

# BA Graphic Communication

2018-19

*Course Introduction*

*Graphic Communicators...*

.....  
Sell

.....  
Solve

.....  
Entertain

.....  
Simplify

.....  
Engage

.....  
Brand

# Welcome to

## **BA (Hons) Graphic Communication 2018**

*During Welcome Week in September (week beginning 24th September 2018), you will meet the course team and attend a few talks to help you to settle in to your exciting new environment, along with a cultural trip to London and opportunities to explore Northampton.*

**Term dates can be found here -**

<https://www.northampton.ac.uk/about-us/term-dates-and-closed-days/term-dates-2018-19/>

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## **Overview**

*The aim of the course is to develop designers with an individual approach to creative problem solving, using contemporary and progressive visual languages to communicate ideas and information in successful and challenging ways.*

***"Design is thinking made visual"***

*– Saul Bass*

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Ideas and concepts are at the heart of the course, with an emphasis on innovation and intelligence in design solutions, whether for practical outcomes to design projects, presentations or writing. Visually, students will confront the stereotypical and challenge conventions of image-making and communication, whilst learning the values of traditional craft skills and the potential offered by new and emerging technologies.

Throughout the course, your knowledge of graphic design will grow through learning experiences where creative, technical and professional skills are developed and different ideas, media and formats for design are studied within industry and theoretical contexts. The roles of design within social, ethical and environmental debates are also explored.

Within a creative learning environment of studios, workshops, libraries and archives you will interact and discuss ideas with tutors, each other, and with visiting professionals to support the practice of graphic design for employment and further learning beyond graduation.

# Course Structures/Award Maps

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## **SINGLE HONOURS AWARD, FULL TIME:**

BA (Hons) Graphic Communication\_2018

In order to achieve the named award above,  
students must meet all requirements of this award map.

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**Year one:** Students must take all modules:

- 2DD1003 Visual and Material Culture 1** (20 credits) compulsory
- 2DD1006 Professional Studies 1** (20 credits) compulsory
- 2DD1022 Creative Projects** (40 credits) compulsory
- 2DD1028 Experimental Practice 1** (40 credits) compulsory

**Year two:** Students must take all modules:

- 2DD2004 Design Projects 2** (40 credits) compulsory
- 2DD2005 Experimental Practice 2** (40 credits) compulsory
- 2DD2008 Visual and Material Culture 2** (20 credits) compulsory
- 2DD2009 Professional Studies 2** (20 credits) compulsory

**Year three:** Students must take all modules

- 2DD3002 Graphic Communication: Final Major Study** (80 credits) compulsory
- 2DD4002 Graphic Communication: Dissertation** (40 credits) compulsory

# Course Structures/Award Maps

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## **SINGLE HONOURS AWARD, PART TIME:**

BA (Hons) Graphic Communication\_2018

In order to achieve the named award above,  
students must meet all requirements of this award map.

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**Year one:** Students must take all modules:

- 2DD1022 Creative Projects 1** (40 credits) compulsory
- 2DD1003 Visual and Material Culture 1** (20 credits) compulsory

**Year two:** Students must take all modules:

- 2DD1006 Professional Studies 1** (20 credits) compulsory
- 2DD1028 Experimental Practice 1** (40 credits) compulsory

**Year three:** Students must take all modules:

- 2DD2004 Design Projects 2** (40 credits) compulsory
- 2DD2009 Professional Studies 2** (20 credits) compulsory

**Year four:** Students must take all modules:

- 2DD2008 Visual and Material Culture 2** (20 credits) compulsory
- 2DD2005 Experimental Practice 2** (40 Credits) compulsory

**Year five:** Students must take all modules:

- 2DD3002 Graphic Communication: Final Major Study** (80 credits) compulsory
- 2DD4002 Graphic Communication: Dissertation** (40 credits) compulsory

# Course Structures/Award Maps

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## **SINGLE HONOURS AWARD, *inc FOUNDATION STUDY FRAMEWORK:***

BA (Hons) Graphic Communication\_2018

In order to achieve the named award above,  
students must meet all requirements of this award map

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**Year 1a:** Students must take all modules:

**2DD1022 Creative Projects** (40 credits) compulsory

**FDN010 Investigation into your Subject Area 1: Arts** (40 credits) compulsory

**FDN013 Investigation into your Subject Area 2: Arts** (40 credits) compulsory

**Year 1b:** Students must take all modules:

**FDN016 Investigation into your Subject Area 3: Arts** (40 credits) compulsory

**2DD1028 Experimental Practice 1** (40 credits) compulsory

**2DD1006 Professional Studies 1** (20 credits) compulsory

**2DD1003 Visual and Material Culture 1** (20 credits) compulsory

**Year two:** Students must take all modules:

**2DD2004 Design Projects 2** (40 credits) compulsory

**2DD2009 Professional Studies 2** (20 credits) compulsory

**2DD2008 Visual and Material Culture 2** (20 credits) compulsory

**2DD2005 Experimental Practice 2** (40 credits) compulsory

**Year three:** Students must take all modules

**2DD3002 Graphic Communication: Final Major Study** (80 credits) compulsory

**2DD4002 Graphic Communication: Dissertation** (40 credits) compulsory

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## INDICATIVE TIMETABLE FOR 2018-19

### **Year One**

During your first year of study it is hoped that you will successfully complete two 40-credit modules and two 20-credit modules. In order to achieve this you will be expected to attend University on most days throughout the week from 10am – 4pm.

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## TEACHING INFORMATION

**Teaching / learning methods used on your course include:**

- *Project briefs (staff-set / self-set / industry / competition)*
- *Workshops / demonstrations*
- *Individual and group tutorials*
- *Group critiques and presentations*
- *E-tivities / Active Blended Learning/online*
- *Visiting speakers and Industry Guests*
- *Seminars*
  
- ***Senior Lecturers, Lecturers and Associate Lecturers –***  
*This is the core team that you have contact with week in, week out. It is these lecturers that deliver the majority of your taught experience, set project briefs, assess your work, and lead study visits.*

**Active Blended Learning Delivery** - Each module is made up of blended learning components that includes face- to-face activities and online learning, which can be completed on or offsite and you will be given advice on when they are best to complete. Each module has a 'Module Leader' and they meet on a regular basis with the Programme Leader to ensure that the highest quality teaching and learning activities are being provided.

**Seminars and Seminar presentations** – to allow students to test ideas against those of staff and other students as well as more formal presentations and to discuss contemporary and historical photography.

**Practical demonstrations and Workshops** – Workshop practices are a significant part of all the production modules. In addition to the transferring of technical skills and expertise, they offer hands-on instruction to students and guidance to complete specific technical or production tasks.

**Projects** – The project is essential in teaching and learning in that it encourages the definition of problems and their appropriate solution and evaluation. All projects have clearly defined learning outcomes and assessment criteria, related to content, which provide the framework for exploration, experiment, research, development, presentation and communication. As students progress through the course, they are expected to take a more active role in directing their own work and ideas, and designing their own project briefs through negotiation with staff. Since studio practice is the main element of the course, staff closely monitor the implementation, management and intellectual development of all projects.

**Briefing meetings/Progress critiques** – to launch projects and discuss current progress and anticipated requirements.

**Tutorials** – Each student will be allocated a tutor. The tutorial system enables exploration through discussion of issues such as current work, progress, including new ideas and possibilities, providing analysis and exchange, through increasingly negotiated development to support progressively independent and student-centred learning. An open and direct approach to discussion of work is encouraged.

**Study Visits** – These aim to foster group dynamics, peer group learning and broadening of student experience of other cultural and contextual perspectives. Visits to museums, galleries and other appropriate institutions are arranged to complement student awareness and understanding of contemporary commercial and cultural photographic practice.

**Visiting speakers** – carefully selected speakers with relevance to the course contribute through presentations on their practice and specialism.

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### ***Opportunities for you:***

- International and National Design Competitions
- Exhibitions and Shows
- Live work with local and national Industry
- Commissions
- Work with other disciplines within the university
- Portfolio reviews and crits with Industry

*‘Great prospects for you, puts you and your work on the map, kick-starts your career!’*

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## HOW WE SUPPORT LEARNING ON BA GRAPHIC COMMUNICATION

*We at the university and within your course offer comprehensive support for not only your learning but also your pastoral needs.*

### Welcome Week Induction activities

- Welcome Week timetable will be emailed soon, that will include introductions to staff, Personal Academic Tutors and your learning environment.
- Changemaker, Learning Development and the Academic Librarians will be timetabled to deliver skills support.
- Introductions to specialist media areas (e.g. Printmaking & Photography), including Health & Safety
- A cultural trip to London
- Time to settle into the town, the university and your accommodation
- An opportunity to get to know your peers and your lecturers
- A chance to ask questions about the university, your 1<sup>st</sup> year modules and your student experience
- Get to know the library and the SU
- ***Student Union – events and activities - [www.northamptonunion.com](http://www.northamptonunion.com)***

### Personal Academic Tutorials (PATs)

- Regular meetings throughout the year with your Programme Leader to discuss your academic progress along with career guidance and pastoral care.
- Your Personal Tutor should be your first point of contact if you have any problems or worries during your time here.
- Do not feel you have to wait for the 'official' PAT meeting BUT it is advisable that you contact your tutor by email to arrange a suitable time.
- You can also get valuable help and advice from the Student Union and Student Help Desks.

### Specialist working environments with Technician support

- Design studio
- Media resource areas (e.g. Printmaking / Photography / Digital Media)
- Specialist Mac suite with access to range of specialist hardware and software

### Field trips

- Gallery exhibitions
- Conferences
- Cultural excursions – National and International
- Industry visits



### Visiting speakers

- Practitioners and industry professionals
- Changing Futures Week

### NILE – our Virtual Learning Environment

- Programme and Module specific information and Teaching and Learning materials
- Reading lists, online resources and links
- Guides to support technical processes
- E-tivities and online learning to support face-to-face teaching

### Student Voice – Your Voice

- Talk through and raise concerns with your PAT, module leaders or the Programme Leader - face to face or email
- SSLCs [Staff-Student liaison Committee] and your course and student reps
- Module Reviews – feedback on your experience of the module
- Year Forums – discuss issues and feedback to the Programme Leader

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## WHAT WILL YOU GAIN HERE?

- *Confidence - about your abilities, your ideas and how to present them*
- *Professional attributes and an understanding of the creative industries*
- *Curiosity to question and challenge, and to be aware and sensitive*
- *To be experimental and bold with your ideas, interpretations and solutions*
- *A proactive approach to your work ethic and your creativity*
- *A Confidence to experiment and explore new genres, formats, and processes*
- *The fundamental skills for ideation, process and professional execution of your ideas*
- *CAD, research, planning and critical reflection skills*
- *Initial career paths and specialisms*

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## WHAT DO WE EXPECT FROM YOU?

- *Attendance and punctuality*
- *A proactive 'can do' approach*
- *Commitment to the course and your subject*
- *Independent learning and time management*
- *Willingness to take risks, make mistakes and 'think outside of the box'*
- *Professionalism*
- *Respect others' points of view*
- *Communication*
- *To tell us if you are having problems*

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## LIST OF EQUIPMENT - BA GRAPHIC COMMUNICATION

*We realise that a Graphics course makes a number of financial demands on you. With that in mind we have put together a list of requirements.*

### Essential Items:

- Paper/note books – writing (lined and plain)
- 3-4 A4 ring binders for archiving workshops and seminar handouts and materials
- Pens, pencils, highlighter pens, marker pens, rulers
- Sketchbooks/layout pads – A3 - minimum of one needed per practice- based module (needed for 3 modules in Year 1)

There is an **Art Shop** near the new Waterside Campus that is open daily where you will be able to purchase all the usual items. They stock a good range of stationary, pens, paper, folders etc.

**Laptops** - Although you are welcome to do so, you will not need to purchase your own laptop or MacBook, as we have our own dedicated mac suite – **HOWEVER** – many 1<sup>st</sup> years do have their own computers and have a subscription to the Adobe Creative Cloud Suite. Macbooks for Students have a discount so be sure to take proof of being a student when buying one.

### Adobe Student Subscription –

<http://www.adobe.com/uk/creativecloud/buy/students.html>

### Apple Student Discount info -

[https://www.apple.com/uk/shop/browse/campaigns/education\\_pricing](https://www.apple.com/uk/shop/browse/campaigns/education_pricing)

**File Backup** - Ensure you back up all work to your Cloud Storage or purchase a portable external hard drive or memory stick – you will be generating much digital work and you need to be sure its saved and secure, If using a memory stick we suggest its at least 32G.

**Printing** - We recommend that you budget for printing costs (approximately £50 per year for laser and large format printing) and any specialist design materials that you may require (£50 or more depending on materials).

**Trips** - There are optional trips, both within the UK and overseas:

- UK visits and Trips will cost approximately £50 per year
- Overseas trips or visits will cost approximately £350 per trip

**Shows and Exhibitions** - Display materials for show swill cost approximately £30 - 50 per year

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## SUMMER PREPARATION

***We don't need you** to produce a specific project but do require you to start 'looking and collating' visual information. This is a vital skill for a designer and will kick start your observation skills and support your visual library for future projects.*

- 1. Establish a sketchbook - both visual references and sources and textual research information.**
- 2. Maybe start a blog that collates all this.**
- 3. READ - see reading list below AND read newspapers or follow news apps or feeds**
- 4. Follow other designers, artists, agencies and design blogs**

**Include ALL types of research in your sketchbooks –**

- Original images and found images from the internet; think all types of 'image' – portraits, landscapes, pack shots, textures, interiors, exteriors, clothing, close ups, long shots, abstract and surreal images, logos, branding, adverts, websites, apps, signage, way finding, maps, diagrams, info graphics etc.
- Cut outs, pages from magazines, newspaper articles, scanned images from books etc.
- Original hand drawn and computer generated visualizations and sketches.
- Written notes, thoughts, lines from poems, quotes from film, TV, music, news, popular culture, own generated prose, taglines, slogans, phrases etc. that inspire you and are relevant to your themes, reviews [secondary or your own] of artwork, designs, films etc.
- Include anything and everything that is relevant! Train tickets, posters, flyers, packaging, fabrics, textures, hand rendered, vernacular or computer generated fonts and type examples, polaroid's, archive images, types of paper, card etc., CD/album covers, screen shots from moving image...
- Record thoughts, capture images and collect from places and events you visit this summer – gigs, festivals, holidays, fairs, city trips, exhibitions, family and friend gatherings, parties, sporting or cultural events etc.

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**Annotate with why you've included these or elements within them that interest you and why.**

*Is it **YOUR** sketchbook, so fill it with whatever you want!*

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## INDICATIVE READING LISTS

*All of your core reading will be available from the University's Library. This means that all your course reading materials are available for free when you start with us. You will not have to buy any core textbooks and with access to countless books, e-books and journals there is enough to keep you busy for your entire degree.*

You are not required to read or purchase all of these books/magazines by the time you arrive in September, but you are advised to read a few. **Computer Arts** is a monthly Graphic Arts magazine available from WHSmiths and is particularly useful for designers. Also begin to read design blogs, follow favorite designers and artists on Twitter etc... keep yourself current and aware of contemporary design trends and issues . !

### Books:

- *Graphic design: a user's manual - Shaughnessy, Adrian 2009*
- *What is graphic design? - Quentin Newark c2007*
- *Know your onions: graphic design - Drew De Soto 2011*
- *The A-Z of visual ideas: how to solve any creative brief - Ingledew, John 2011*
  
- *Idea generation - Neil Leonard, Gavin Ambrose 2013*
- *The art of looking sideways - Fletcher, Alan 2001*
- *Design History, A Students' Handbook Routledge, Conway, Hazel 1992*
- *Graphic Design: A New History Yale University Press, Eskilson, Stephen J 2007*

### Journals and Magazines:

- *Creative Review*
- *Eye: the international review of graphic design*
- *Baseline: international typographics journal*
- *Computer Arts*
- *Juxtapose*
- *Aesthetica*
- *Adbusters*

### Web:

- *It's Nice That*
- *Design inspiration — Design Inspiration*
- *Computer Arts magazine | Creative Bloq*

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## CONTACT - BA [Hons] GRAPHIC COMMUNICATION

**Trevor Brown** - BA (Hons), MA (Visual Communication) FHEA  
*Programme Leader for BA Graphic Communication*

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### **Staff team:**

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**External Examiner -**  
James Branch



# BA (Hons) Graphic Communication

## Welcome Week Timetable: 24-28 September 2018

Time	Monday 24/09/18	Tuesday 25/09/18	Wednesday 26/09/18	Thursday 27/09/18	Friday 28/09/18	
9am	<p><b>Student Union Day</b></p> <p><b>All new students, All years - Graphics and Illustration</b></p> <p><b>10am – 4pm</b> Market Square, Northampton Town Centre</p> <p>Join five thousand of your fellow students at Market Square in Northampton's Town Centre for Fresher Fortnight's biggest event!</p> <p>Union Day is Northampton's Freshers Fair bringing together over 250 organisations including our Student Societies, Sports Clubs, Volunteer Projects, community and commercial partners.</p> <p><a href="https://www.northamptonunion.com/events/freshers-union-day">https://www.northamptonunion.com/events/freshers-union-day</a></p> <p>AND- Time to enrol and collect ID cards if needed.</p>			<p><b>9am – 6pm</b> 9.00am Departure Location to be confirmed</p> <p><b>All new students, All years - Graphics and Illustration</b></p> <p><b>London Trip</b>  (attendance mandatory)</p> <p>Returning at 6.00-6.30pm</p>	<p><b>9am – 12 midday</b> Location – Learning Hub Room – LH113 [first floor]</p> <p><b>All new students, All years - Graphic Communication</b></p> <p><b>Academic, Digital and Employability Skills</b></p> <p>Skills session delivered by the University's Learning Development, Academic Librarians and Changemaker Hub services</p>	
10am						
11am		<p><b>11am – 2pm</b> Location - Creative Hub Room – CH103 [first floor]</p> <p><b>All new students, All years - Graphics and Illustration</b></p> <p><b>Welcome to UoN / induction / belonging</b></p> <p>Meet your Programme Staff and Lecturers</p>				
12 midday			<p><b>1.30pm – 2.30pm</b> Location - Creative Hub Room – CH103 [first floor]</p>			
1pm						
2pm						
3pm		<p><b>3pm – 4pm</b> Location - Senate Room – SN101 [first floor]</p> <p><b>All new students, All years - Graphic Communication</b></p> <p><b>Expectations of University Life</b> delivered by the University's Student and Academic Services Colleagues</p>	<p><b>Year 3 Graphics</b></p> <p><b>Dissertation Introduction</b> Module Leader – Will Hoon</p>		<p><b>1pm – 3.30pm</b> <b>Year 1 &amp; 2 Graphics and Illustration</b> Location - Creative Hub Room – CH103 [first floor]</p> <p><b>1pm – 2pm</b> <b>Year 3 Graphics ONLY</b> Location - Creative Hub Room – CH102 [first floor]</p> <p><b>Subject Orientation &amp; 'are you ready'</b></p> <p>Meet your Programme Staff and Lecturers</p>	