



School of Engineering and Built Environment

PROGRAMME SPECIFICATION

for

**BSc (Hons) Digital Design
(Graphics)**

P02793

September 2018

Programme Specification Pro-forma

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| 1. GENERAL INFORMATION | |
| 1. Programme Title: | BSc (Hons) Digital Design (Graphics) |
| 2. Final Award: | BSc (Hons) Digital Design (Graphics) |
| 3. Exit Awards: | University Certificate in Digital Design University Diploma in Digital Design BSc Digital Design (Graphics) |
| 4. Awarding Body: | Glasgow Caledonian University |
| 5. Approval Date: | May 2014 |
| 6. School: | School of Engineering and Built Environment |
| 7. Host Division/Dept: | Department of Computer, Communications and Interactive Systems |
| 8. UCAS Code: | 5T8E |
| 9. PSB Involvement: | |
| 10. Place of Delivery: | City Campus |
| 11. Subject Benchmark Statement: | Art & Design, Computing March 2014 |
| 12. Dates of PSP preparation/revision: | Revised April 2017 |

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| 2. EDUCATIONAL AIMS OF THE PROGRAMME | |
| <p>The BSc/BSc(Hons) Digital Design (Graphics) 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>Students study a range of modules from across the Department of Computer, Communications and Interactive Systems, School of Engineering and Built Environment. Some distinct modules are in their specialist subject of Graphics for Digital Design while some modules are contextualised depending on their specialist subject e.g. Industrial Practice or their specialist skills applied in problem solving scenarios e.g. in Integrated Projects. Other modules provide students with knowledge and skills necessary for and related to their specialist subject area.</p> <p>The programme aims to:</p> <ul style="list-style-type: none"> • provide students with the knowledge, competencies and skills to equip them for a career within an industry utilising graphic for digital design expertise; • develop students' awareness of current and future trends/developments in the area of digital design especially graphics; | |

- 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

This programme has been designed to allow students with a HND to study for a further one/two years and be awarded with a BSc/BSc (Hons) on successful completion.

Each module on the programme is given a SCQF credit rating of 20 points, with the exception of the Honours Project (MHW222996) which has a credit rating of 40 points.

Students with a HND are awarded 240 SCQF credit points and therefore require 120 and 240 additional points to achieve the awards of BSc and BSc (Hons) respectively.

| Year 3 | SHE3 Level | | |
|---|---------------------------------------|--|---------------|
| Module Code | Module Title | | Credit |
| M3W222972 | Motion Graphics | | 20 |
| M3I624529 | User Psychology | | 20 |
| M2I322921 | Web Design Fundamentals | | 20 |
| M3W222973 | UI/UX Design | | 20 |
| M3I323074 | Research Skills & Professional Issues | | 20 |
| M3W224781 | Integrated Project 3 | | 20 |
| Exit Award – BSc Digital Design (Graphics) | | | 360 |

| Year 4 | SHEH Level | | |
|--|------------------------|--|---------------|
| Module Code | Module Title | | Credit |
| MHW222974 | Creative Practice | | 20 |
| MHW222975 | Design for Change | | 20 |
| MHW222996 | Honours Project (CCIS) | | 40 |
| MHW222976 | Industrial Practice | | 20 |
| MHG513193 | Portfolio | | 20 |
| Exit Award – BSc (Hons) Digital Design (Graphics) | | | 480 |

8. ASSESSMENT REGULATIONS

The Glasgow Caledonian University Regulations

<https://www.gcu.ac.uk/gaq/regulationsandpolicies/assessmentregulationsandassociatedpolicies/>

apply to this programme

Assessment Rules and Honours Classification:-

- Minimum pass mark is (40%) for each module
- Overview of assessment details are provided in the Student Handbook for the programme and a copy of full assessment regulations are available from the University web site
- To qualify for an award students must complete all the programme requirements and obtain 360 SHEH credit points for the Unclassified degree (BSc) and 480 SHEH credit points for the Honours degree (BSc Hons)

Summary of classifications, marks and their interpretation for honours degree classification

| <u>Classification</u> | <u>Marks</u> | <u>Interpretation</u> |
|------------------------|--------------|--|
| 1 st | 70% - 100% | Excellent: Marks represent a first class performance |
| 2 nd /Upper | 60% - 69% | Very Good: Marks represent an upper second class performance |
| 2 nd /Lower | 50% - 59% | Good: Marks represent a lower second class performance |
| 3 rd | 40% - 49% | Satisfactory: Marks represent a third class performance |

The calculation for the award and final classification of the Honours Degree is on the basis of the best 180 SHEH and SHE3 credits, of which a minimum of 90 must be at SHEH. The Dissertation/Project at level 4 must be included in this calculation.

Role of External Assessor:

External Assessors are appointed to Undergraduate Assessment Boards by the School Learning and Teaching Committee.

The duties of an External Assessor will include the following:

- To moderate the work of the Internal Assessors in respect of the assessments under his/her jurisdiction
- To attend Assessment Boards at which the results of a final stage assessment will be determined
- To satisfy himself/herself that the work and decisions of the Assessment Board(s) are consistent with the policies and regulations of the University and best practice in higher education
- To ensure that students are assessed within the regulations approved by the University for the programme and to inform the University on any matter which, in his/her view, militates against the maintenance of proper academic standards
- To report annually to the University on the standards attained by students on the programme and on any other matters which may seem appropriate for report