
Key Information for the BA (Hons) Graphic & Media Design Degree (including full-time, part-time and Top Up) starting in 2020/21

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 or perform an audition. In exceptional cases this can be conducted 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 tier 4 student visa must achieve Level B2 in an approved secure English Language test prior to enrolment. For further guidance please visit the UK Visa and Immigration website www.gov.uk/tier-4-general-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/HCA-Admissions-Policy-Procedures-2017.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

BA (Hons) Graphic & Media Design Level 4 (Year 1) Full time		
Module Title	Credits	Module Descriptor
Introduction to Creative Practice	20	This module introduces you to key visual communication principles. You will explore and develop the ability to initiate, develop, and evaluate 'ideas' as a creative response to resolving design problems. This fundamental skill will be supported by introductions to appropriate industry standard software, design craft techniques such as screen-printing and professional photographic practices.
Type Text & Meaning	20	This module explores the role that words and images play within visual communication. You will explore fundamental aspects of typography before investigating the creative possibilities of using type in isolation, or combining 'type' with images in order to create, enforce or disrupt meaning. The module concentrates on the communication potential of typography in a number of different contexts, enabling you to develop a level of awareness and confidence in incorporating typography into your design practice.
Constructed Image	20	This module aims to develop knowledge of how images communicate meaning within a cultural context. You will develop key skills and an understanding of the principles and methods of image construction in visual communication alongside a theoretical examination of the value and meaning of constructed images in differing contexts. You will learn a range of techniques and approaches to produce sophisticated visual outcomes and build on your understanding of key design principles.
Narrative & Sequence	20	You will explore the theory, principles and practices of developing narratives in a range of visual communication contexts; these will include print based sequential story telling along with animated stories. Students develop work based on a wide variety of themes and self-generated ideas. You will learn through using appropriate industry standard software and print making techniques.
Design for Screen One	20	This will provide you with the skills and understanding necessary to create professional screen based user experiences through the creation of user interfaces (UI Design) and for social media platforms. You will be introduced to specialist industry standard software and learn about the parameters, conventions and possibilities of designing across different screen formats.
Practice in Context One	20	This critical studies module provides you with a structured way of thinking about the meaning and value of visual communication in relation to Graphic & Media design. It demonstrates that all creative practice is influenced by (and can be assessed in terms of) its historical and cultural context – including contemporary events and conditions, the available technologies of production, creative work previously made by other practitioners, and the ideas, values and beliefs of the cultures in which the work is produced.

BA (Hons) Graphic & Media Design Level 5 (Year 2) Full time		
Module Title	Credits	Module Descriptor
Image & Identity	20	This module will enable you to explore and challenge the role that 'image' has within contemporary society, through the concepts of corporate identity and brand image, and by exploring the role that images play within advertising. As the module progresses you will explore different interpretations of what constitutes a target audience, before combining this knowledge with an understanding of visual communication in order to respond to a number of exciting design situations, across a range of formats.
Professional Practice	20	This module aims to introduce you to the demands of contemporary graphic and media design practice by working to professional levels of expectation and by developing experience and awareness of the demands of producing work in response to a variety of 'live' commissions. You will learn from responding to projects with a local, regional, national or international context.
Entrepreneurship	20	This module will enable you to create self-initiated graphic artwork to sell or exhibit and aims to develop your understanding of the management of exhibitions and commercial events such as pop-up shops. Particular attention will be paid to skills that will enhance self-employment, entrepreneurship and networking.
Design for Screen Two	20	You will build on Design for Screen (one) to further your skills and understanding and create professional screen-based user experiences through the creation of user interfaces (UI Design) and for social media platforms. As the module progresses you will explore the practicalities of movement, sequence, navigation and usability in your responses to creative problems in designing for screen.
Motion Graphics	20	This module provides opportunities for you to explore and experiment with the creative possibilities of using 'time' and 'movement' within contemporary motion graphic practice. You will learn industry standard software to explore these subjects across a range of appropriate formats and situations including 'live' commissions.
Practice in Context Two	20	Practice in Context Two introduces a number of theoretical approaches which will help extend your understanding of creative practice. This module places a new emphasis on the role of theory in challenging conventional ideas and perspectives, introducing new analytical concepts and enabling you to look at familiar material in a new way.

BA (Hons) Graphic & Media Design Level 6 (Year 3) Full time		
Module Title	Credits	Module Descriptor
External Project	30	This project-based module will further prepare you for the reality of working as professional (graphic designers/creatives) by providing opportunities to test your abilities against externally set projects, which may include projects from D&AD, YCN and the RSA. Some project briefs will last a day in order to prepare you for working with tight deadlines, whilst other projects will last much

		longer, but have a number of problems for you to resolve, and contextual information to research and understand.
Final Major Project	40	This provides you with opportunities to conclude your learning with a project or projects that are personally motivated and will demonstrate your specialist knowledge in areas of expertise that you have chosen. The module forms the core of a portfolio or show-reel that will launch future careers or pave the way to research and postgraduate education.
Preparation for Industry	20	This module is intended to summarise and conclude your experience as an undergraduate with the production of representative publicity material to support your specialisation (Graphic Design, Graphic Arts, Media). These materials are intended to conclude Level 6 with an exhibition, a platform for showcasing work both on-line and in the form of a portfolio, You will also produce introductory media to promote yourself and a well-designed curriculum vitae.
Practice in Context Three	30	In this module you will undertake a substantial piece of self-directed research on a theme of your choice. This module provides you with the opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take. The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.

BA (Hons) Graphic & Media Design Level 4 (Year 1) part time		
Module Title	Credits	Module Descriptor
Introduction to Creative Practice	20	This module introduces you to key visual communication principles. You will explore and develop the ability to initiate, develop, and evaluate 'ideas' as a creative response to resolving design problems. This fundamental skill will be supported by introductions to appropriate industry standard software, design craft techniques such as screen-printing and professional photographic practices.
Practice in Context One	20	This critical studies module provides you with a structured way of thinking about the meaning and value of visual communication in relation to Graphic & Media design. It demonstrates that all creative practice is influenced by (and can be assessed in terms of) its historical and cultural context – including contemporary events and conditions, the available technologies of production, creative work previously made by

		other practitioners, and the ideas, values and beliefs of the cultures in which the work is produced.
Design for Screen	20	This will provide you with the skills and understanding necessary to create professional screen based user experiences through the creation of user interfaces (UI Design) and for social media platforms. You will be introduced to specialist industry standard software and learn about the parameters, conventions and possibilities of designing across different screen formats.

BA (Hons) Graphic & Media Design Level 4 (Year 2) Part time		
Module Title	Credits	Module Descriptor
Type, Text & Meaning	20	This module explores the role that words and images play within visual communication. You will explore fundamental aspects of typography before investigating the creative possibilities of using type in isolation, or combining 'type' with images in order to create, enforce or disrupt meaning. The module concentrates on the communication potential of typography in a number of different contexts, enabling you to develop a level of awareness and confidence in incorporating typography into your design practice.
Constructed Image	20	This module aims to develop knowledge of how images communicate meaning within a cultural context. You will develop key skills and an understanding of the principles and methods of image construction in visual communication alongside a theoretical examination of the value and meaning of constructed images in differing contexts. You will learn a range of techniques and approaches to produce sophisticated visual outcomes and build on your understanding of key design principles.
Narrative & Sequence	20	You will explore the theory, principles and practices of developing narratives in a range of visual communication contexts; these will include print-based sequential story telling along with animated stories. Students develop work based on a wide variety of themes and self-generated ideas. You will learn through using appropriate industry standard software and print making techniques.

BA (Hons) Graphic & Media Design Level 5 (Year 3) Part time		
Module Title	Credits	Module Descriptor
Image & Identity	20	This module will enable you to explore and challenge the role that 'image' has within contemporary society, through the concepts of corporate identity and brand image, and by exploring the role that images play within advertising. As the module progresses you will explore different interpretations of what constitutes a target audience, before combining this knowledge with an understanding of visual communication in order to respond to a number of exciting design situations, across a range of formats.
Practice in Context	20	Practice in Context Two introduces a number of theoretical

Two		approaches which will help extend your understanding of creative practice. This module places a new emphasis on the role of theory in challenging conventional ideas and perspectives, introducing new analytical concepts and enabling you to look at familiar material in a new way.
Entrepreneurship	20	This module will enable you to create self-initiated graphic artwork to sell or exhibit and aims to develop your understanding of the management of exhibitions and commercial events such as pop-up shops. Particular attention will be paid to skills that will enhance self-employment, entrepreneurship and networking.

BA (Hons) Graphic & Media Design Level 5 (Year 4) Part time

Module Title	Credits	Module Descriptor
Professional Practice	20	This module aims to introduce you to the demands of contemporary graphic and media design practice by working to professional levels of expectation and by developing experience and awareness of the demands of producing work in response to a variety of 'live' commissions. You will learn from responding to projects with a local, regional, national or international context.
Motion Graphics	20	This module provides opportunities for you to explore and experiment with the creative possibilities of using 'time' and 'movement' within contemporary motion graphic practice. You will learn industry standard software to explore these subjects across a range of appropriate formats and situations including 'live' commissions.
Design for Screen Two	20	You will build on Design for Screen (one) to further your skills and understanding and create professional screen-based user experiences through the creation of user interfaces (UI Design) and for social media platforms. As the module progresses you will explore the practicalities of movement, sequence, navigation and usability in your responses to creative problems in designing for screen.

BA (Hons) Graphic & Media Design Level 6 (Year 5) Part time

Module Title	Credits	Module Descriptor
External Project	30	This project-based module will further prepare you for the reality of working as professional (graphic designers/creatives) by providing opportunities to test your abilities against externally set projects, which may include projects from D&AD, YCN and the RSA. Some project briefs will last a day in order to prepare you for working with tight deadlines, whilst other projects will last much longer, but have a number of problems for you to resolve, and contextual information to research and understand.
Practice in Context Three	30	In this module you will undertake a substantial piece of self directed research on a theme of your choice. This module provides

		<p>you with the opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take.</p> <p>The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.</p>
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BA (Hons) Graphic & Media Design Level 6 (Year 6) Part time

Module Title	Credits	Module Descriptor
Preparation for Industry	20	This module is intended to summarise and conclude your experience as an undergraduate with the production of representative publicity material to support your specialisation (Graphic Design, Graphic Arts, Media). These materials are intended to conclude Level 6 with an exhibition, a platform for showcasing work both on-line and in the form of a portfolio, You will also produce introductory media to promote yourself and a well-designed curriculum vitae.
Final Major Project	40	This provides you with opportunities to conclude your learning with a project or projects that are personally motivated and will demonstrate your specialist knowledge in areas of expertise that you have chosen. The module forms the core of a portfolio or show-reel that will launch future careers or pave the way to research and postgraduate education.

BA (Hons) Graphic & Media Design Top Up Level 6 (Year 1) Full time

Module Title	Credits	Module Descriptor
Practice in Context Three	30	<p>In this module you will undertake a substantial piece of self-directed research on a theme of your choice. This module provides you with the opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take.</p> <p>The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.</p>
Preparation for Industry	20	This module is intended to summarise and conclude your experience as an undergraduate with the production of representative publicity material to support your specialisation (Graphic Design, Graphic Arts, Media). These materials are intended to conclude Level 6 with an exhibition, a platform for showcasing work both on-line and in the form of a portfolio, You will also produce introductory media to promote yourself and a well-

		designed curriculum vitae.
Final Major Project	40	This provides you with opportunities to conclude your learning with a project or projects that are personally motivated and will demonstrate your specialist knowledge in areas of expertise that you have chosen. The module forms the core of a portfolio or show-reel that will launch future careers or pave the way to research and postgraduate education.

BA (Hons) Graphic & Media Design Top Up Level 6 (Year 1) Part time

Module Title	Credits	Module Descriptor
Practice in Context Three	30	In this module you will undertake a substantial piece of self-directed research on a theme of your choice. This module provides you with the opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take. The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.
Preparation for Industry	20	This module is intended to summarise and conclude your experience as an undergraduate with the production of representative publicity material to support your specialisation (Graphic Design, Graphic Arts, Media). These materials are intended to conclude Level 6 with an exhibition, a platform for showcasing work both on-line and in the form of a portfolio, You will also produce introductory media to promote yourself and a well-designed curriculum vitae.

BA (Hons) Graphic & Media Design Top Up Level 6 (Year 2) Part time

Module Title	Credits	Module Descriptor
Final Major Project	40	This provides you with opportunities to conclude your learning with a project or projects that are personally motivated and will demonstrate your specialist knowledge in areas of expertise that you have chosen. The module forms the core of a portfolio or show-reel that will launch future careers or pave the way to research and postgraduate education.

Composition of the course and how the course will be delivered

The course is modular and is managed on a two semester schedule, each of 15 weeks duration. 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 32 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 2020/21 are outlined in the table below. For more information about applying for a tuition fee loan, please visit 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)	4	Year 1	£9000
BA (Hons) Graphic & Media Design full time (UK/EU students)	5 (Direct entrants)	Year 2	£9000
BA (Hons) Graphic & Media Design Top Up full time (UK/EU students)	6	Year 1	£9000
BA (Hons) Graphic & Media Design part time (UK/EU students)	4	Year 1	£4500
BA (Hons) Graphic & Media Design Top Up part time (UK/EU students)	6	Year 1	£4500
BA (Hons) Graphic & Media Design full time (Overseas students)	4	Year 1	£11,200

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.

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

Complaint handling process

Our full complaints policy can be found here; <https://hcalive.b-cdn.net/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.uwtsd.ac.uk/academic-office/academic-quality-handbook>

