

Course record information

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| Name and level of final award | <ul style="list-style-type: none"> • Bachelor of Arts with Honours - Graphic Design • Bachelor of Arts with Honours - Graphic Design with Professional Experience • Bachelor of Arts with Honours - Graphic Design with International Experience <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p> |
| Name and level of intermediate awards | <ul style="list-style-type: none"> • Bachelor of Arts (BA) - Graphic Design • Diploma of Higher Education (Dip HE) - Graphic Design • Certificate of Higher Education (CertHE) - Graphic Design |
| Awarding body/institution | University of Westminster |
| Teaching institution | University of Westminster |
| Status of awarding body/institution | Recognised Body |
| Location of delivery | Primary: Harrow |
| Language of delivery and assessment | English |
| QAA subject benchmarking group(s) | Art and Design |
| Professional statutory or regulatory body | |
| Westminster course title, mode of attendance and standard length | <ul style="list-style-type: none"> • BA Graphic Design FT, Full-time, September start - 3 years standard length with an optional year abroad or placement |
| Valid for cohorts | From 2026/7 |

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

Aims of the programme

The Graphic Design (BA) aims to equip you with the skills, knowledge and confidence to succeed in a graphic design career. Our course graduates work in many areas of the design industry, including web and digital design, motion graphics, publishing and museums, and general graphic design. They have worked at Apple, the BBC, Google, the British Museum and Transport for London amongst others.

You will study in a creative and supportive studio atmosphere, with a focus on learning by making. You will have the opportunity to work both independently and in groups, to work on live briefs and to develop your own signature design style. This course looks at the impact of technology on design and designers, and you will study this in a series of practical digital arts modules.

We aim to:

- Provide an open and supportive creative environment that promotes research, speculative creative exploration in graphic design contexts, applications and environments and both individual and collaborative enquiry across a broad approach to the subject discipline.
- Create a reflective studio culture that understands graphic design as a diverse and socially engaged practice which informs and contributes to how we understand the world across multiple contexts.
- Provide students with integrated and industry relevant design methods, knowledge and understanding, in the reification and production of intelligent, communicative, socially aware and responsible graphic design practice.
- Enable students to develop a broad range of relevant transferable skills and approaches, and to engender the creative exploration of existing and emerging design technologies.
- Foster student's independence and confidence in identifying and developing their personal and professional graphic design trajectories.
- Provide an environment where knowledge and critical thinking is contextualised and integrated within practice, promoting independent thought and informed practical exploration and development.

The course has been designed and developed with Equality, Diversity, and Inclusion (EDI) at its heart, and reflects the University's commitment to EDI. This presents itself through the consideration of diverse reading and learning materials, which engage with a wide range of graphic design practices from different cultures and communities. The use of real world examples, live brief projects and invited speakers that are representative of the diverse community in which we are working. Our assessments are designed to be accessible and authentic, making them achievable for students of all backgrounds, and representative of the global context.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

In addition to the University's commitment that all graduates will be able to demonstrate the five Graduate Attributes upon completing their degree, London is a major creative, intellectual and technology hub and a global city, with many employment opportunities in the cultural and media industries. We capitalise on the benefits this offers for your learning environment and experience, for example through field trips to galleries and museums for exhibitions, events and performances, and guest speakers.

The course team work closely with the award winning Westminster Enterprise Network, which offers you support to:

- explore opportunities and networks
- develop ideas and skills
- build experience
- accelerate business ideas and careers.

<https://www.westminster.ac.uk/current-students/employability-and-career-development/exploring-careers/enterprise-and-entrepreneurship>

Employability and enterprise are embedded in the curriculum, primarily through designated work-based learning modules in each year. These modules offer the experience of cross-disciplinary team work on enterprise projects. Work experience is offered in the first and second year of study. Your final year focuses on self-promotion and further development of employability skills, creating an online presence and making networking contacts with potential employers significantly working with the Westminster Enterprise Network. Throughout the main course curriculum, subject learning is contextualised in terms of your personal and professional development.

You will also have the opportunity to take an additional year between Levels 5 and 6 (second and third year) to spend on professional experience or international experience. This is a year long module and offers one or two semesters studying at one of our overseas partner Universities. This is both an exciting experience and also one that helps you to develop the global outlook that is valued by employers. The placement year is planned in partnership with the Creative Enterprise Centre for employability and the acquiring of entrepreneurial skills

What will you be expected to achieve?

Learning outcomes are statements of what successful students have achieved as a result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)
- Cognitive Skills, are learning outcomes that help build a conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Level 4 course learning outcomes: upon completion of Level 4 you will be able to:

- LO 4.1 Work flexibly, independently and in collaboration in a range of project and study contexts (GA PPP CS)
- LO 4.2 Articulate ideas and information in written, spoken and visual forms (GA KTS CS)

- LO 4.3 Develop and employ a range of intellectual, creative and production skills in graphic and digital design. (KU GA PPP KTS CS)
- LO 4.4 Engage with digital technologies both as an exploratory process and as a means of consolidating project work. (KU GA PPP KTS)
- LO 4.5 Discuss and reflect on relevant design referencing historic and contemporary contexts, and use this process to inform and understand practical exploration. (KU GA PPP CS)
- LO 4.6 Use research processes and visual exploration to inform subject understanding and the development of project work. (KU GA PPP KTS CS)
- LO 4.7 Investigate graphic design and typographic means within the exploration and development of project work. (KU GA PPP CS)
- LO 4.8 Apply strategies and approaches consistent within the graphic design industry. (KU GA PPP KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- LO 5.1 Engage with curriculum opportunities with increased independence to develop individual and collaborative working methods (KU GA PPP KTS)
- LO 5.2 Demonstrate an awareness and understanding of subject theories to inform and structure design writing. (KU GA KTS CS)
- LO 5.3 Employ interdisciplinary and multi-media approaches to expand own practice speculatively and experimentally. (KU GA PPP CS)
- LO 5.4 Engage digital technologies and software with control and innovation within applied and exploratory contexts. (KU GA PPP KTS)
- LO 5.5 Apply a range of design principles to analyse, organise and communicate within project work. (KU GA PPP KTS CS)
- LO 5.6 Define areas of practice that engage personal interest and/or professional contexts for design development. (KU GA PPP)
- LO 5.7 Formulate project work that demonstrates exploration, critical reflection and application of skills, and relevant working methods. (KU GA KTS CS)
- LO 5.8 Identify and evaluate professional contexts for graphic design practice with the design industry or specialist design fields. (KU GA PPP KTS CS)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- LO E.1 Reflect and discuss in depth, cultural and intercultural experience from living and studying abroad (KU GA PPP KTS CS)
- LO E.2 Synthesise ideas, influences and observations informed by living and studying abroad in the development of critical inquiry, research and practice. (KU PPP KTS)
- LO P.1 Identify and evaluate professional contexts for graphic design practice with the design industry or specialist design fields. (KU GA PPP)
- LO P.2 Undertake a sustained period of professional work experience as a work-placement and use the knowledge and skills gained to inform and enhance professional strategies and learning for future employment and enterprise on graduation. (KU GA PPP KTS CS)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- LO 6.1 Work independently, taking responsibility for own learning and applying critical reflection (GA PPP KTS CS)
- LO 6.2 Develop assured design writing to examine and investigate ideas, and to communicate these positions with clarity and confidence. (KU GA KTS CS)
- LO 6.3 Develop relevant graphic design, in context with ethical, social and ecological discussion and concerns. (KU GA PPP CS)
- LO 6.4 Identify key areas in digital technology in which to enhance and advance own learning, skills and knowledge in selected software and digital applications. (GA PPP KTS)
- LO 6.5 Evidence considered awareness of design contexts and user-needs within research informed project work.

(KU GA PPP KTS CS)

- LO 6.6 Demonstrate a range of transferable and entrepreneurial skills that support opportunities within industry and self-defined professional contexts. (GA PPP KTS)
- LO 6.7 Position and present own practice within professional contexts (KU GA PPP KTS)
- LO 6.8 Demonstrate a consolidated and advanced awareness of your design skills as they relate to individual futures in design practice. (KU GA PPP KTS CS)

How will you learn?

Learning methods

Studio Practice is an important part of your learning and teaching. You will spend time immersed in your creative work within the graphic design studio spaces. During studio time, you will be able to work individually, collaboratively, and/or with the guidance of teaching staff. Studio practice is designed to help stimulate new ideas, challenge old ideas and advance the students' skills and competencies through informal discussion, feedback, and critique of your own and your peers' creative work. This is known as experiential learning, or learning through making. It also offers the opportunity to meet and share with students from other year groups in a safe and creative environment.

Other scheduled learning includes lectures, briefings, work reviews, seminars, tutorials, workshops, projects, student awards and competitions, visiting industry professionals, and portfolio reviews. The course offers a fusion approach to learning, where practice is contextualised and informed through research, theoretical and cultural discussion.

Teaching methods

Teaching on Graphic Design encourages exploration and experimentation in a range of media and materials through projects that set conceptual challenges to be resolved for specific contexts, environments and audiences in a highly creative way. Projects help you prepare for working with clients and in the industry. Some projects are self-initiated, others are live projects set by clients or industry, and other projects are national or international student competitions and awards such as those set by Creative Conscience, ISTD, D&AD, and YCN.

You can create your own pathway through the course via your choice of optional modules. These modules are shared with other visual communications students, to accommodate a collaborative, cross-disciplinary approach. Optional modules offer subject specific digital understanding and skills, and expand the curriculum further into specialist areas including drawing, visual effects, games art, user interface and user experience, interactive design and mixed realities.

Talks and workshops are also provided by from those working in the industry including creative practitioners, art directors, creative agencies and small company creatives. The end of the course culminates in your degree show and the opportunity to participate in New Blood D&AD Festival and student awards <https://www.dandad.org/en/d-ad-new-blood-festival/> at Truman Brewery, the creative hub of central London.

Assessment methods

The course offers a variety of assessment to students which aim to develop the core knowledge, understanding and skills that are outlined in the learning outcomes above.

Assessment can be through peer and group presentation of work, in class work reviews, exhibition, concept designs and drawings, short projects, industry initiatives, student national and international competitions.

In many of the modules, you will submit a piece of creative work for each module supported by research that contextualises the brief / project and your response to it.

Formative assessment will take the form of verbal feedback given to students during practical sessions and workshops, to demonstrate to students where they have already made progress and where they need to focus their learning. This does not form part of your final mark.

Summative assessment includes a mark, and clear feedback aligned to the assessment criteria that are set out in your module handbook or pro forma.

All marking criteria on this course are based upon the University outcome classification descriptors as laid out in Appendix C of the Student Regulation Handbook: <https://www.westminster.ac.uk/current-students/guides-and-policies/academic-matters/academic-regulations>

Grade descriptors are a framework and will not provide mutually exclusive criteria for each grade band. The final grade will be a matter of academic judgement. Module handbooks and module sites on the VLE contain specific assessment criteria for the module which are informed by the university grade descriptors.

| Graduate Attribute | Evident in Course Outcomes |
|---|--|
| Critical and creative thinker | LO 4.1, LO 4.2, LO 4.3, LO 4.4, LO 4.5, LO 4.6, LO 4.7, LO 5.1, LO 5.2, LO 5.3, LO 6.1, LO 6.2, LO 6.4, LO E.1, LO P.2 |
| Literate and effective communicator | LO 4.2, LO 4.3, LO 4.5, LO 4.6, LO 4.7, LO 4.8, LO 5.1, LO 5.2, LO 5.3, LO 5.5, LO 6.1, LO 6.2, LO 6.4, LO E.1, LO P.2 |
| Entrepreneurial | LO 4.4, LO 4.6, LO 4.7, LO 4.8, LO 5.4, LO 5.5, LO 5.6, LO 5.7, LO 5.8, LO 6.4, LO 6.5, LO 6.6, LO 6.7, LO 6.8, LO E.1, LO P.1, LO P.2 |
| Global in outlook and engaged in communities | LO 4.3, LO 4.4, LO 4.5, LO 4.7, LO 4.8, LO 5.1, LO 5.4, LO 5.5, LO 5.7, LO 5.8, LO 6.2, LO 6.8, LO E.1, LO P.1, LO P.2 |
| Socially, ethically and environmentally aware | LO 4.1, LO 4.5, LO 4.8, LO 5.4, LO 6.1, LO 6.3, LO 6.4, LO E.1, LO P.2 |

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated, you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level, for example, where you must choose one of two specific modules.

Modules

Level 4

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--------------------------|----------|-----------|------|
| 4GPDS001W | Design Cultures | Core | 20 | 10 |
| 4GPDS007W | Digital Practice | Core | 20 | 10 |
| 4GPDS004W | Graphic Explorations | Core | 20 | 10 |
| 4GPDS008W | Introduction to Industry | Core | 20 | 10 |
| 4GPDS003W | Typography as Image | Core | 20 | 10 |
| 4ANIM009W | 2D Computer Animation | Option | 20 | 10 |
| 4CCGD008W | 2D Game Creation | Option | 20 | 10 |
| 4CCGD014W | Concept Art | Option | 20 | 10 |
| 4ILLU003W | Drawing Explorations | Option | 20 | 10 |
| | | Elective | 20 | 10 |

Level 5

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|-------------------------------------|----------|-----------|------|
| 5GPDS007W | Sequence and Message | Core | 20 | 10 |
| 5GPDS008W | Branding and Identity | Core | 20 | 10 |
| 5GPDS013W | Typography as Text | Core | 20 | 10 |
| 5GPDS004W | Visual Representation & Information | Core | 20 | 10 |
| 5ILLU014W | Visual Storytelling | Option | 20 | 10 |
| 5CCGD022W | Character and Creature Creation | Option | 20 | 10 |
| 5MECM009W | Designing for User Experience (UX) | Option | 20 | 10 |
| 5GPDS010W | Extended Reality for Creatives | Option | 20 | 10 |
| 5CCGD019W | Interactive Texts and Narratives | Option | 20 | 10 |
| 5ANIM009W | Stop-Motion Animation | Option | 20 | 10 |
| 5ANIM008W | VFX for Film and Games | Option | 20 | 10 |
| | | Elective | 20 | 10 |

Additional Year

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--|--------|-----------|------|
| 5GPDS011W | Extended Work Placement (Visual Media) | Option | 120 | 60 |
| 5GPDS012W | Study Abroad (Visual Media) | Option | 120 | 60 |

Level 6

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|--------------------------------|--------|-----------|------|
| 6GPDS006W | Critical Design | Core | 20 | 10 |
| 6GPDS010W | Identity in Practice | Core | 20 | 10 |
| 6GPDS003W | Major Project (Graphic Design) | Core | 40 | 20 |
| 6GPDS009W | Publishing and Print | Core | 20 | 10 |
| 6ANIM010W | Character Performance | Option | 20 | 10 |

| Module Code | Module Title | Status | UK credit | ECTS |
|-------------|---------------------------------|----------|-----------|------|
| 6ILLU004W | Critical Enquiry for Creatives | Option | 20 | 10 |
| 6ILLU007W | Designing Narrative Experiences | Option | 20 | 10 |
| 6GPDS008W | Entrepreneurship for Creatives | Option | 20 | 10 |
| 6ILLU008W | Experimental Image Making | Option | 20 | 10 |
| | | Elective | 20 | 10 |

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

N/A

Course management

The BA Graphic Design is taught within the Westminster School of Media and Communication in the College of Design, Creative and Digital Industries. It is based on the green site of Harrow Campus, shared with **Westminster School of Arts** and the highly acclaimed research institutes **CAMRI** <https://camri.ac.uk/about-us/> and **CREAM** <https://cream.ac.uk/>.

The management structure supporting the course is as follows:

- The Course Leader is responsible for the day-to-day running and overall management of the course and development of the curriculum. The Course Leader holds regular meetings with student representatives to hear and act on feedback.
- The Head of School holds academic responsibility for the course and for the other undergraduate courses run within the Westminster School of Media and Communication.

The course team meet regularly to discuss the day to day running and updating of modules to make sure your learning stays up to date and engaging; course activities and events; student feedback; and opportunities for industry engagement. Most course team members are also module leaders and personal tutors. Module leaders design the module lesson plans and schedules, arrange workshops and training and ensure that the online learning platform Blackboard has correct information and guidance for learning on each module. Module leaders also plan, arrange, advise and organise assessments. All course staff participate in annual appraisal and observation of their teaching by their colleagues.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services.

Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

How do we act on student feedback?

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©