Technologies) will be developed to equip you to tackle assignments at this level and throughout your study in the School. A great deal of the focus is placed on working towards practical output through themed projects set by your tutors. You will also begin to engage with the contexts and the debates in contemporary art and design. Your engagement with the critical context of contemporary art and design in the Contemporary Issues module will focus on theory from a maker's perspective. For this reason Contemporary Issues module will be delivered by way of contact with practitioners conversant with contemporary theory.

The broad range of skills and experience offered at part one will provide you with the knowledge and understanding necessary to select to study at part two in either one of the subject specialist pathways. The choice of subject specialism is your decision. You will be guided on your decision by your tutors. You will also be offered

guidance on your selection of a career-orientated Compulsory/elective module. The career-orientated Compulsory/elective module is designed to enable you to tailor your programme to suit your choice of career path. For example, you may choose to study the Enterprise modules so as to be best prepared to be a self-employed photographer following graduation. Your choice of career-orientated Compulsory/elective module at part two will require you to study that same Compulsory/elective at part three.

Part Two

In part two you will have established a broad grasp of a number of practical skills and an understanding of what informs and contextualises ideas and practices in the graphic arts. You will now be encouraged to explore and experiment, speculate and test your ideas with the aim of developing you into an informed, skilled, independent practitioner. The progression from part one is demonstrated at part two by increasingly developing your own themes of interest and projects, initially from a selection, then entirely from your own imagination. You will work within and focus your work according to the practices consistent with either your chosen subject specialism. As mentioned above student exchanges are available to assist in your tailoring of your study. Student exchanges enable you to develop your understanding from different cultural and professional viewpoints while developing the independent learning skills required to progress to part three.

Part Three

In part three, based on individual exploration of your ideas, you will focus your practice and its particular methodologies, and conceive and develop your own ideas right through to the degree exhibition. Whereas part two encourages diverse experimentation and a challenging approach to your thinking and ideas, in part three you will utilise your skills to increasingly produce well informed finished pieces of work that communicate your ideas. You will also be able to apply your career-focused skills to a part which will enable you to be in a strong position to follow your ambitions once you graduate.

Assessment methods

A variety of informal assessment methods for example, visual presentations, seminars, group critiques, provide you with ongoing feedback on the progress of your understanding of your work. These formative assessment situations will also give you the opportunity to learn to constructively critique the work of others. Summative assessments which concentrate on specific evidence of your work, such as a portfolio, a reflective journal, a presentation or a short or extended essay, assess, at the end of each module, your attainment of the modules' stated learning outcomes.

In part three the Final Major Project provides assessment of your practice and your ability to bring to conclusion, artworks which communicate the ambition of your ideas to a level of high quality. It will be supported by a portfolio of developmental work and studies. This is the opportunity for you to show the extent to which you have developed in your field throughout the programme, and represents the fruition of your studies.

B. Subject specific intellectual and research skills

Having successfully completed this programme you will be able to:

- B1.** apply methods of enquiry and reflection which will enable you to critically evaluate the qualities in your work and relate your ideas to an intended context;
- B2.** evaluate and challenge the conceptual and technical boundaries of your discipline;
- B3.** make independent judgments in the selection and use of ideas, materials, techniques and processes;
- B4.** generate ideas through enquiry, analysis and critical reflection;
- B5.** inform your practice by analysing and critically reflecting on relevant theory;
- B6.** realise your ideas through the evaluation and selection of appropriate media and techniques;
- B7.** develop your ideas by applying thinking and concepts informed by a context of recent approaches to the practice of your discipline.
- B8.** establish a specialist practice by critically assessing aspects of your chosen subject.

Teaching and learning methods

Seminars, individual and group tutorials, group critiques and optional study visits are all designed, to enable you to develop your thinking skills, through discussion and the giving and receiving of constructive criticism. Group critiques and seminars in particular focus on evaluating ways of developing ideas and working methods, in addition to developing your critical and analytical abilities. Learning activities and expectations progress from establishing an understanding of the discipline, through exploring and testing boundaries, to synthesis and focus.

Assessment methods

Assessments designed to evaluate your thinking skills take a variety of forms. Exhibitions of work and essays evaluate reflective and analytical thinking, your critical skills in forming viewpoints on contemporary influences and the making of independent judgements. Most assessments involve visual presentations of portfolios as a method of further communicating and expanding on your ideas and practical intentions.

C. Transferable and generic skills

Having successfully completed this programme you will be able to:

- C1. communicate ideas in a variety of oral, written, technological and visual formats;
- C2. identify, select and draw upon a wide range of printed and electronic sources to inform and challenge your thinking;
- C3. demonstrate interpersonal skills whilst working with others;
- C4. study independently and produce work to set deadlines;
- C5. reflect on your own work and learn from experience;
- C6. generate ideas and solve problems independently and collaboratively;
- C7. use effectively library and IT resources, including the internet.

Teaching and learning methods

Your key skills will be developed through seminars and tutorials, IT workshops, library sessions, group projects and independent research.

Introductory library sessions will show you how to use the web and access a range of library resources. In part one, studio, ICT and technical workshop inductions will introduce you to basic practical skills and techniques and health and safety procedures. As you progress through the programme you will then progressively update and hone your skills, through the help and support of librarians, technicians and tutors, according to your independent learning. Activities such as seminars, tutorials, group projects, and study visits will help you to develop self-confidence, interpersonal and group skills. Written assignments will enable you to structure and communicate ideas in written formats.

Assessment methods

Your key skills will be assessed through participation in individual and group, practical and theory based assignments. Assessment methods demonstrate a variety of learned skills which often overlap and complement subject-specific skills which can be applied more generally.

Key skills are demonstrated primarily through tutorials, seminars, journal writing and essays but are liable to contribute to all the work that you do throughout the programme.

D. Subject specific practical skills

Having successfully completed this programme you will be able to:

- D1. realise an individual approach to the discipline through the production of practical work ready for exhibition or reproduction;
- D2. solve practical problems independently in response to set briefs and self-initiated projects;
- D3. explore and exploit materials, techniques and processes, including computer-assisted technologies;
- D4. work and use machines safely and competently in the workshops;
- D5. apply practical skills effectively in the making of your work;
- D6. gather and organise information to inform and challenge your thinking.

Having studied a specialist subject pathway, by the end of the programme you will be able to:

Motion Graphics

- D7. identify and apply specific practical digital imaging skills, animation skills and techniques, so as to animate sequential imagery with sound and output in an appropriate digital format.

Illustration

- D8. identify and apply specific practical illustration skills such as applied image making in response to texts. Develop a personal approach to applied image making utilising analogue and digital media.

Graphic Design

- D9. identify and apply specific practical graphic design skills and techniques such as, designing a format for a magazine publication, create identities and develop a range of visuals to support this, design information for interactive use on the web or CDROM. Understand how to develop advertising led design strategies.

Photography

- D10. identify and apply specific practical skills in the use of photographic technology such as, take still life photography in a studio utilising a range of lighting, manipulation of photographic images digitally, take documentary photographs in a range of situations, print and display photographic work utilising a range of digital printmaking.

Teaching and learning methods.

Your practical skills will be essentially developed through seminars and tutorials, workshop inductions and demonstrations, IT inductions, and independent practice. You will develop your practical skills through the support of technicians and tutors. At part one, inductions and demonstrations introduce you to a range of practical skills, then as you progress through the second and third parts of the programme you can self-select from a range of additional workshops designed to increase your proficiency in the use of skills.

Practical skills are a fundamental feature of your learning. To generate safe technical proficiency you will learn in the School workshops or other appropriate environments, e.g., the photographic darkroom or time-based media. Projects will often be set so as to stimulate your thinking regarding the techniques and skills that you are learning and how you might creatively utilise them in relation to your own ideas. Practical skills are useful when creatively applied or when they stimulate curiosity and new ideas. Most of your creative endeavour will take place in the studio. The studio is the working environment in which you will be able to explore your materials and realise your thoughts. It is the arena in which you develop your practice and explore new possibilities.

Assessment methods

The methods which assess your practical skills include portfolios, exhibitions, essays, reports and oral presentations. Your work in the studio will prepare you for these and enable you to produce the work for reflective journals, seminars and your portfolios. Progression is recognised in the assessment scheme, which evaluates your practical skills, from broad-based investigation and experimentation through to evaluation and synthesis of skills necessary to communicate your ideas at part three.

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

Typical course content

This is a three year full-time programme. All modules are core modules and must be passed with a mark of 40% or higher. Whilst all modules are core, this does not mean all students will study exactly the same modules. You are able to choose from a list of career-focused optional core modules to individually tailor your programme. In the context of promoting interdisciplinarity the BA (Hons) Graphic Arts shares common Core and some optional core modules with BA (Hons) Fine Art and BA (Hons) Fashion & Textile Design programmes.

In part 1 you will work in a creative environment in which students from other programmes will be studying. You will work on projects set by your discipline and be taught by staff specific to your programme. The work which you produce will be manifested through media appropriate to your discipline and you will experience workshops specific to your programme. Part one will give you the opportunity to try out a specialist subject to see if it suits you.

In part two you can choose to study Graphic Arts by way of one of its specialist subject pathways. Your choice will be reflected in the team of staff which you work with and your location in the studios. Optional workshops offered by each specialist subject will be available to those who choose to study the discipline generically. However, due to limiting factors, such as the size of some workshops where a planned introduction to a skill is over subscribed, although every effort will be made to accommodate the wishes of all students, preference will be given to those students that have selected the specialist subject which is most strongly associated with that workshop skill.

The nature of the programme you follow will not only be determined by your engagement with the discipline of Graphic Arts but also the career-orientated optional core module which you select. The career-orientated optional core modules are designed to provide you with a choice of learning experiences and study skills which will enable you to focus and direct your career toward employment or self-employment in the professional creative industries. At the end of part one you will be offered guidance as to your decisions regarding your study of the discipline (generic or by way of a specialist subject) and the career-orientated optional core.

Specialist subject pathway

In part one you will have the opportunity to experiment with specialisms. At the end of part one, informed by this experience, you will be asked to choose to study a specialist subject through to the end of your programme.

Depending on which specialist subject you opt to take and by successfully completing modules, your studies will lead to the award of BA (Hons) Graphic Arts distinguished by the specialist subject you opted for, for example, BA (Hons) Graphic Arts (Motion Graphics). The details of your decision to study one of the career-orientated modules will appear on the diploma supplement as described above.

Parts

A part is equivalent to a year of study within your programme. In each part of the programme, you will receive positive advice and counselling to help you to make informed decisions about your study choices. In particular, when deciding whether to concentrate on a specialist subject or study the discipline generically at parts two and three, dedicated tutors will be available to review your progress with you and to advise you in your decisions.

Particular modules

Part 1

Throughout the programme a key focus will be applying what you are learning to practice in the studio or an alternative setting. At part one through Studio Skills & Practice you will be equipped with the central skills for working in the studio. Research & Communication Skills will focus on introducing you to a range of study and written communication skills appropriate to Art & Design, e.g. library research skills and e-communications. Studio Practice & Research allows you to gain additional skills and encourages you to identify an approach to practice which you may wish to pursue in the following years. Contemporary Issues will develop study skills and from a practitioner's perspective, provide you with an introduction to the art and design context in which you are working.

Part 2

Specialist Practice & Research 2A and Specialist Practice & Research 2B allow you to become increasingly competent and independent in your work. At this level you will select a career-focussed module that complements your programme from a list of options. The student Exchange module will allow you to study in a different country but to develop equivalent skills to those students taking Specialist Practice & Research 2B. All students will review and reflect on their work at the end of Part two in the Reflective Journal 2 module. This will equip you with the self-analysis necessary to develop your independent working in Part 3.

Part 3

The modules in Part 3 enable you to develop your skills to a professional level through working competently as an independent practitioner. The Reflective Journal 3 encourages you to detail your efforts in Specialist Practice 3 and to reflect on your study through the programme. The Final Major Project allows you to develop work for exposure to an audience, for example, through an exhibition.

In this programme there are two 22.5 ECTS (45 CATS) modules and two 7.5 ECTS (15 CATS) modules in each part. A 22.5 ECTS (45 CATS) module contributes 37.5% and a 7.5 ECTS (15 CATS) module contributes 12.5% to the total mark at the end of each part.

Special features of the programme

'Insights from the Field', a programme offering Part 3 students the opportunity to engage with leading figures from the communication industries through a series of lectures, workshops and discussions. The programme is documented online through a blog: <http://insights-field.tumblr.com>.

An optional 'Study Abroad' Exchange Placement in Part 2 that offers the opportunity for a module long Exchange at one of our existing partners in the Erasmus scheme.

In 2015/16, Part 1 students will be offered the opportunity to go on study visits to Berlin and New York, where we will visit leading local studios such as Hort, Node and FUKT, Project Projects and Moving Brands.

Option modules in second and third year include: Business for the Creative Industries, Design Futures, Writing for the Creative Industries, Art of Marketing and Branding, Visual Culture and Digital Theory and Practice.

Degree Show exhibition in London and Winchester supported by a student-devised publication and online showcase.

There are regular opportunities for students to work with leading print suppliers such as Generation Press and Opal Print through simulated live projects.

Industry-partnered research projects with businesses such as Bear, Ico, National Air Traffic Control, GF Smith, Wrap & Anorak magazines.

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

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. Costs that students registered for this programme typically also have to pay for are included in **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
Diploma of Higher Education	at least 120/240	45/90
Certificate of Higher Education	at least 60/120	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 PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs 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.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- 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 IT 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 (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 Union Southampton provides;

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; Union Southampton 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 via the SUSSED school intranet.
- 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
 - Artists' Book Collection
 - Special Collections
 - Newspaper Cuttings
 - Reserve 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 craft exhibitions
- Computing and ICT facilities at WSA: computer suite with large scale specialist printers, IT facilities also available on the Highfield campus
- Personal tutors
- Student e-mail and access to tutorial staff
- Module Convenors - part one:

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 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 Assessment Exercise (our research activity contributes directly to the quality of your learning experience)
- Institutional Review by the Quality Assurance Agency

Criteria for admission

The University's Admissions Policy www.southampton.ac.uk/admissions_policy applies equally to all programmes of study. The following are the typical entry criteria to be used for selecting candidates for admission. The University's approved equivalencies for the requirements listed below will also be acceptable. The entry criteria for our programmes are reviewed annually by the Faculty. Those stated below were correct as of August 2016.

Applicants should refer to their specific offer conditions on their offer letter.

Qualification	Grades	Subjects required	Subjects not accepted	EPQ Alternative offer	Contextual Alternative offer
A levels	BBB	Preferably one art and design related subject	General Studies	No	yes
Level 3 BTEC extended diploma	Distinction, Distinction, Merit				
Foundation in Art & Design	Pass				

Mature applicants

Typical offer for mature applicants – access to HE course or other suitable qualification gained within the past 2 years.

Recognition of prior learning (RPL)

If you have professional experience, or credit through prior learning at another institution, you may be eligible to use this experience against some of the programme requirements for period of study. You will need to present evidence that you have met the learning outcomes of the programme. The University's Recognition of Prior Learning Policy can be accessed via the link below:

http://www.southampton.ac.uk/quality/assessment/prior_learning.page

Entry with advanced standing permitted

120 Point form approved course at other institution

Admissions agreements with partner University Study Abroad Partners

English language proficiency (IELTS)

Overall	Listening	Reading	Writing	Speaking
6.0	5.5	5.5	5.5	5.5

For a full list of English language tests accepted can be viewed here:

<http://www.southampton.ac.uk/studentadmin/admissions/admissions-policies/language.page>

Career opportunities

The BA in Graphic Arts connects to the fastest growing employment sector within the UK economy. Evidence from a range of sources including the BBC and the Design Council suggests that this area is set to continue its rapid growth. Figures from the Treasury indicate that within fifteen years 50% of new jobs will be in the creative industries. There has therefore never been a better time to embark on a career in this area. 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. These graduates are working in a diverse range of disciplines, which include: advertising, editorial design, web development, animation, motion design, user experience design, typography, photography, branding and marketing.

External Examiner(s) for the programme

Name: Mrs Claire Lockwood **Institution.** Sheffield Hallam University

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. Validated 2012
2. March 2013 Part 2 Option choice amended for AY201314. Removal of ARTD2037 Introduction to Enterprise, ARTD2038 Introduction to Visual Culture added, ARTD2043 renamed to Introduction to Design Futures. Two new options added ARTD2044 Introduction to Business for the creative Industries and ARTD2045 Introduction to Writing for the Creative Industries.
3. Sept 2014 Additional Part 3 option modules ARTD3050 Writing to Publication and ARTD3053 Business for the Creative Industries. ARTD3036 Design Futures added [module name change Responsible Design]
4. Transferred new template 28 Sept 2015

Appendix 1:

3710 BA 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	A8	A9	A10	A11	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10				
ARTD1072	Studio Practice and Skills		X	X	X		X						X		X	X		X			X		X	X	X																
ARTD1076	Research & Communication Skills			X	X	X	X							X			X	X					X	X	X																
ARTD1073	Studio Practice and Research	X	X	X			X	X	X	X	X	X	X	X	X	X	X					X	X			X															
ARTD1075	Contemporary Issues 1	X			X	X	X								X		X				X			X	X	X															
ARTD2031	Specialist Practice and Research 2a		X	X				X	X	X	X	X	X	X	X	X	X			X		X	X		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	
ARTD2032	Specialist Practice and Research 2b	X	X	X	X		X	X	X	X	X	X	X		X	X			X	X	X	X		X				X	X	X	X	X	X	X	X	X	X	X	X	X	X
ARTD2033	Specialist Practice - Exchange		X	X	X	X		X						X		X	X	X	X	X		X	X		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
ARTD2034	Reflective Journal 2	X		X	X		X		X	X	X	X	X	X		X	X	X	X		X		X	X		X															
ARTD3027	Specialist Practice	X	X	X	X		X	X	X	X	X	X	X		X	X	X	X	X	X	X		X	X		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
ARTD3028	Reflective Journal	X			X	X	X		X	X	X	X	X	X	X	X	X					X	X	X		X															
ARTD3041	Final Major Project: Graphic Arts	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Appendix 2:

3710 BA Graphic Arts assessment mapping document –Core modules only

Module Code	Module Title	Coursework 1
ARTD1072	Studio Practice and Skills	A portfolio of work 100%
ARTD1076	Research & Communication Skills	A portfolio of tasks submitted online, twelve in total. The submission is equivalent to 2500 words. 100%
ARTD1073	Studio Practice and Research	A portfolio of work and supporting material developed in response to the set project(s). 100%
ARTD1075	Contemporary Issues 1	Illustrated essay chosen from a selected list of essay questions – minimum 2000 words. 100%
ARTD2031	Specialist Practice and Research 2a	A portfolio of work. 100%
ARTD2032	Specialist Practice and Research 2b	A portfolio of work. 100%
ARTD2033	Specialist Practice – Exchange Placements	A portfolio of work. 100%
ARTD2034	Reflective Journal 2	Reflective Journal 3000 words 100%
ARTD3027	Specialist Practice	A portfolio of work. 100%
ARTD3028	Reflective Journal	A 4000 word structured essay with 10 academic references as minimum. 100%
ARTD3041	Final Major Project: Graphic Arts	A portfolio of work. 100%

Appendix 3:

3710 BA Graphic Arts programme structure

Part One

Semester One				Semester Two			
	Type	ECTS	CATS		Type	ECTS	CATS
ARTD1072 Studio Practice and Skills	Core	22.5	45	ARTD1073 Studio Practice and Research	Core	22.5	45
ARTD1076 Research & Communication Skills	Core	7.5	15	ARTD1075 Contemporary Issues 1	Core	7.5	15
Total Part 1 Credits 60 ECTS/120 CATS							

(At the end of Part 1 students receive advice re: choice of specialist subject pathway and choice of career-focused option module).

Part Two

In Part 2 Student may opt to take part in a study exchange to another institution. If confirmed students will be transferred from ARTD2032 Specialist Practice and Research 2b module to ARTD2033 Specialist Practice - Exchange Placement module.

Semester One				Semester Two			
	Type	ECTS	CATS		Type	ECTS	CATS
ARTD2031 Specialist Practice and Research 2a	Core	22.5	45	ARTD2032 Specialist Practice and Research 2b	Core	22.5	45
Optional Core Modules: You must select and pass one from:	Optional Core	7.5	15	Alternative to ARTD2032 ARTD2033 Specialist Practice - Exchange Placements	Core	22.5	45
ARTD2035 Intro to Art of Marketing and Branding ARTD2038 Intro to Visual Culture ARTD2039 Intro to Digital Practices & Theory ARTD2043 Intro to Design Futures ARTD2044 Intro to Business for Creative Industries ARTD2045 Intro to Writing for Creative Industries				ARTD2034 Reflective Journal 2			
Total Part 2 Credits 60 ECTS/ CATS 120							

Part Three

Semester One				Semester Two			
	Type	ECTS	CATS		Type	ECTS	ECTS
ARTD3027 Specialist Practice	Core	22.5	45	ARTD3028 Reflective Journal	Core	7.5	15
(Optional Core modules - The same subject studied at Part 2 must be taken and passed.	Optional Core	7.5	15	ARTD3041 Final Major Project: Graphic Arts	Core	22.5	45
ARTD3033 Art of Marketing and Branding ARTD3031 Visual Culture ARTD3035 Digital Practices and Theory ARTD3036 Design Futures ARTD3050 Writing to Publication ARTD3053 Business for Creative Industries							
Total Part 3 Credits 60 ECTS/ 120 CATS							
BA (Hons) Degree* 120 ECTS/ 360 CATS							

Appendix 4

3710 BA Graphic Arts additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as 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; dissertations 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.
Travel		The Union Southampton provide a mini free bus service which runs every 2 hours between the Winchester Campus and the Highfield Campus. Students are responsible for all other daily travel expenses.