

DEFINITIVE COURSE RECORD

	<p>480 Credits Level 4: 120 Credits Level 5: 120 Credits plus 120 placement credits* Level 6: 120 Credits</p> <p>*For an award with Professional Placement, 120 placement credits are also required</p>
Mode of Attendance	Full-time
Standard Length of Course ³	4 years full-time
Intended Award	BA (Hons) Graphic Design (Graphic Illustration) with Professional Placement
Named Exit Awards	<p>CertHE Graphic Design (Graphic Illustration) DipHE Graphic Design (Graphic Illustration) DipHE Graphic Design (Graphic Illustration) with Professional Placement BA Graphic Design (Graphic Illustration) with Professional Placement</p>
Entry Requirements ⁴	<p>112 UCAS tariff points (or equivalent) Applicants will be expected to attend an interview and show a portfolio, or submit an e-portfolio, as part of the application process</p>
Delivering Institution(s)	University of Suffolk
UCAS Code	W293

This definitive record sets out the essential features and characteristics of the BA (Hons) Graphic Design (Graphic Illustration) with Professional Placement. The information provided is accurate for students entering level 4 in the 2024-25 academic year⁵.

Course Summary

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The BA (Hons) Graphic Design (Graphic Illustration) with Professional Placement degree enables students to develop practical, creative and intellectual skills underpinned by theoretical and conceptual approaches to design. Delivered in a professional environment, utilising traditional and contemporary media, students produce inventive, high quality, and vocationally relevant work.

Employability is at the heart of the Graphic Design (Graphic Illustration) with Professional Placement course at the University of Suffolk. As well as learning how to be creative and

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- The course aims correlate with the defining principles stated of the QAA Benchmark Statement for Art and Design 2017, which reflect the course philosophy and the distinctive nature of your student experience on this course at University of Suffolk.

Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Graphic Design (Graphic Illustration) with Professional Placement course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)⁶.

At the end of Level 4, students will be able to:

1. select, use and apply traditional and/or digital media proficiently within set assignments and tasks.
2. generate and develop ideas from initial concepts through to defined graphic design or graphic illustration outcomes in response to set briefs.
3. analyse and critique your own work and the work of others, making connections between creative processes, the use of different medias, design outcomes and the contexts they sit within.
4. demonstrate a broad understanding of the contemporary and historical contextual dimensions of Graphic Design and Illustration.

At the end of Level 5, in conjunction with previous Level Learning Outcomes, students will be able to:

1. effectively solve visual communication problems through creative practice to specific audiences, with solutions arrived at through critical analysis, conceptualisation, selection and proficient use of appropriate technology, in answer to set or negotiated project briefs.
2. understand how their own work is situated within the context of a wide range of graphic design and/or illustration career opportunities available within contemporary design practice.
3. critically question their research and show an emerging understanding of theoretical perspectives that relate to the historical, contextual and societal dimensions of graphic design or illustration as creative disciplines.

At the end of Level 6, and in conjunction with previous Level Learning Outcomes, students will be able to:

1. articulate and synthesise their knowledge and understanding, attributes and skills in effective ways in the contexts of creative practice, potential employment options or further study.

⁶ As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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	Graphic Illustration Portfolio Development	60	M
	Personal and Professional Critical Review	20	M
	Dissertation	40	M

* Work-Based Learning module is offered as an option every year; enrolment on the module is dependent on a successful application process which is run at the end of Block 1 in Level 5.

Awards

On successful completion of the course, students will be awarded a BA (Hons) Graphic Design (Graphic Illustration) with Professional Placement. Students who leave the course early may be eligible for a BA Graphic Design (Graphic Illustration) with Professional Placement on successful completion of 420 credits including the professional practice module and all mandatory modules at levels 4 and 5, plus 60 credits at level 6, a DipHE Graphic Design (Graphic Illustration) with Professional Placement on successful completion of 360 credits including the Professional Practice module and all mandatory modules at level 4 and 5, a DipHE Graphic Design (Graphic Illustration) on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE Graphic Design (Graphic Illustration) on successful completion of 120 credits including all mandatory modules at level 4.

Course Delivery

The course is delivered at Ipswich. Students studying full-time on BA (Hons) Graphic Design (Graphic Illustration) are likely to have approximately 10 tutor structured learning hours per week for level 4, 10 tutor structured learning hours per week for level 5 and between 8-9 tutor structured learning hours per week for level 6. Tutor structured learning will be a mix of lectures, seminars, critiques, practical activities, tutorials and workshops. Students will be expected to engage with tutor set learning, independent learning and assessment activity that will encompass approximately 32 hours in an average week; but should be prepared for this to vary based on assignment deadlines and class exercises.

For the sandwich year involving a full year of professional practice, students are expected to engage in 1090 hours of professional practice (including 30 weeks of supervised and relevant work experience), 10 hours of tutorials and online support and 100 hours of independent study.

Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will comprise of 100% coursework (including practical assessments, essays, reports, presentations, group work, reflective learning journals and research projects).

Course Team

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