

The logo for HCA (Health Care Australia) is displayed in white, uppercase letters on a green rectangular background. The letters are stylized, with the 'H' and 'C' having unique shapes. The background of the top right corner of the page features a white, cloud-like or torn paper effect.

**KEY INFORMATION**

# **GRAPHIC & MEDIA DESIGN**



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# Key Information for the BA (Hons) Graphic & Media Design Degree (including full-time, part-time and Top Up) starting in 2022/23

**About this document:** This key Information gives you a summary of the core characteristics of the BA (Hons) Graphic & Media Design degree at HCA. Students may have learnt about this course from multiple sources: the college website, the college prospectus, and from conversations with staff and students for example, but we want to ensure that students have this overview for reference at any time during their studies with us as a record of the service we are agreeing to provide when a student accepts our offer of a place.

**Award:** The qualification that a student will receive upon successful completion of the programme is a BA (Hons) Graphic & Media Design. This means that the award will be a Bachelor of Arts ‘with honours’.

If a student does not complete the course, they may be eligible for a Certificate or Diploma of Higher Education.

**Validating Body:** The BA (Hons) Graphic & Media Design Degree is validated by the University of Wales Trinity Saint David. However, the course has been designed and is delivered by Hereford College of Arts.

**Regulatory Body:** Hereford College of Arts is registered with the Office for Students (OfS) to deliver Higher Education. The OfS is an independent public body which reports to Parliament through the Department for Education <https://www.officeforstudents.org.uk>. (Their aim is to ensure that every student, whatever their background, has a fulfilling experience of higher education that enriches their lives and careers.)

**Length of Course:** The standard and minimum length of this course is as follows:

Course	Standard/minimum length of the course
BA (Hons) Graphic & Media Design Full time	3 years
BA (Hons) Graphic & Media Design Part time	6 years
BA (Hons) Graphic & Media Design Top Up Full time	1 year
BA (Hons) Graphic & Media Design Top Up Part time	2 years

Students will need to complete the course to gain the award.

## **ENTRY REQUIREMENTS**

All students need to be at least 18 years of age at the start of the course.

Applicants will normally have an interview where they will present a portfolio of work. The interview can be conducted in person or remotely. This will be a supportive process where guidance will be given on the strengths and areas for improvement.

We normally expect applicants to have achieved 80 UCAS points at entry. Whilst qualifications are important, our offers are not solely based on academic results. We may make offers based on other evidence of talent or suitability for the course.

Applicants who do not satisfy the normal entry requirement but offer other qualifications and or relevant experience will be considered on an individual basis subject to satisfactory information being provided at interview.

Applicants whose first language is not English and require a student visa must achieve Level B2 in an approved Secure English Language Test (SELT) prior to enrolment. For further guidance, please visit the UK Visa and Immigration website <https://www.gov.uk/student-visa>

Your offer letter will include any requirements specific to your offer.

Our Admissions Policy can be found here; <https://www.hca.ac.uk/wp-content/uploads/2018/08/Admissions-Policy-Apr-2021.pdf>

## **CORE MODULES**

All programmes of study are made up of modules. Some modules are comprised of two or more assignments. Modules have a credit value that contribute to the achievement of the qualification. Each module has its own syllabus, handbook and assessment. In order to pass each year, you need to achieve 120 credits. Modules vary in size from 20 credits to 60 credits.

## PROGRAMME STRUCTURE

From your first day at HCA you will work as a creative, developing your skills and your own voice through a series of projects. You will develop your creative practice, practical skills alongside your critical awareness and theoretical knowledge. You will study a range of modules that build your knowledge and confidence and total 120 credits each year.

<b>BA (HONS) GRAPHIC &amp; MEDIA DESIGN Level 4 (Year 1) Full time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice in Context 1	20	<p>The module provides an introduction to the work of key practitioners in Graphic &amp; Media Design, both past and present, across various genres of practice, to give students a broad overview of the historical development of the discipline and of the contexts which enable the work to be understood and assessed.</p> <p>The range of contexts examined in this module might include:</p> <ul style="list-style-type: none"> <li>• Biographical: artist's intentions and personal factors relevant to understanding the work;</li> <li>• Historical: political, social and cultural issues being addressed, direct and indirect influences of the historical environment;</li> <li>• Technological: factors related to development of the technology of creative production;</li> <li>• Art historical: precedents, influences, and relationships with contemporaries working in the same field;</li> <li>• Social: relationships, both individual and general, relevant to understanding the work;</li> <li>• Ethical factors relevant to understanding and evaluating the work;</li> <li>• Cultural: values and beliefs implicit in the work derived from the cultural environment, intentionally or unintentionally included.</li> </ul> <p>Students will be introduced to the context and genres within which designers operate and the cultural and social significance of their practice. When appropriate students will be encouraged to relate past work to current issues and practices.</p>
Practice 1	40	<p>During this module students will be introduced to and develop an understanding of learning methods and fundamental aspects of Graphic &amp; Media Design. These will include exploring creative design processes including Kolb's learning cycle and through project based learning applying design principles in order to effectively communicate in both print and screen based formats and with an awareness of environmental sustainability.</p> <p>Students will explore and develop the ability to initiate, develop, reflect upon and evaluate 'ideas' as a creative response to resolving design problems and as the basis for communicating</p>

		<p>visually. This fundamental skill will be supported by introductions to appropriate software, HCA workshops and opportunities to work independently and/or collaboratively as part of a team.</p> <p>As the module progresses principles of typographic design will be introduced as students explore visual literacy and the creative potential of 'words' as a visual device, as student knowledge and skill increase's challenges are set to construct images which communicate meaning across a range of contemporary formats with and without type, students will have opportunities to become familiar with photographic skills and processes and digital manipulation techniques including editing, image correction and creating multi layered documents.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• Various orientation, induction and familiarisation workshops and presentations.</li> <li>• Introductions to different learning styles and modes of learning, including blended and distance learning.</li> <li>• Introductions to idea generation, discovery, experimentation and development through an iterative process.</li> <li>• Introductions to the principles of visual communication.</li> <li>• Becoming familiar with campus facilities, workshops and technicians.</li> <li>• Introductions to environmentally sustainable practices.</li> </ul>
Foundations for Learning	20	<p>The foundations for learning element seeks to enable all students to thrive at HCA and beyond. It is an induction into a range of aspects of learning in an Arts School, including; academic skills, note taking skills, research skills, collaboration skills, fundamental IT skills, understanding the course structure, understanding assessment, how to give and take critical feedback, self-reflection, evaluation, time management, independent learning, staying safe, relationships and consent, sustainability in the creative sector.</p> <p>The module will aim to start students journey towards being reflexive practitioners who are able to identify their subjective relationship with the objective world, to be curious about who they are, how they have been constructed by outside influences and moulded by institutional attitudes, and how they negotiate this process to find their own voice and values.</p> <p>Effective research skills are central to students developing their own voice. Confidence in sourcing, editing and responding to research, both practical and theory based is the foundation for this process and is introduced in this module.</p>

		It also aims to introduce students to the broad range of student support services within our institution, learning resources, academic skills and learning support.
Practice 2	40	<p>During this module students will continue to develop an understanding of learning methods and fundamental aspects of Graphic &amp; Media Design. These will include exploring creative design processes and applying design principles through project-based learning in order to effectively communicate in both print and screen-based formats and with an awareness of environmental sustainability.</p> <p>Students will continue to explore and develop the ability to initiate, develop, reflect upon and evaluate 'ideas' as a creative response to resolving design problems and as the basis for communicating visually. Specialist software will be introduced in order to design and produce creative solutions for a variety of screen-based design situations. As students gain an understanding of individual components of a range of screen-based interfaces (UI/UX), they will be provided with opportunities to elaborate upon their knowledge in the production and publishing of creative outcomes.</p> <p>As the module progresses emphasis will be placed upon how the application of 'time' and 'sequence' have an impact on the 'meaning' of sequences across a range of disciplines. (UI animation, narrative media, motion graphics, sequential print publications), This learning will be supported by group seminars and lectures that explore how these methods are used within advertising, branding, social media, editorial design across web, print, television &amp; film.</p> <p><b>The module includes:</b></p> <ul style="list-style-type: none"> <li>• Further introductions to idea generation, discovery, experimentation and development through an iterative process</li> <li>• Introductions to UI/UX design principles and creation</li> <li>• Introductions to working with animation/Motion Graphics</li> <li>• Introductions to editorial design for print and screen.</li> <li>• Consideration of environmentally sustainable practices.</li> </ul>

### BA (HONS) GRAPHIC & MEDIA DESIGN Level 5 (Year 2) Full time

Module Title	Credits	Module Description
Practice in Context 2	20	The teaching programme will provide an introduction to a number of theoretical approaches which will help students extend their understanding of how creative practice can be critically understood (meaning) and evaluated (value).

		<p>Topics to be covered might include:</p> <ul style="list-style-type: none"> <li>• Critical reading, writing and thinking</li> <li>• Reading graphic design as text: semiotics, context, culture and myth</li> <li>• Meaning, critical perspective, voice and reflexivity</li> <li>• Graphics, branding and social identity: understanding taste, interest and preference</li> <li>• Image and text: relationship, balance of power, mutual influence</li> <li>• Theories of style: What is a style? Does style matter?</li> <li>• Graphics and experience: pleasure, style and the enhancement of life</li> <li>• Internet culture: social and cultural impacts of screen-based design</li> <li>• Graphic design and craftsmanship</li> <li>• Graphics and art: what is graphic design? What are its limits?</li> </ul>
Practice 3	40	<p>In this module students will develop their creative practice with a dual approach, firstly to explore contemporary branding, brand image and identity across a range of design formats. This will involve exploring the essential role that ‘branding &amp; corporate image’ has within contemporary visual communication and within business practice on a local, regional, national and international scale. This process will involve students exploring demographics, psychographics, unique selling positions, and how branding operates in social media.</p> <p>Students will explore a variety of visual communication strategies before applying their understanding to a variety of branding opportunities across a variety of appropriate formats which include still and moving image, across screen and print. As students develop an understanding of ‘brand image’ they will also be introduced to fundamental aspects of the advertising process in order to ‘clearly communicate an intended message to a defined target audience’.</p> <p>Concurrently to this learning students will be working to apply knowledge gained to a range of ‘live’ professional visual communication situations. Students will work directly with clients, and, if appropriate as part of a design team. Throughout the module students will develop creative responses to set briefs, and to a limited budget, and to a variety of ‘deadline’ situations.</p> <p>Emphasis will be placed upon the application of the core skills required by employers, of the individual’s ability to ‘communicate effectively’, and to respond to the client brief within the agreed deadline and budget.</p> <p>The module includes:</p>



		<ul style="list-style-type: none"> <li>• Development of idea generation, discovery, experimentation and professional execution through an iterative process.</li> <li>• Introductions to brands &amp; branding.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>
Practice 4	40	<p>In this module students will continue to develop their creative practice through a dual approach, firstly to extend gained visual language knowledge in order to respond to a range of design situations which explore the concepts, demands and developments of screen-based formats (UI/UX, motion graphics &amp; narrative media).</p> <p>After investigating a variety of appropriate opportunities, students will further explore specialist software in order to design and produce creative solutions for a variety of screen-based design situations. This will include developing an understanding of the evolving conventions of screen-based composition and interaction. As students gain further understanding of individual components of a range of screen-based interfaces, they will be provided with opportunities to elaborate upon their knowledge in the production and publishing of creative outcomes for a range of screen-based formats.</p> <p>Concurrently to this learning students will continue to engage with 'live' briefs and also to explore a range of 'entrepreneurial' visual communication situations. Students will work individually to create authorial, original graphic design and graphic artwork, and, if appropriate as part of a design team. Students will develop creative responses to self-initiated themes and marketing goals, to a limited budget and to a variety of 'deadline' situations. Emphasis will be placed upon the application of the core skills required for entrepreneurial activity, of the individual's ability to 'communicate effectively', work individually and as part of a team and to respond to the project brief within the agreed deadline and budget. Students will be encouraged to investigate further entrepreneurial possibilities online and through collaboration and networking.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in entrepreneurial activities.</li> </ul>



		<ul style="list-style-type: none"> <li>• Opportunities to develop Graphic Arts for exhibition and/or commercial purposes.</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>
Professional Practice 1	20	<p>During this module, students will develop professional skills through independently negotiating, organising and completing an appropriate period of professional work experience.</p> <p>Opportunities for professional work experience may include, live briefs, individual and group exhibitions, participating in national or international conferences, competitions, curation , commissions, designing and delivering a socially engaged community or schools project or undertaking placements in arts organisations such as arts workshops, art co-operatives, galleries etc.</p> <p>A series of visiting speakers, ranging from artist to professionals from creative organisations and education, will provide insightful advice into areas such as:</p> <ul style="list-style-type: none"> <li>• How to approach individual creative or organisations.</li> <li>• What different creative professions entail.</li> <li>• Expectations in the workplace.</li> <li>• How to plan content for and deliver education / community based art projects.</li> <li>• Working to client commission/competition briefs.</li> <li>• Collectives/Collaboration/Networking</li> </ul> <p>Working with other people, How, why, what and when?</p> <p>Students will document and reflect on their professional work experience(s) and create a multi-media Professional Development Plan with supporting material for summative assessment.</p>

Module Title	Credits	Module Description
Practice in Context 3	20	<p>The content of this module differs for each student, as each undertakes a research project into a self-selected topic designed to help them make sense of their own specialist area of studio practice in terms of culture, context and critical theory. Working closely with an individual supervisor, students are guided to select a research topic that is both manageable and appropriate to their studio interests and are helped both to locate and organise relevant sources and to construct a critical position informed by theory. The project is an exercise in largely self-directed academic research, but students receive tailored individual support and are given a series of target dates for reaching set stages of the project (e.g., delivery of title and synopsis, first draft, and so on) to ensure they stay on track as they progress towards the final deadline.</p>
Practice 5	30	<p>In this module students will apply the knowledge and skills acquired in previous modules to show consolidation of creative practice and will respond to project briefs which are written by external clients to the course, there is emphasis on research, critical thinking, personal reflection and the production of creative work for the purpose of building a graduate portfolio. Students may respond to projects set by an external client or select an appropriate externally set competition brief appropriate to their interest and area of specialisation (for example D&amp;AD international competition briefs, Penguin Books, Firestarter Design awards or the RSA).</p> <p>Students will use an established creative process to produce suitable design development work demonstrating extensive knowledge and understanding of an area of specialisation within their practice (for example editorial design, motion graphics, UI/UX, narrative media, branding, graphic arts) and to produce and present outcomes that show an awareness of professional practice and employability skills.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in national and international externally driven creative design projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> </ul>

		<ul style="list-style-type: none"> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>
Professional Practice 2	10	<p>Students will revisit and refine their Professional Development Plan and produce additional material to support the generation of their graduate portfolio including the development of social media and web presences, business identity (where appropriate) ensuring they appropriately prepared to launch their professional careers.</p> <p>A series of visiting speakers, ranging from artist to professionals from creative organisations and education, will provide insightful advice into areas such as:</p> <p>The employment landscape (portfolio careers, the gig economy etc)</p> <ul style="list-style-type: none"> <li>• Copyright Law, licensing, contracts, T&amp;C's, insurance, taxation, NI How, why, what and when?</li> <li>• The differences between Self-employment and permanent employment Proactive/Reactive/business ownership/entrepreneurship</li> <li>• Ethics, Morality and your career, an overview of how the Media operates censorship &amp; self-censorship/audience/working ethically/sustainable choices</li> <li>• Representation online/ Social Media networking</li> <li>• How, why, what and when? Consistency of brand, Effective and appropriate copy, quality of images</li> <li>• CV writing skills/Letter of introduction writing/application writing skills</li> <li>• Costing work/funding- writing applications and bids/budgeting</li> <li>• Evaluating projects and clients/managing clients and employers</li> <li>• Further study</li> <li>• Postgraduate courses, Teaching courses</li> </ul>
Practice 6	60	<p>This module provides students with the opportunity to 'negotiate' a series of design projects with staff in response to a number of themes. These negotiated projects provide opportunities for students to investigate and challenge their individual creative</p>

	<p>practice by potentially following a very specialised design path, or by developing a more generalist design portfolio of work. Students will engage with a thorough reflective process, designed to focus on their creative identity in relation to their professional trajectory.</p> <p>There is emphasis on research, critical thinking, and the production of creative work for the purpose of continuing to build a graduate portfolio including the production of publicity material and representative media with the aim to showcase their ability as designers, and from which to potentially launch their professional careers.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in negotiated and self-initiated creative projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills.</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Opportunities to create representative promotional media.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to create external links with employers.</li> </ul> <p>Consideration of environmentally sustainable practices within a professional practice context.</p>
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<b>BA (HONS) GRAPHIC &amp; MEDIA DESIGN Level 4 (Year 1 of 6) Part time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice 1	40	<p>During this module students will be introduced to and develop an understanding of learning methods and fundamental aspects of Graphic &amp; Media Design. These will include exploring creative design processes including Kolb's learning cycle and through project based learning applying design principles in order to effectively communicate in both print and screen based formats and with an awareness of environmental sustainability.</p> <p>Students will explore and develop the ability to initiate, develop, reflect upon and evaluate 'ideas' as a creative response to resolving design problems and as the basis for communicating visually. This fundamental skill will be supported by introductions to appropriate software, HCA workshops and opportunities to work independently and/or collaboratively as part of a team.</p>

		<p>As the module progresses principles of typographic design will be introduced as students explore visual literacy and the creative potential of ‘words’ as a visual device, as student knowledge and skill increase’s challenges are set to construct images which communicate meaning across a range of contemporary formats with and without type, students will have opportunities to become familiar with photographic skills and processes and digital manipulation techniques including editing, image correction and creating multi layered documents.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• Various orientation, induction and familiarisation workshops and presentations.</li> <li>• Introductions to different learning styles and modes of learning, including blended and distance learning.</li> <li>• Introductions to idea generation, discovery, experimentation and development through an iterative process.</li> <li>• Introductions to the principles of visual communication.</li> <li>• Becoming familiar with campus facilities, workshops and technicians.</li> </ul> <p>Introductions to environmentally sustainable practices.</p>
Foundations for Learning	20	<p>The foundations for learning element seeks to enable all students to thrive at HCA and beyond. It is an induction into a range of aspects of learning in an Arts School, including; academic skills, note taking skills, research skills, collaboration skills, fundamental IT skills, understanding the course structure, understanding assessment, how to give and take critical feedback, self-reflection, evaluation, time management, independent learning, staying safe, relationships and consent, sustainability in the creative sector.</p> <p>The module will aim to start students journey towards being reflexive practitioners who are able to identify their subjective relationship with the objective world, to be curious about who they are, how they have been constructed by outside influences and moulded by institutional attitudes, and how they negotiate this process to find their own voice and values.</p> <p>Effective research skills are central to students developing their own voice. Confidence in sourcing, editing and responding to research, both practical and theory based is the foundation for this process and is introduced in this module.</p> <p>It also aims to introduce students to the broad range of student support services within our institution, learning resources, academic skills and learning support.</p>

**BA (HONS) GRAPHIC & MEDIA DESIGN Level 4 (Year 2 of 6) Part time**

<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice in Context 1	20	<p>The module provides an introduction to the work of key practitioners in Graphic &amp; Media Design, both past and present, across various genres of practice, to give students a broad overview of the historical development of the discipline and of the contexts which enable the work to be understood and assessed.</p> <p>The range of contexts examined in this module might include:</p> <ul style="list-style-type: none"><li>• Biographical: artist's intentions and personal factors relevant to understanding the work;</li><li>• Historical: political, social and cultural issues being addressed, direct and indirect influences of the historical environment;</li><li>• Technological: factors related to development of the technology of creative production;</li><li>• Art historical: precedents, influences, and relationships with contemporaries working in the same field;</li><li>• Social: relationships, both individual and general, relevant to understanding the work;</li><li>• Ethical factors relevant to understanding and evaluating the work;</li><li>• Cultural: values and beliefs implicit in the work derived from the cultural environment, intentionally or unintentionally included.</li></ul> <p>Students will be introduced to the context and genres within which designers operate and the cultural and social significance of their practice. When appropriate students will be encouraged to relate past work to current issues and practices.</p>
Practice 2	40	<p>The foundations for learning element seeks to enable all students to thrive at HCA and beyond. It is an induction into a range of aspects of learning in an Arts School, including; academic skills, note taking skills, research skills, collaboration skills, fundamental IT skills, understanding the course structure, understanding assessment, how to give and take critical feedback, self-reflection, evaluation, time management, independent learning, staying safe, relationships and consent, sustainability in the creative sector.</p> <p>The module will aim to start students journey towards being reflexive practitioners who are able to identify their subjective relationship with the objective world, to be curious about who they are, how they have been constructed by outside influences and moulded by institutional attitudes, and how they negotiate this process to find their own voice and values.</p> <p>Effective research skills are central to students developing their own voice. Confidence in sourcing, editing and responding to</p>

		<p>research, both practical and theory based is the foundation for this process and is introduced in this module.</p> <p>It also aims to introduce students to the broad range of student support services within our institution, learning resources, academic skills and learning support.</p> <p>During this module students will continue to develop an understanding of learning methods and fundamental aspects of Graphic &amp; Media Design. These will include exploring creative design processes and applying design principles through project-based learning in order to effectively communicate in both print and screen-based formats and with an awareness of environmental sustainability.</p> <p>Students will continue to explore and develop the ability to initiate, develop, reflect upon and evaluate 'ideas' as a creative response to resolving design problems and as the basis for communicating visually. Specialist software will be introduced in order to design and produce creative solutions for a variety of screen-based design situations. As students gain an understanding of individual components of a range of screen-based interfaces (UI/UX), they will be provided with opportunities to elaborate upon their knowledge in the production and publishing of creative outcomes.</p> <p>As the module progresses emphasis will be placed upon how the application of 'time' and 'sequence' have an impact on the 'meaning' of sequences across a range of disciplines. (UI animation, narrative media, motion graphics, sequential print publications), This learning will be supported by group seminars and lectures that explore how these methods are used within advertising, branding, social media, editorial design across web, print, television &amp; film.</p> <p><b>The module includes:</b></p> <ul style="list-style-type: none"> <li>• Further introductions to idea generation, discovery, experimentation and development through an iterative process</li> <li>• Introductions to UI/UX design principles and creation</li> <li>• Introductions to working with animation/Motion Graphics</li> <li>• Introductions to editorial design for print and screen.</li> <li>• Consideration of environmentally sustainable practices.</li> </ul>
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<b>BA (HONS) GRAPHIC &amp; MEDIA DESIGN Level 5 (Year 3 of 6) Part time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice 3	40	In this module students will develop their creative practice with a dual approach, firstly to explore contemporary branding, brand



		<p>image and identity across a range of design formats. This will involve exploring the essential role that ‘branding &amp; corporate image’ has within contemporary visual communication and within business practice on a local, regional, national and international scale. This process will involve students exploring demographics, psychographics, unique selling positions, and how branding operates in social media.</p> <p>Students will explore a variety of visual communication strategies before applying their understanding to a variety of branding opportunities across a variety of appropriate formats which include still and moving image, across screen and print. As students develop an understanding of ‘brand image’ they will also be introduced to fundamental aspects of the advertising process in order to ‘clearly communicate an intended message to a defined target audience’.</p> <p>Concurrently to this learning students will be working to apply knowledge gained to a range of ‘live’ professional visual communication situations. Students will work directly with clients, and, if appropriate as part of a design team. Throughout the module students will develop creative responses to set briefs, and to a limited budget, and to a variety of ‘deadline’ situations.</p> <p>Emphasis will be placed upon the application of the core skills required by employers, of the individual’s ability to ‘communicate effectively’, and to respond to the client brief within the agreed deadline and budget.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• Development of idea generation, discovery, experimentation and professional execution through an iterative process.</li> <li>• Introductions to brands &amp; branding.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> <li>• Opportunities to create external links with employers.</li> </ul> <p>Consideration of environmentally sustainable practices within a professional practice context.</p>
Professional Practice 1	20	<p>During this module, students will develop professional skills through independently negotiating, organising and completing an appropriate period of professional work experience.</p> <p>Opportunities for professional work experience may include, live briefs, individual and group exhibitions, participating in national or international conferences, competitions, curation , commissions, designing and delivering a socially engaged</p>

		<p>community or schools project or undertaking placements in arts organisations such as arts workshops, art co-operatives, galleries etc.</p> <p>A series of visiting speakers, ranging from artist to professionals from creative organisations and education, will provide insightful advice into areas such as:</p> <ul style="list-style-type: none"> <li>• How to approach individual creative or organisations.</li> <li>• What different creative professions entail.</li> <li>• Expectations in the workplace.</li> <li>• How to plan content for and deliver education / community based art projects.</li> <li>• Working to client commission/competition briefs.</li> <li>• Collectives/Collaboration/Networking</li> </ul> <p>Working with other people, How, why, what and when?</p> <p>Students will document and reflect on their professional work experience(s) and create a multi-media Professional Development Plan with supporting material for summative assessment.</p>
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<b>BA (HONS) GRAPHIC &amp; MEDIA DESIGN Level 5 (Year 4 of 6) Part time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice in Context 2	20	<p>The teaching programme will provide an introduction to a number of theoretical approaches which will help students extend their understanding of how creative practice can be critically understood (meaning) and evaluated (value).</p> <p>Topics to be covered might include:</p> <ul style="list-style-type: none"> <li>• Critical reading, writing and thinking</li> <li>• Reading graphic design as text: semiotics, context, culture and myth</li> <li>• Meaning, critical perspective, voice and reflexivity</li> <li>• Graphics, branding and social identity: understanding taste, interest and preference</li> <li>• Image and text: relationship, balance of power, mutual influence</li> <li>• Theories of style: What is a style? Does style matter?</li> <li>• Graphics and experience: pleasure, style and the enhancement of life</li> <li>• Internet culture: social and cultural impacts of screen-based design</li> <li>• Graphic design and craftsmanship</li> </ul>

		Graphics and art: what is graphic design? What are its limits?
Practice 4	40	<p>In this module students will continue to develop their creative practice through a dual approach, firstly to extend gained visual language knowledge in order to respond to a range of design situations which explore the concepts, demands and developments of screen-based formats (UI/UX, motion graphics &amp; narrative media).</p> <p>After investigating a variety of appropriate opportunities, students will further explore specialist software in order to design and produce creative solutions for a variety of screen-based design situations. This will include developing an understanding of the evolving conventions of screen-based composition and interaction. As students gain further understanding of individual components of a range of screen-based interfaces, they will be provided with opportunities to elaborate upon their knowledge in the production and publishing of creative outcomes for a range of screen-based formats.</p> <p>Concurrently to this learning students will continue to engage with 'live' briefs and also to explore a range of 'entrepreneurial' visual communication situations. Students will work individually to create authorial, original graphic design and graphic artwork, and, if appropriate as part of a design team. Students will develop creative responses to self-initiated themes and marketing goals, to a limited budget and to a variety of 'deadline' situations. Emphasis will be placed upon the application of the core skills required for entrepreneurial activity, of the individual's ability to 'communicate effectively', work individually and as part of a team and to respond to the project brief within the agreed deadline and budget. Students will be encouraged to investigate further entrepreneurial possibilities online and through collaboration and networking.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in entrepreneurial activities.</li> <li>• Opportunities to develop Graphic Arts for exhibition and/or commercial purposes.</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> </ul>

		<ul style="list-style-type: none"> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>
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<b>BA (HONS) GRAPHIC &amp; MEDIA DESIGN Level 6 (Year 5 of 6) Part time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice in Context 3	20	<p>The content of this module differs for each student, as each undertakes a research project into a self-selected topic designed to help them make sense of their own specialist area of studio practice in terms of culture, context and critical theory. Working closely with an individual supervisor, students are guided to select a research topic that is both manageable and appropriate to their studio interests and are helped both to locate and organise relevant sources and to construct a critical position informed by theory. The project is an exercise in largely self-directed academic research, but students receive tailored individual support and are given a series of target dates for reaching set stages of the project (e.g., delivery of title and synopsis, first draft, and so on) to ensure they stay on track as they progress towards the final deadline.</p>
Practice 5	30	<p>In this module students will apply the knowledge and skills acquired in previous modules to show consolidation of creative practice and will respond to project briefs which are written by external clients to the course, there is emphasis on research, critical thinking, personal reflection and the production of creative work for the purpose of building a graduate portfolio. Students may respond to projects set by an external client or select an appropriate externally set competition brief appropriate to their interest and area of specialisation (for example D&amp;AD international competition briefs, Penguin Books, Firestarter Design awards or the RSA).</p> <p>Students will use an established creative process to produce suitable design development work demonstrating extensive knowledge and understanding of an area of specialisation within their practice (for example editorial design, motion graphics, UI/UX, narrative media, branding, graphic arts) and to produce and present outcomes that show an awareness of professional practice and employability skills.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in national and international externally driven creative design projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills</li> </ul>

		<ul style="list-style-type: none"> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>
Professional Practice 2	10	<p>Students will revisit and refine their Professional Development Plan and produce additional material to support the generation of their graduate portfolio including the development of social media and web presences, business identity (where appropriate) ensuring they appropriately prepared to launch their professional careers.</p> <p>A series of visiting speakers, ranging from artist to professionals from creative organisations and education, will provide insightful advice into areas such as:</p> <p>The employment landscape (portfolio careers, the gig economy etc)</p> <ul style="list-style-type: none"> <li>• Copyright Law, licensing, contracts, T&amp;C's, insurance, taxation, NI How, why, what and when?</li> <li>• The differences between Self-employment and permanent employment Proactive/Reactive/business ownership/entrepreneurship</li> <li>• Ethics, Morality and your career, an overview of how the Media operates censorship &amp; self-censorship/audience/working ethically/sustainable choices</li> <li>• Representation online/ Social Media networking</li> <li>• How, why, what and when? Consistency of brand, Effective and appropriate copy, quality of images</li> <li>• CV writing skills/Letter of introduction writing/application writing skills</li> <li>• Costing work/funding- writing applications and bids/budgeting</li> <li>• Evaluating projects and clients/managing clients and employers</li> </ul>

		<ul style="list-style-type: none"> <li>• Further study</li> <li>• Postgraduate courses, Teaching courses</li> </ul>
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### BA (HONS) GRAPHIC & MEDIA DESIGN Level 6 (Year 6 of 6) Part time

Module Title	Credits	Module Description
Practice 6	60	<p>This module provides students with the opportunity to ‘negotiate’ a series of design projects with staff in response to a number of themes. These negotiated projects provide opportunities for students to investigate and challenge their individual creative practice by potentially following a very specialised design path, or by developing a more generalist design portfolio of work. Students will engage with a thorough reflective process, designed to focus on their creative identity in relation to their professional trajectory.</p> <p>There is emphasis on research, critical thinking, and the production of creative work for the purpose of continuing to build a graduate portfolio including the production of publicity material and representative media with the aim to showcase their ability as designers, and from which to potentially launch their professional careers.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in negotiated and self-initiated creative projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills.</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Opportunities to create representative promotional media.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>

### BA (HONS) GRAPHIC & MEDIA DESIGN TOP UP Level 6 (Year 1) Full time

Module Title	Credits	Module Description
Practice in Context 3	20	The content of this module differs for each student, as each undertakes a research project into a self-selected topic designed to help them make sense of their own specialist area of studio

		<p>practice in terms of culture, context and critical theory. Working closely with an individual supervisor, students are guided to select a research topic that is both manageable and appropriate to their studio interests and are helped both to locate and organise relevant sources and to construct a critical position informed by theory. The project is an exercise in largely self-directed academic research, but students receive tailored individual support and are given a series of target dates for reaching set stages of the project (e.g., delivery of title and synopsis, first draft, and so on) to ensure they stay on track as they progress towards the final deadline.</p>
Practice 5	30	<p>In this module students will apply the knowledge and skills acquired in previous modules to show consolidation of creative practice and will respond to project briefs which are written by external clients to the course, there is emphasis on research, critical thinking, personal reflection and the production of creative work for the purpose of building a graduate portfolio. Students may respond to projects set by an external client or select an appropriate externally set competition brief appropriate to their interest and area of specialisation (for example D&amp;AD international competition briefs, Penguin Books, Firestarter Design awards or the RSA).</p> <p>Students will use an established creative process to produce suitable design development work demonstrating extensive knowledge and understanding of an area of specialisation within their practice (for example editorial design, motion graphics, UI/UX, narrative media, branding, graphic arts) and to produce and present outcomes that show an awareness of professional practice and employability skills.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in national and international externally driven creative design projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> <li>• Opportunities to create external links with employers.</li> </ul> <p>Consideration of environmentally sustainable practices within a professional practice context.</p>



Professional Practice 2	10	<p>Students will revisit and refine their Professional Development Plan and produce additional material to support the generation of their graduate portfolio including the development of social media and web presences, business identity (where appropriate) ensuring they appropriately prepared to launch their professional careers.</p> <p>A series of visiting speakers, ranging from artist to professionals from creative organisations and education, will provide insightful advice into areas such as:</p> <p>The employment landscape (portfolio careers, the gig economy etc)</p> <ul style="list-style-type: none"> <li>• Copyright Law, licensing, contracts, T&amp;C's, insurance, taxation, NI How, why, what and when?</li> <li>• The differences between Self-employment and permanent employment Proactive/Reactive/business ownership/entrepreneurship</li> <li>• Ethics, Morality and your career, an overview of how the Media operates censorship &amp; self-censorship/audience/working ethically/sustainable choices</li> <li>• Representation online/ Social Media networking</li> <li>• How, why, what and when? Consistency of brand, Effective and appropriate copy, quality of images</li> <li>• CV writing skills/Letter of introduction writing/application writing skills</li> <li>• Costing work/funding- writing applications and bids/budgeting</li> <li>• Evaluating projects and clients/managing clients and employers</li> <li>• Further study</li> <li>• Postgraduate courses, Teaching courses</li> </ul>
Practice 6	60	<p>This module provides students with the opportunity to 'negotiate' a series of design projects with staff in response to a number of themes. These negotiated projects provide opportunities for students to investigate and challenge their individual creative practice by potentially following a very specialised design path, or by developing a more generalist design portfolio of work. Students will engage with a thorough reflective process,</p>

		<p>designed to focus on their creative identity in relation to their professional trajectory.</p> <p>There is emphasis on research, critical thinking, and the production of creative work for the purpose of continuing to build a graduate portfolio including the production of publicity material and representative media with the aim to showcase their ability as designers, and from which to potentially launch their professional careers.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in negotiated and self-initiated creative projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills.</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Opportunities to create representative promotional media.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>
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<b>BA (HONS) GRAPHIC &amp; MEDIA DESIGN TOP UP Level 6 (Year 1 of 2) Part time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice in Context 3	20	The content of this module differs for each student, as each undertakes a research project into a self-selected topic designed to help them make sense of their own specialist area of studio practice in terms of culture, context and critical theory. Working closely with an individual supervisor, students are guided to select a research topic that is both manageable and appropriate to their studio interests and are helped both to locate and organise relevant sources and to construct a critical position informed by theory. The project is an exercise in largely self-directed academic research, but students receive tailored individual support and are given a series of target dates for reaching set stages of the project (e.g., delivery of title and synopsis, first draft, and so on) to ensure they stay on track as they progress towards the final deadline.
Practice 5	30	In this module students will apply the knowledge and skills acquired in previous modules to show consolidation of creative practice and will respond to project briefs which are written by external clients to the course, there is emphasis on research, critical thinking, personal reflection and the production of

		<p>creative work for the purpose of building a graduate portfolio. Students may respond to projects set by an external client or select an appropriate externally set competition brief appropriate to their interest and area of specialisation (for example D&amp;AD international competition briefs, Penguin Books, Firestarter Design awards or the RSA).</p> <p>Students will use an established creative process to produce suitable design development work demonstrating extensive knowledge and understanding of an area of specialisation within their practice (for example editorial design, motion graphics, UI/UX, narrative media, branding, graphic arts) and to produce and present outcomes that show an awareness of professional practice and employability skills.</p> <p>The module includes:</p> <ul style="list-style-type: none"> <li>• The opportunity to engage in national and international externally driven creative design projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to work professionally with external clients.</li> <li>• Opportunities to create external links with employers.</li> </ul> <p>Consideration of environmentally sustainable practices within a professional practice context.</p>
Professional Practice 2	10	<p>Students will revisit and refine their Professional Development Plan and produce additional material to support the generation of their graduate portfolio including the development of social media and web presences, business identity (where appropriate) ensuring they appropriately prepared to launch their professional careers.</p> <p>A series of visiting speakers, ranging from artist to professionals from creative organisations and education, will provide insightful advice into areas such as:</p> <p>The employment landscape (portfolio careers, the gig economy etc)</p> <ul style="list-style-type: none"> <li>• Copyright Law, licensing, contracts, T&amp;C's, insurance, taxation, NI How, why, what and when?</li> </ul>

		<ul style="list-style-type: none"> <li>• The differences between Self-employment and permanent employment Proactive/Reactive/business ownership/entrepreneurship</li> <li>• Ethics, Morality and your career, an overview of how the Media operates censorship &amp; self-censorship/audience/working ethically/sustainable choices</li> <li>• Representation online/ Social Media networking</li> <li>• How, why, what and when? Consistency of brand, Effective and appropriate copy, quality of images</li> <li>• CV writing skills/Letter of introduction writing/application writing skills</li> <li>• Costing work/funding- writing applications and bids/budgeting</li> <li>• Evaluating projects and clients/managing clients and employers</li> <li>• Further study</li> <li>• Postgraduate courses, Teaching courses</li> </ul>
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<b>BA (HONS) GRAPHIC &amp; MEDIA DESIGN TOP UP Level 6 (Year 2 of 2) Part time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Description</b>
Practice 6	60	<p>This module provides students with the opportunity to ‘negotiate’ a series of design projects with staff in response to a number of themes. These negotiated projects provide opportunities for students to investigate and challenge their individual creative practice by potentially following a very specialised design path, or by developing a more generalist design portfolio of work. Students will engage with a thorough reflective process, designed to focus on their creative identity in relation to their professional trajectory.</p> <p>There is emphasis on research, critical thinking, and the production of creative work for the purpose of continuing to build a graduate portfolio including the production of publicity material and representative media with the aim to showcase their ability as designers, and from which to potentially launch their professional careers.</p> <p>The module includes:</p>

		<ul style="list-style-type: none"> <li>• The opportunity to engage in negotiated and self-initiated creative projects.</li> <li>• Opportunities to build a graduate portfolio.</li> <li>• Developing advanced graphic &amp; media design skills.</li> <li>• Developing advanced UI/UX knowledge and skills.</li> <li>• Opportunities to create representative promotional media.</li> <li>• Developing skills to objectively evaluate design outcomes.</li> <li>• Developing advanced Motion Graphics skills.</li> <li>• Opportunities to create external links with employers.</li> <li>• Consideration of environmentally sustainable practices within a professional practice context.</li> </ul>
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### **COMPOSITION OF THE COURSE AND HOW THE COURSE WILL BE DELIVERED**

The course is modular and is managed on a two-semester schedule comprising of 31 weeks tuition. The academic year begins in September and ends in June.

**Level 4:** the course defines Level 4 as induction and core generic skills acquisition

**Level 5:** applies the new skills gained at Level 4 in a range of appropriate contexts

**Level 6:** students specialise through individual learning programmes

The total length of the academic year is 33 weeks (including enrolment, induction and a reading week), with breaks for Christmas, Easter and summer.

Students will have access to College resources (studios, library, workshops, social areas) on week days during normal working hours and later on some days and at certain times of the year. Students may also have access to some of the resources in vacations, and current information on this is available by request.

Students are awarded 'credits' for the successful completion of a module, totaling 120 in each academic year. A single credit is defined as ten hours of study so a 20-credit module requires 200 hours of study in total. A student must successfully achieve 120 credits. 1200 hours of study in total.

The percentage of contact time devoted to differing learning environments depends on the individual module content, but the course seeks to use a wide variety of teaching methods wherever possible. Examples of teaching methods include, process inductions and workshops, demonstrations, lectures, presentations, master-classes, on-line learning activities, tutorials and seminar discussion groups.

Assessment is almost exclusively made by submission of course work in the form of a portfolio, although written essays and reviews plus presentations are also used. There are no timed, written examinations.

## TUITION FEES

The tuition fees for 2022/23 are outlined in the table below. For more information about applying for a tuition fee loan, please visit [www.direct.gov.uk/studentfinance](http://www.direct.gov.uk/studentfinance).

Please note that this annual fee will remain unchanged for the 3-year duration of your course. However, following enrolment, students transferring to an alternative mode of study, repeating or retaking modules or suspending their studies, will need to confirm fees with the Finance Department.

COURSE	LEVEL	YEAR	FEES
BA (Hons) Graphic & Media Design full time (UK/EU students with settled or pre-settled status)	4	Year 1	£9000
BA (Hons) Graphic & Media Design full time (UK/EU students with settled or pre-settled status)	5 (Direct entrants)	Year 2	£9000
BA (Hons) Graphic & Media Design Top Up full time (UK/EU students with settled or pre-settled status)	6	Year 1	£9000
BA (Hons) Graphic & Media Design part time (UK/EU students with settled or pre-settled status)	4	Year 1	£4500
BA (Hons) Graphic & Media Design Top Up part time (UK/EU students with settled or pre-settled status)	6	Year 1	£4500
BA (Hons) Graphic & Media Design full time (Overseas students and EU students)	4	Year 1	£12,000

EU students who have pre-settled status under the EU Settlement Scheme will be eligible for a tuition fee loan only.

Please note that the Higher Education Student Finance portal normally opens in mid-February. The College would encourage students to submit their student finance application as soon as possible so funding is in place for when they start their course

**All students need to ensure that the funding is in place for their tuition fees and living costs prior to enrolment.**

### **PAYMENT, SERVICE DELIVERY AND PERFORMANCE ARRANGEMENTS:**

- If the tuition fee is paid to the College via the Student Loans Company, it will be paid in 3 instalments – 25% in term 1, 25% in term 2 and 50% in term 3.
- If a student is paying their own tuition fees, students can pay in instalments by direct debit only. Students will be required to pay 1/3 of their annual tuition fees each term.
- Overseas students are required to pay their tuition fees in full by June prior to the commencement of their course.
- Any of the additional costs (see additional costs section) are collected via an online secure payment system.

## **ADDITIONAL COSTS**

Additional costs are directly related to your study but exclude accommodation and student's personal living costs. Further information about halls of residence and other accommodation available in Hereford is available on our website.

In addition to the tuition fees charged, the nature of creative arts practice means students will need to allow for some additional costs, for example, materials that they choose to use in the production of work and activities such as trips to external events and exhibitions. The courses at HCA have been designed to minimise the impact of additional costs; some trips and materials will be fully funded by the college or heavily subsidised. However, typically, a student will choose to spend around an additional £200 in the first year, £300 in the second year and £400 in their final year, depending on scale of work and materials chosen or other related costs. Students spend different amounts depending on the areas in which they specialise and individual choices. We appreciate that not all students will be able to invest the same money in their work and staff assessing it will not judge work by the cost of materials or other resources.

The college shop stocks specialist materials at competitive prices and digital equipment can be loaned from the media stores at no extra cost to students.

Students on all courses will also have the chance to take part in optional trips that require additional payment. Non-attendance on the trips will not incur assessment penalties, though trips are designed to help students develop their practice. There is an optional annual cross-course overseas residential trip. During the academic year 2019-20, the planned destination was Copenhagen and the cost to students was £385 for shared dormitory rooms which included UK airport transfers, overseas airport transfers and insurance.

Places on the optional trips are allocated on a first come first serve basis.

On completion of Level 6 (the final level of study), some students also choose to take part in an optional residential trip to London for one of the various graduate showcases (for instance New Designers). Decisions about these showcases are made by the college with students on an annual basis and costed according to differing showcase fees, numbers of students taking part and ambition of display. Students are required to contribute to financing this activity and are encouraged to take part in fundraising events and grant applications.

The College is committed to ensuring that students considering studying at HCA are fully aware of the possible additional costs.

Following enrolment, students that face genuine financial hardship may apply to the College Hardship Fund.



## AVERAGE ANNUAL COST BREAKDOWN

This table is an estimate of the costs a typical student may face during each of the three years on the course.

The blue figures represent realistic costs for students who purchase materials at their average costs. The Yellow figures are hypothetical costs for those who are able to invest in additional resources pertinent to their emerging practice.

Costs are estimated annual figures unless specified.

LEVEL OF STUDY	LV4		LV5		LV6	
Adobe CC subscription for use outside of college hours (discounted by 70%) NB Adobe CC is free to use for any student working within the college.	£16.24 per month		£16.24 per month		£16.24 per month	
Print charges for course work and exhibition display work	£15	£60	£15	£100	£50	£100
Purchasing tickets for museums and galleries	£12	£24	£12	£24	£12	£24
Craft materials for artwork	£5	£60	£5	£60	£30	£60
Transport costs on city visits	£12	£12	£12	£12	£12	£12
Portfolio cases*					£15	£200
Business card and flyer production					£20	£200
Web hosting and domain name registration					£10	£100

\*many students already have portfolios from previous education route; these don't become a course 'requirement' until L6 in preparation for industry interviews

## **LOCATION OF STUDY**

Our degree courses are all based at our College Road Campus but several specialist workshops and performing spaces are located nearby on our Folly Lane Campus and degree level students often work between both sites. Much of a student's study will also involve working in different locations in the city and surrounding area.

## **LOCATIONS AND CONTACT DETAILS**

- **College Road Campus:** Hereford College of Arts, College Road, Hereford. HR1 1EB.
- **Folly Lane Campus:** Hereford College of Arts, Folly Lane, Hereford. HR1 1LT.
- **Telephone:** 01432 273359
- **Fax:** 01432 341099

If you have any enquiries please contact our registry department: [registry@hca.ac.uk](mailto:registry@hca.ac.uk)

## **COMPLAINT HANDLING PROCESS**

Our full complaints policy can be found here; <https://www.hca.ac.uk/wp-content/uploads/2020/03/student-complaints-policy-and-procedure.pdf>

Information relating to all academic regulations, including complaints procedures can be found via the UWTSD public website. <https://www.uwtسد.ac.uk/academic-office/academic-quality-handbook>