Undergraduate Programme Specification
BSc (Hons) Digital Design

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's Quality Assurance processes.

GENERAL INFORMATION				
Programme Title	BSc (Hons) Digital Design			
Final Award	BSc (Hons) Digital Design			
Awarding Body	Glasgow Caledonian University			
School	School of Computing, Engineering & Built Environment			
Department	Applied Computer Games			
Mode of Study	Full-time			
Location of Delivery	Glasgow Campus			
UCAS Code	3K7Q			
Accreditations (PSRB)				
Period of Approval	From:	September 2023	To:	August 2028

EDUCATIONAL AIMS OF PROGRAMME
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 several 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. 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.

The Programme Aims to:

- 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.

LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities, and other attributes in the following areas:

Preamble

The development of this programme has been informed by:

- The QAA Benchmark Statements for Computing and Art & Design.
- The Division of Computer, Communications, and Interactive Systems' research in the areas of: Visual, Affective and Pervasive Systems.
- The Division of Computer, Communications and Interactive Systems' Knowledge Transfer and Lifelong Learning programmes
- Glasgow Caledonian University's Strategy for Learning
- The School of Engineering and Built Environment Learning, Teaching and Assessment Strategy

A: Knowledge and understanding;

A1 Key principles, skills and technologies involved in the design and production of assets for Digital Design industries;

A2 Key professional practices and production processes for Digital Design from brief, through concept development to final design solution

A3 Key operational issues of the digital sector/creative industries; including professional requirements, commercial markets and audiences

A4 Professional, legal and ethical issues of practice within the digital sector/creative industries

A5 Current and emerging technologies and applications of Digital Design skills and the impact of advancement and change on professional practice

B: Practice: Applied knowledge, skills and understanding;

B1 Identify, analyse and solve problems in given tasks and scenarios

B2 Plan, conduct and report on work, on a group and individual basis

B3 Evaluate alternative design and implementation solutions

C: Generic cognitive skills;

C1 Plan, conduct and report upon work

C2 Critical thinking and problem solving

C3 Critical analysis

C4 Self-confidence, self-discipline & self-reliance (independent working)

D: Communication, numeracy and ICT skills

D1 Communication skills, written, oral and listening

D2 Numeracy

D3 Effective information retrieval and research skills

D4 Presentation skills

E: Autonomy, accountability and working with others.

E1 Awareness of strengths and weaknesses/ planning, monitoring, reviewing and evaluating own learning and development

E2 Reliability, integrity, honesty and ethical awareness

E3 Ability to prioritise tasks and time management

E4 Appreciating and desiring the need for continuing professional development

E5 Interpersonal skills, team working and leadership

E6 Entrepreneurial independence and risk-taking

E7 Knowledge of international affairs

E8 Commercial awareness

LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars
- Practical classes
- Mentorship
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (VIVA, Laboratory work)
- Group work
- Blogs and Online Journals
- Portfolio Presentations

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: www.gcu.ac.uk/study

All students entering the programme are required to adhere to the GCU Code of Student Conduct.

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS[1]

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %	Practical %
M3W226454	Motion Graphics	Core	9	20	100	-	-
M3I625715	User Psychology	Core	9	20	100	-	-
M3I325634	Web Design Fundamentals	Core	9	20	100	-	-
M3W226551	UI/UX Design	Core	9	20	100	-	-
M3I326557	Research Skills & Professional Issues	Core	9	20	30/70	-	-
M3W225670	Integrated Project 3	Core	9	20	100	-	-
MHW227209	Design for Change	Core	10	20	40/60	-	-
MHW225718	Creative Practice	Core	10	20	30/70	-	-
MHG525636	Portfolio	Core	10	20	100	-	-
MHW225719	Industrial Practice	Core	10	20	30/70	-	-
MHW225671	Honours Project	Core	10	40	100	-	-

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme[2]:

Bachelor of Science in Digital Design - *achieved upon successful completion of 360 credits*

Bachelor of Science with Honours in Digital Design - *achieved upon successful completion of 480 credits*

[1] Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

[2] Please refer to the GCU Qualifications Framework for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

ASSESSMENT REGULATIONS
Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at: www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

VERSION CONTROL (to be completed in line with AQPP processes) **Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.**			
Version Number	*Changes/Updates*	*Date Changes/Updates made*	*Date Effective From*
1.0	Programme Review 2024; no substantive changes	July 2024	July 2024

Curriculum Map

The curriculum map links the modules listed in the Programme Structure to the Learning Outcomes

This map provides both a design aid to help academic staff identify where the programme outcomes are being developed and assessed within the course. It also provides a checklist for quality assurance purposes and could be used in approval, accreditation and external examining processes. This also helps students monitor their own learning, and their personal and professional development as the course progresses.

Modules																									
	Code	**Title**	**A1**	**A2**	**A3**	**A4**	**A5**	**B1**	**B2**	**B3**	**C1**	**C2**	**C3**	**C4**	**D1**	**D2**	**D3**	**D4**	**E1**	**E2**	**E3**	**E4**	**E5**	**E6**	**E7**	**E8**
SCQF 9	M3W226454	Motion Graphics	x	x	x		x	x	x	x	x	x	x	x	x			x	x							
	M3I625715	User Psychology	x	x	x		x	x	x	x	x	x	x	x	x			x	x	x	x	x				
	M3I325634	Web Design Fundamentals	x	x			x	x	x		x	x			x			x								
	M3W226551	UI/UX Design	x	x	x		x	x	x	x	x	x	x	x	x		x	x	x							x
	M3I326557	Research Skills & Professional Issues	x		x	x	x		x	x	x		x		x	x	x	x		x					x	
	M3W225670	Integrated Project 3	x	x	x		x	x	x	x	x	x		x	x		x	x	x	x			x	x	x	x

Modules																									
	Code	**Title**	**A1**	**A2**	**A3**	**A4**	**A5**	**B1**	**B2**	**B3**	**C1**	**C2**	**C3**	**C4**	**D1**	**D2**	**D3**	**D4**	**E1**	**E2**	**E3**	**E4**	**E5**	**E6**	**E7**	**E8**
SCQF 10	MHW225638	Design for Change	x	x	x			x	x	x	x	x			x		x	x		x	x		x			x
	MHW225718	Creative Practice	x	x	x		x		x		x	x	x		x		x	x	x	x				x	x	x
	MHG525636	Portfolio	x	x	x		x	x	x	x	x	x			x		x	x	x					x	x	x
	MHW225719	Industrial Practice	x	x	x		x	x	x	x	x	x			x		x	x		x	x			x	x	x
	MHW225671	Honours Project	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	