OPEN UNIVERSITY OF MAURITIUS
Undergraduate Programme specification

BA (HONS) GRAPHIC DESIGN AND MULTIMEDIA

1. PROGRAMME INFORMATION	
Title of final award	Bachelor of Arts with Honours in Graphic Design and Multimedia BA (Hons) Graphic Design and Multimedia
Code	OUba036
Awarding Body	Open University of Mauritius
Department/Faculty	Communication and IT
Programme duration	Minimum 3 years | Maximum 6 years
Total Credits	180
	60 Credits *per academic year* / **30 Credits** *per semester*
MQA NQF level	Level 8
EHEA level	Level 6
External Accreditors	Not applicable
Collaborative Partners	Not applicable
Programme approval date	March 2021
Last revision	Not applicable
Last update	Not applicable

2. ENTRY REQUIREMENTS	
General:	General Entry Requirements under Direct Entry to Undergraduate Programmes Applicants should fulfil the following conditions: **1) For fresh HSC Holders:** a) Cambridge School Certificate (O-Level) with at least Five credits or equivalent. b) Cambridge Higher School Certificate (A-Level) with at least two passes at Principal Level (A-Level) and two passes at Advanced Subsidiary Level (in appropriate subjects as indicated in the specific programme requirements. **2) For mature candidates:** a) Cambridge School Certificate (O-Level) with at least three credits or equivalent. b) Cambridge Higher School Certificate (A-Level) with at least two passes at Principal Level (A-Level) in appropriate subjects as indicated in the specific programme requirements. OR c) School Certificate and an appropriate equivalent Diploma/Certificate/Foundation programme approved by the Open University of Mauritius. Mature candidates may be requested to submit a design/art portfolio to support the application process.
Programme specific:	At least 1 subject at A-Level should be in Art, Design or any related field.

3. PROGRAMME OVERVIEW	
Aim and objectives of the programme:	The **BA (Hons) Graphic Design and Multimedia** is a programme that will equip learners to develop necessary skills within the graphic design context. Learners will have the opportunity to understand the various roles of a graphic/multimedia designer and its relationship with the overall structure of the graphics communications industry. They will also acquire a range of visual communication proficiencies and approaches thus enabling them to critically examine and develop their knowledge of the visual language.
Intended Learning outcomes: After successfully completing this programme students will be able to:	
Knowledge and understanding	**K1:** Demonstrate an understanding of design elements, principles & composition; **K2:** Research, conceptualise and design materials for an assortment of design projects; **K3:** Use industry-standard software, hardware and tools to create projects for a mixture of print and digital platforms; **K4:** Undertake independent enquiry, applying qualitative and quantitative data to create effective marketing communications that reach specific targeted audiences; **K5:** Understand the impacts of visual interpretation on graphic and design activities.
Cognitive Skills	**C1:** Analyse, and apply design principles to solve design problems; **C2:** Evaluate, and critically analyse the work of other artists, craft workers and designers; **C3:** Obtain and integrate several lines of subject-specified evidence to formulate and develop ideas; **C4:** Formulate and implement complex design solutions within specific frameworks; **C5:** Evaluate the application of advertising media to product promotion.
Practical/ Professional Skills	**P1:** Communicate ideas and concepts through in-depth research of various visual techniques; **P2:** Apprehend environmental and social responsibility in design and the design industry; **P3:** Design and produce professional-level visual communication design projects; **P4:** Produce graphical work that demonstrates flexibility of function, legibility, aesthetic values and meaning, as appropriate to specific requirements; **P5:** Create a professional-level portfolio of graphic and multimedia design projects.

Transferable Skills	**T1:** Effectively communicate ideas and arguments in writing and orally; **T2:** Collaborate with others and contribute effectively to the conception and development of ideas; **T3:** Work independently, demonstrating initiative and self-management.

4. PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)

Not applicable

5. LEARNING AND TEACHING STRATEGY

Learning and teaching methods

Students will be provided with opportunities to engage in a diverse range of learning environments to maximise their learning. For this programme, students will interact with their tutor and their fellow students mostly through the e-platform.

The e-platform will use the following tools:

- **Online activities:** For every unit covered in each module students will be given opportunities to complete interactive learning activities including discussion forums, quizzes, field trips, webinars and problem-solving activities. Students will be encouraged to work independently but also to engage in collaborative work.

- **Independent study:** Independent study forms an essential part of the development of your knowledge and understanding. We will guide you, via the e-platform, on the reading and reflection of primary and secondary texts. Students should use this independent study time to link knowledge with e-class and face-to-face activities and develop their understanding and critical perspective on the topics they are studying.

We also offer optional face-to-face sessions.

The face-to-face sessions are an opportunity to untangle complex concepts and provide students with an opportunity to apply the knowledge acquired in the preceding weeks.

During the **face-to-face sessions**, students can be expected to:
- Engage in problem-solving activities
- Engage with reading material to engage in class discussions
- Review core/complex concepts through applied work.

Research supervision:

In the final part, students will undertake a major design project, supervised by one of our tutors with expertise in the area of the project topic. Students will have the opportunity to meet with the supervisor to explore the topic, receive guidance on the conception and development and receive feedback on the work as it progresses.

Overall Workload

Your overall workload as a student consists of independent learning, e-learning activities and, if you choose to, face to face sessions. The following gives you an indication of how much time you will need to spend on the different components of your programme at each level. Each ECTS credit taken equates to 25 hours of study time.

The expected study time for this programme will be as follow:

Year 1: 1,500 hours for 60 ECTS credits.
Year 2: 1,500 hours for 60 ECTS credits.
Year 3: 1,500 hours for 60 ECTS credits.

Typically, for each year of your degree, you will spend 0-10% of your time in face-to-face session, 30-40% of your time engaging with e-learning activities and 60% of your time in independent study time.

A typical study week for a student will involve some optional face to face sessions, required engagement in an online discussion forum, the completion of online activities and independent study time to review attached readings, textbooks and relevant sections of the module document. Students should expect to devote 8 to 12 hours of study time per week per module.

These are indicative and may vary from student to student.

6. ASSESSMENT STRATEGY

Assessment Methods

A range of formative and summative assessment exercises are designed to enable you to demonstrate and apply your knowledge and understanding.

Most modules will be 100% coursework while some will consist of a Tutor Marked Assessment component and an examination. TMAs include:
- Tests
- Indoor & Outdoor Projects
- Exercises and problems set
- Webinars

Assessment mapping: See Appendix page 11.

Academic Feedback
Throughout your studies, tutors will provide informal feedback on your coursework, online activities and class contributions. Feedback may be individual or provided to the class as a whole. Each summative assessment will be accompanied by detailed marking criteria and a marking scheme detailing the expectation of the assessment at each grade classification level. Feedback on assessment will be provided along with the marking criteria. Marking criteria will be made available to the student at the same time as the coursework/assessment details. Students will receive written individual feedback on all TMA components. The university policy on assessment feedback and guidance on provisional marks can be found in General Rules.
Late submission, Extension and Re-sit Policy
The university policy on late submission, Extension and re-sits can be found in the General Rules.
Special Circumstances
The university policy on special circumstance can be found in the General Rules.
Continuous assessment and Exam Regulations
The university regulations on continuous assessment and examination can be found in the General Rules.

7. ACADEMIC MISCONDUCT
As a safeguard to the quality and standard of Open University's qualifications and awards, the university takes any incidence of academic misconduct seriously and will investigate any reported case. Academic Misconduct refers to any activity where a student, through unpermitted means, seeks to gain an advantage in the completion of an assessment. Any unpermitted action will be considered as academic misconduct when occurring during a formal examination, a TMA, or any other form of assessment considered by the Board of Examiners and undertaken in pursuit of a University qualification or award. **Plagiarism** *(using, intentionally or unintentionally another's person work and presenting it as its own)* will be systematically checked through an automated plagiarism detection software. **Any suspected cases of academic misconduct will be reported and investigated. Academic misconduct offences may lead to suspension or expulsion from the University.** **The university regulations on Academic Misconduct can be found in the General Rules.**

	8. PROGRAMME STRUCTURE
C	Core i.e., modules that must be taken to be eligible for the award
E	Electives i.e., module chosen by the student from a range of listed optional modules
S1	Semester 1
S2	Semester 2

Year 1 – Level 5 (NQ-MQA) – Short cycle Introductory (QF-EHEA)
All core modules must be taken

Code	Module Title	Type	Semester	Credits
OUba036111	Introduction to Graphic Design	C	S1	10
Ouba036112	Digital Imaging Design	C	S1	10
Ouba036113	Design Vocabulary and Communication	C	S1	10
Ouba036121	Mass Media	C	S2	10
Ouba036122	Typography	C	S2	10
Ouba036123	Legal Aspects of Graphic Design	C	S2	10
			Credit Total	60

Year 2 – Level 6 (NQ-MQA) – Short cycle Intermediate (QF-EHEA)
All core modules must be taken

Code	Module Title	Type	Semester	Credits
Ouba036211	Advertising Design	C	S1	10
Ouba036212	User Experience and Interface Design	C	S1	10
Ouba036213	Branding and Marketing	C	S1	10
Ouba036221	Audio Production	C	S2	7.5
Ouba036222	Video Production	C	S2	7.5
Ouba036223	Digital Portfolio Development	C	S2	15
			Credit Total	60

Year 3 – Level 7/8 (NQ-MQA) – 1st Cycle Honours (QF-EHEA)
All core modules must be taken

Code	Module Title	Type	Semester	Credits
Ouba036311	3D Modelling and Animation	C	S1	10
Ouba036312	Game Design	C	S1	10
Ouba036313	VFX Design	C	S1	10
Ouba036321	Interactive Photography	C	S2	7.5
Ouba036322	Advanced Audio-visual Production	C	S2	7.5
Ouba036323	Final Project	C	S2	15
			Credit Total	60
		Overall Programme Credit Total		180

9. GRADING

Grading system:

Assessments are graded in percentage and correspond to a letter grade and a grade point.

To pass a module, students need an **overall 40% weighted average** of their:
a) **combined continuous assessment (TMA) and examination.**
   Or
b) **combined course works, projects and/or VIVA.**

Marks (x) %	Description	Letter Grade	Grade point
X ≥ 70	Excellent	A	5
60 ≤ X < 70	Very Good	B	4
50 ≤ X < 60	Good	C	3
40 ≤ X < 50	Satisfactory	D	2
X < 40	Ungraded	U	0
Non-graded/Pending	See section 17.1.1 in assessment rules and regulation for pending grades letter codes		

Students will normally not be allowed to postpone more than two modules for the following semester.

If a student obtains a grade "U" in three or more modules in the same semesters, and the CPA is below 40 for that semester, the student will be requested to repeat the semester unless decided otherwise by the Academic Council upon the recommendation of the Board of Examiners. When repeating a semester, a student may or may not take the modules for which Grade C or above have been obtained.

If after completing a level the student's CPA < 40, the student will have to repeat the entire academic year and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake 3 module(s) for which Grade C or above has been obtained.

Students will not be allowed to repeat more than two semesters during the entire duration of the programme.

University general marking criteria for undergraduate exams and undergraduate dissertations can be found in the General Rules.

Cumulative Point Average (CPA)

Total CPA for Undergraduate degrees is calculated by:

a) multiplying the module credit by the % marks for the module and then summed up and divided by the total credits attempted over the cumulative period at each level (1 semester or 1 year). AND

b) Taking the weighted average of the obtained CPAs at each level. The respective weights being set as follow: the CPA of level 5 modules (year 1) will be weighted at 15% (0.15), the CPA of level 6 modules (year 2) will be weighted at 35% (0.35) and the CPA of level 7/8 modules (year 3 and/or 4) will be weighted at 50% (0.5).

Example calculation of the CPA at level 5 for undergraduate programmes:

Course Level 5	% Scores	ECTS Credit unit	Module Credit x % Score
OUba036111	64	15	64*15 = 960
OUba036112	71	15	71*15 = 1065
OUba036121	44	15	44*15= 660
OUba036122	59	15	59* 15= 885
	Total	60	3570
CPA: 3570/60 = 59.5			

Example Calculation Total CPA:

Level	Score	Weighted score
CPA level 5 (60 credits)	59.5	59.5***0.15** = 8.93
CPA level 6 (60 credits)	63.4	63.4***0.35** = 22.19
CPA level 7/8 (60 credits)	65.5	65.5***0.5** = 32.75
Total CPA (180 credits)		63.87

10. PROGRESSION, EXIT POINTS AND AWARD

Progression

If a student fails to achieve 60 credits at the end of a year level, the board of examiners will decide about the student's progression. At its discretion, the board of examiners may:

- allow a student to carry forward up to 15 credits in the following year/level to retake these units in attendance;
- require the student to repeat the year;
- award of an exit award once you've exhausted all the opportunities to retrieve failed assessment.

Classification of Awards

For the award of the Honours degree, all modules of the programme must be completed.

The Certificate of Higher Education and the Diploma of Higher education are awarded as possible exit points in the programme as indicated in the table below:

Award	Title	Level NQ-MQA	Total required Credits	Classification
BA (Hons)	Graphic Design and Multimedia	8	180	**1st Class Honours (First):** CPA ≥70 **2nd Class 1st Division Honours (2:1):** 60 ≤ CPA <69 **2nd Class 2nd Division Honours (2:2):** 50 ≤ CPA < 59 **3rd Class Honours:** 45 ≤ CPA < 5
Ordinary BA	Graphic Design and Multimedia	7	180	**Pass:** 40 ≤ CPA < 44
Diploma of Higher Education (DipHE)	Graphic Design and Multimedia	6	120	**Distinction:** CPA ≥ 70 **Pass:** 40 ≤ CPA < 69 **No Award:** CPA < 40
Certificate of Higher Education (CertHe)	Graphic Design and Multimedia	5	60	**Distinction:** CPA ≥ 70 **Pass:** 40 ≤ CPA ≤ 69 **No Award:** CPA < 40

11. STUDENT SUPPORT
Support available through studentsupport@open.ac.mu

12. HAVE YOUR SAY
Open University values student feedback and students will be given opportunities to have their say on their learning experience in the following way:

- Student programme and module evaluation surveys;
- Acting as a student representative and participate in a range of committees such as the staff-student consultative committee;
- Participate in programme validation processes.

The University will respond to student feedback through the following channels:

- Response and action taken following the module evaluation survey will be posted on the e-platform;
- Action from minutes will be monitored by the chair of the relevant committees;
- An annual programme monitoring process will take into account student feedback;
- Programme review process (every five years).

13. CURRICULUM MAP OF PROGRAMME MODULES AGAINST INTENDED LEARNING OUTCOMES

Module title	Code	Type	Mode	Knowledge and understanding					Cognitive Skills					Practical Skills					Transferable skills		
				K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T1	T3
Year 1 NQ-MQA Level 5																					
Introduction to Graphic Design	OUba036111	C	BL	✓			✓	✓		✓			✓		✓						✓
Digital Imaging Design	OUba036112	C	BL	✓	✓	✓				✓	✓				✓						✓
Design Vocabulary and Communication	OUba036113	C	BL				✓							✓					✓	✓	✓
Mass Media	OUba036121	C	BL	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓		✓	✓	✓
Typography	OUba036122	C	BL	✓			✓		✓				✓	✓		✓	✓				✓
Legal Aspects of Graphic Design	OUba036123	C	BL												✓				✓	✓	✓
Year 2 NQ-MQA level 6																					
Advertising Design	OUba036211	C	BL	✓	✓	✓	✓		✓	✓			✓			✓	✓		✓	✓	✓
User Experience and Interface Design	OUba036212	C	BL	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓			✓	✓
Branding and Marketing	OUba036213	C	BL	✓	✓	✓	✓		✓	✓	✓		✓	✓		✓	✓	✓	✓	✓	✓
Audio Production	OUba036221	C	BL	✓	✓	✓				✓	✓		✓	✓	✓	✓	✓		✓	✓	✓
Video Production	OUba036222	C	BL	✓	✓	✓	✓		✓		✓	✓		✓		✓					
Digital Portfolio Development	OUba036223	C	BL	✓			✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓
Year 3 NQ-MQA level 7/8																					
3D Modelling and Animation	OUba036311	C	BL	✓		✓					✓	✓		✓	✓	✓	✓	✓			✓
Game Design	OUba036312	C	BL	✓	✓	✓					✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
VFX Design	OUba036313	C	BL	✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓			✓	✓
Interactive Photography	OUba036321	C	BL	✓					✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓
Advanced Audio-visual Production	OUba036322	C	BL	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Final Project	OUba036323	C	BL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

C = Core; E = Elective; DL = Distance Learning; BL= Blended Learning; CD = Campus delivery

Appendix 1: Assessment mapping

Module code and Title	Assessment Method
Year 1 NQ-MQA Level 5	
Introduction to Graphic Design	10% Online Activities 30% Assignment 60% Exams
Digital Imaging Design	10% Online Activities 30% Assignment 60% Exams
Design Vocabulary and Communication	10% Online Activities 30% Assignment 60% Exams
Mass Media	10% Online Activities 30% Assignment 60% Exams
Typography	10% Online Activities 30% Assignment 60% Exams
Legal Aspects of Graphic Design	10% Online Activities 30% Assignment 60% Exams

Module code and Title	Assessment Method
Year 2 NQ-MQA level 6	
Advertising Design	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
User Experience and Interface Design	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Branding and Marketing	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Audio Production	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Video Production	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Digital Portfolio Development	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%

Module code and Title	Assessment Method
Year 3 NQ-MQA level 7/8	
3D Modelling and Animation	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Game Design	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
VFX Design	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Interactive Photography	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Advanced Audio-visual Production	10% Online Activities 90% Coursework • Research File – 30% • Development File – 30% • Deliverables – 40%
Final Project	100% Coursework • Research File – 20% • Development File – 20% • Deliverables – 40% • Exhibition/VIVA – 20%

Note: A presentation and/or a VIVA could be part of assessment for Year 2 and Year 3 modules.