

BA (Honours) Graphic Design

Anglia Ruskin University



Online-based distance learning

Qualification

On successful completion of the programme you will be awarded a BA (Honours) Graphic Design

Awarding Body

Anglia Ruskin University

Course Description

The aim of the Graphic Design BA (Hons) is to provide professional level, inter-disciplinary training in the creative industries as they apply to a range of subjects. This course will help you to develop a shared base of practical and conceptual skills, applicable to these industries, using innovative distance-learning strategies.

This course will give you professional level skills and understanding across a range of graphic design practices. You will also develop a range of personal and entrepreneurial skills which will equip you with the ability to respond to current and future career challenges.

Mode

Online distance learning

Course Content (Modules)

Level 4

Introduction to Design Skills I

Introduction to Design Skills has been designed as a back to basics module, which intends to solidly ground students in the traditional methods of design, typography and layout and to utilise those principles through current computer-based production techniques. Mastering the current tools can be a daunting task since they appear to be constantly changing, but as with traditional design skills, once the basics have been acquired it is simply a matter of adapting them to different software capabilities.

Introduction to Design Skills II

The previous module leads seamlessly into Introduction to Design Skills II. Beginning with pencil and paper, students will create initial

conceptual graphic designs building on skills developed in the Introduction to Design Skills I module and use current media technology to execute these designs. Continuous exploration of both traditional and digital mediums will be encouraged to create a variety of artefacts from book cover layouts, basic web design layouts and so forth, and which relate strongly to the creative nature of the module.

Design Vocabulary

This module will teach you about the visual principles fundamental to the design process. Language is expressed through vocabulary, and this is the terminology associated with design principles. A strong grounding in a basic Design Vocabulary is therefore essential to all areas of practice, whether the work to be undertaken is digital/analogous, commercial/self-initiated, 2d/3d, or time-based.

Exploring Digital/Analogue

This module has been designed to synthesise the learning undertaken in Introduction to Design Skills I & II and extend students' capability to experiment within the software through reality, virtual reality and moving image.

Students will study the works of graphic designers and visual artists, and whenever possible visit design studios, art galleries and design festivals to develop their understanding of the interplay between analogue and digital forms of creative work.

Design History and Critical Thinking

This module provides an introduction to the critical and historical background of art, design and visual culture and aims at developing the skills required for conceptual and critical thinking within art and design. The online materials will introduce you to a variety of texts, images and sources aimed at offering an overall perspective of the history of design, key movements, artists, concepts, contexts and aesthetics that have shaped contemporary design practice and debate.

Level 5

Studio Design Projects

This module deepens and extends your creative practice in a variety of media, and aims to develop your skills and understanding of graphic design, utilising the skills learned at level 4. You will be encouraged to work flexibly, developing concepts and visual outcomes

across a range of practical, industry-focused projects. You will be offered a range of industry-level and/or conceptually exploratory design briefs to choose from, and you will deploy appropriate design processes and problem-solving approaches in answering these briefs.

Reading Images and Practice

As part of a broader examination of the fields of design and visual communication in the context of key theoretical and critical debates, this module builds on the knowledge and research skills that you have acquired during certain modules, including the Design History and Critical Thinking module.

Practice and Theory Studio Briefs

This module provides an opportunity to explore the interrelationships between theory and practice, through practical studio-based projects which emphasize and require a high level of theoretical understanding and place considerable importance on research and self-defined learning.

Self Promotion and Packaging I

Self Packaging 1 has been designed as an introduction to self promotion in a digitally enhanced world. The module aims to introduce you to contextual theories of marketing disciplines used in industry as a means to promote image and brand identity.

Level 6

Self Promotion and Packaging II

Having been introduced to the basic principles of associated marketing disciplines and technologies in Self Promotion and Packaging I, you will further learn how to promote your individual qualities and strengths through a series of self-promotional outcomes showcasing your skills and abilities. This will evidence your professional work and self-development in the form of a digital portfolio space, blog, twitter feed and/or other promotional media. There will be an emphasis within the current module on writing skills for CV and professional correspondence, and also on how to harness the power of social networking for self-marketing purposes.

Major Project: Self-Initiated Briefs

Emerging into the workplace can be a very difficult transition for individuals not equipped with a self-motivated attitude towards their own production and a developed ability to make self critical judgements about the work.

Within this module, you will build on acquired undergraduate knowledge, using a process of constant questioning and exploration of ideas within an industry related context.

Major Project: Industry/Competition Briefs

This module provides an opportunity to tackle industry-focused design briefs against the backdrop of national and international competition schemes such as D & AD (Design and Art Direction), YCN, (Young Creatives Network), and ISTD (International Society of Typographic Designers), as well as collaborative projects originated by industry. The module enables you to consider the professional contexts for your practice in light of emerging technologies, cultural trends, and industrial demand, resulting in a professional portfolio of work which meets industry expectations.

Dissertation

This module enables you to develop a substantial written text on a self-selected subject relating to subjects studied earlier in the course, and within the fields of the subject discipline. You will consolidate and extend their knowledge and understanding of some of the ways in which histories, theories, cultural, social, technical or ecological issues inform contemporary professional design practice.

Assessment

You will complete a number of assessments during the course, comprising a range of portfolios, essays, coursework and projects. You will also complete a dissertation of 10,000 words for your final module.

Duration of Programme

The minimum period of registration is three years, but this may be extended to suit your individual needs to a maximum of six years.

Entry Requirements

- Two Subjects at GCE A level or equivalent OR
- Completion of a recognised Access Programme or equivalent.
- IELTS 6.0 or equivalent for students whose medium of prior learning was not English

Candidates without formal qualifications should demonstrate an ability to study the programme as evidenced through a personal statement (of between 350-500 words) that

addresses their motivation for undertaking the programme; 2 years relevant work experience; references; and prior qualifications.

All candidates are recommended to provide examples of creative work where possible which should be given either as attachments e.g. pdf or jpeg format or through access to an online portfolio.

What's Included

RDI's Online University ilearn is used to deliver all resources for this course including:

- Study materials - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- Tutor support - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- External resources - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- Discussion with other students - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

Workload

We recommend an average of 12 hours study time per week for this programme.

Exemptions

No exemptions are allowed for this programme.

How to Apply

In addition to a completed application form:

- A personal statement
- Certified copies of your relevant certificates and transcripts
- Copy of your CV detailing your work history and one professional reference (if applying without A-levels)
- Proof of English language ability (IELTS or TOEFL), if English is not your first language or you have not previously studied in English

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What You Could Study Next

Successful completion of the programme may allow you entry to:

MBA (Anglia Ruskin University)

MBA (University of Bradford)

BTEC Level 7 Diploma and Extended Diploma in Strategic Management and Leadership