

1.	GENERAL INFORMATION	
1.	Programme Title:	Bachelor of Science in Digital Design
2.	Final Award:	Bachelor of Science in Digital Design with Honours
3.	Exit Awards:	Bachelor of Science in Digital Design
4.	Awarding Body:	Glasgow Caledonian University
5.	Period of Approval:	September 2017 to December 2022
6.	School:	School of Computing, Engineering & Built Environment
7.	Host Department:	Applied Computer Games
8.	UCAS Code:	3K7Q
9.	PSB Involvement:	
10.	Place of Delivery:	GCU City Campus
11.	Subject Benchmark Statement:	Art & Design, Computing
12.	Dates of PSP Preparation/Revision:	December 2022

2. EDUCATIONAL AIMS OF THE PROGRAMME
<p>The BSc/BSc (Hons) Digital Design is an applied computing and design programme which aims to produce graduates with the distinct specialist knowledge and skills required to satisfy the demands for the expanding digital sector. These graduates will be expected to attain highly developed technical and creative skills applying current industry standard graphics and associated software in a range of digital design solutions. These skills should satisfy the needs of employers in a number of areas including: digital design agencies requiring graphic, brand identity, website, user interface or user experience designers; film, television and broadcast media companies requiring motion graphics; or companies requiring in-house graphic designers in marketing and communication departments. Freelance and entrepreneurial graphic design opportunities are available to satisfy diverse market demand.</p> <p>The programme provides students with opportunities to develop their specialist knowledge alongside developing a range of transferable skills such as problem solving, project management, team working, presentation and interpersonal skills. These transferable skills will facilitate their performance in professional employment. The programme provides academic rigour across all subjects and students will gain appropriate depth of knowledge in related subjects such as motion graphics and user psychology along with research methods and project implementation appropriate for degree level study.</p> <p>The Programme Aims to:</p> <ul style="list-style-type: none"> • develop students' ability to respond to design/project briefs and implement solutions based upon secure research strategies; • develop student's ability to apply specialised knowledge and skills innovatively and creatively; • provide students with opportunities to develop a range of transferable skills to facilitate their

professional performance;

- provide articulation routes for students with appropriate prior accredited learning experiences;
- enable students to take responsibility for their own learning as they progress through the programme;
- enable students to develop skills to adapt to technology advancement and change.

Expected Levels of Attainment

- On successful completion of level 3 of study a student should have advanced knowledge, understanding and competency in software skills and the ability to select and apply to these skills to design/project problems, linking research to the development of digital design solutions
- On successful completion of level H study, a student should have advanced knowledge, understanding and competency in software skills and the ability to select and apply to these skills to challenging/complex design/project problems, applying solid research strategies to the development of professional digital design solutions.

4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SCQF Level 9

Module Code	Module Title	Credit
M3W226454	Motion Graphics	20
M3I625715	User Psychology	20
M3I325634	Web Design Fundamentals	20
M3W226551	UI/UX Design	20
M3I326557	Research Skills & Professional Issues	20
M3W225670	Integrated Project 3	20
	<i>Exit Award – Bachelor of Science in Digital Design</i>	360

SCQF Level 10

Module Code	Module Title	Credit
MHW225718	Creative Practice	20
MHW227209	Design for Change	20
MHW225671	Honours Project	40
MHW225719	Industrial Practice	20
MHG525636	Portfolio	20
	<i>Exit Award – Bachelor of Science in Digital Design with Honours</i>	480

8. ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the [Regulations](#) that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.