

**OPEN UNIVERSITY OF MAURITIUS**

## Undergraduate Programme specification

# BA (HONS) GRAPHIC DESIGN AND MULTIMEDIA

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| **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 |

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| **2. ENTRY REQUIREMENTS** |
| **General:** | Based on the General entry Requirements under Direct entry to Undergraduate Programmes, applicants should fulfil the following conditions:**1) Option 1****A pass in English Language at Cambridge School Certificate/ ‘O’ Level or equivalent****AND****EITHER Pass in:****3 subjects at A-level and 1 subject at subsidiary level at Higher School Certificate Examination;****OR Pass in:**1. **subjects at A-level and 2 subjects at subsidiary level at the Higher School Certificate Examination;**

**OR Pass in:**1. **subjects at A-level at the London General Certificate Examination.**

**OR any other qualifications acceptable to OU.*****(Refer to OU general rules and regulations)*****2) Option 2****Submission of a comprehensive portfolio for possible recognition of prior learning/experience (RPL/RPE) as an alternative to above along with evidence for the language/numeracy/Information and Communication Technology (ICT) skills required for the programme of study.****Note:*** **Mature candidates will be considered on their own merit.**

***(Refer to OU general rules and regulations)**** **Learners who do not qualify under Option 1 may initially register for Foundation Courses offered by OU.**

***(Refer to OU general rules and regulations)*** |
| **Programme Specific:*****(In addition to the general*** | **At least 1 subject at A-Level should be in Art, Design or any related field.** |
| ***entry requirements)*** |  |

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| **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. |

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| **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. |

Not applicable

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

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| **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.
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| **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. |

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| **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.** |

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| **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. |

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| **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.** |

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| **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 |

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| **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** |

**7.5**

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| **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** |

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| **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** |
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| **Overall Programme Credit Total** | **180** |

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| **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:1. **combined continuous assessment (TMA) and examination.**

**Or**1. **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.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. |

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| **Cumulative Point Average (CPA)**Total CPA for Undergraduate degrees is calculated by:1. 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
2. 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** |

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| **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.
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| **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 Honors (First):****CPA ≥70****2nd Class 1st Division Honors (2:1):****60 ≤ CPA < 70****2nd Class 2nd Division Honors (2:2):****50 ≤ CPA < 60****3rd Class Honors:****45 ≤ CPA < 50** |
| Ordinary BA | GraphicDesign and Multimedia | 7 | 180 | **Pass: 40 ≤ CPA < 45** |
| Diploma of Higher Education (DipHE) | Graphic Design and Multimedia | 6 | 120 | **Distinction: CPA ≥ 70****Pass: 40 ≤ CPA < 70****No Award: CPA < 40** |
| Certificate of HigherEducation (CertHe) | Graphic Design and Multimedia | 5 | 60 | **Distinction: CPA ≥ 70 Pass: 40 ≤ CPA ≤ 70 No Award: CPA < 40** |

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

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| **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).
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| **13. MODULE OUTLINES AND ASSESSMENT STRUCTURE** |

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| **Year 1/Semester 1** |
| **1** | **Introduction to Graphic Design - OUba036111** |
| **Learning Outcomes** | * Understand the relationship between design principles and design elements.
* Plan a project using the design development cycle.
* Differentiate between Vector and Raster graphics.
* Creatively develop ideas and concepts through brainstorming sessions and research techniques.
 |
| **Assessment Structure** | **10 %****Online Activities** | **30%****Coursework*** Research and Analysis – 10%
	+ Development – 10%
	+ Deliverables – 10%
 | **60%****Exams** |
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| **2** | **Digital Imaging Design - OUba036112** |
| **Learning Outcomes** | * Understand the concepts and principles of digital imaging
* Brainstorm and generate creative ideas
* Apply technical skills to create inventive computer-based artworks
* Come up with innovative solutions to distinct problems within a set time frame
 |
| **Assessment Structure** | **10 %****Online Activities** | **30%****Coursework*** Research and Analysis – 10%
	+ Development – 10%
	+ Deliverables – 10%
 | **60%****Exams** |
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| **3** | **Design Vocabulary and Communication - OUba036113** |
| **Learning Outcomes** | * Undertake independent enquiry, applying qualitative and quantitative data to create effective marketing communications that reach specific targeted audiences;
* Communicate ideas and concepts through in-depth research of various visual techniques
* Effectively communicate ideas and arguments in writing and orally;
* Collaborate with others and contribute effectively to the conception and development of ideas; Work independently demonstrating initiative and self-management.
 |
| **Assessment Structure** | **10 %****Online Activities** | **30%****Coursework*** Assignment – 20%
* Presentation – 10%
 | **60%****Exams** |

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| **Year 1/Semester 2** |
| **1** | **Mass Media - OUba036121** |
| **Learning Outcomes** | * Apply critical thinking skills to the understanding of mass media.
* Display an understanding of the historical, ethical and current legal framework in which mass communication has evolved in a global society.
* Demonstrate knowledge of written, visual, multimedia and social media literacies as practiced in the related mass communication industries in the 21st century.
* Develop and use original content for different media formats, including written, visual, radio, internet, apps.
 |
| **Assessment Structure** | **10 %****Online Activities** | **30%****Coursework*** Research and Analysis – 10%
* Development – 10%
* Deliverables – 10%
 | **60%****Exams** |
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| **2** | **Typography - OUba036122** |
| **Learning Outcomes** | * Understand current typographic practice and its application to print, digital and screen-based projects.
* Understand how typographic choices enhance audience perception and commercial viability.
* Apply current typographic practice in producing design solutions.
* Produce experimental design ideas to challenge current typographic practice.
 |
| **Assessment Structure** | **10 %****Online Activities** | **30%****Coursework*** Research and Analysis – 10%
* Development – 10%
* Deliverables – 10%
 | **60%****Exams** |
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| **3** | **Legal Aspects of Graphic Design - OUba036123** |
| **Learning Outcomes** | * Understand the concept of rule of law and know the sources of law.
* Understanding of the legal aspects of contract and tort law in Mauritius.
* Understand how Company Law operates in Mauritius.
* To provide students with an understanding of the legal aspects of information and communication technologies.
* Enable students to appreciate the legal, political and technical context of Intellectual property law and branding.
 |
| **Assessment Structure** | **10 %****Online Activities** | **30%****Coursework*** Assignment – 20%
* Presentation – 10%
 | **60%****Exams** |

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| **Year 2/Semester 1** |
| **1** | **Advertising Design - OUba036211** |
| **Learning Outcomes** | * Understand roles and functions within an advertising agency.
* Understand and critically evaluate advertising campaigns.
* Develop creative advertising strategies.
* Create and develop advertisements for print and digital media.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **2** | **User Experience and Interface Design - OUba036212** |
| **Learning Outcomes** | * Demonstrate an understanding of UI design practices, sensibilities, and theories
* Creatively conceptualize and develop design interfaces for best optimized user interactivity.
* Research audiences and platforms to inform UX design that supports effective communication, accessibility, and interaction.
* Iteratively develop and test UI prototypes informed by knowledge and understanding of interaction design.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **3** | **Branding and Marketing - OUba036213** |
| **Learning Outcomes** | * Understand the factors influencing a brand creation and visual identity development.
* Interpret analysis to define targeted markets and audience.
* Analyse the relationship between marketing, branding and advertising in the promotion of products.
* Produce promotional campaign materials which include written and visual marketing strategies.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **Year 2/Semester 2** |
| **1** | **Audio Production - OUba036221** |
| **Learning Outcomes** | * Demonstrate knowledge of the history of sound-recording technology and its evolution.
* Understand how sound is used in contemporary interactive media.
* Capture sound for use in multimedia and interactive design.
* Manipulate captured sound to evoke responses for specific situations.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **2** | **Video Production - OUba036222** |
| **Learning Outcomes** | * Evaluate a design situation requiring video material as solution.
* Plan and produce a video solution as per set requirements for multiplatform viewing.
* Create graphics and addons to supplement video production projects.
* Be able to relate their work in other modules within the broader context of contemporary film-making practices across pre- production, production, and post-production.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **3** | **Digital Portfolio Development – Ouba036223** |
| **Learning Outcomes** | * Understand the factors influencing a brand creation and visual identity development.
* Interpret analysis to define targeted markets and audience.
* Analyse the relationship between marketing, branding and advertising in the promotion of products.
* Produce promotional campaign materials which include written and visual marketing strategies.
 |
| **Assessment Structure** | **10 %****Online Activities** | **70%****Portfolio Development*** Research and Analysis – 20%
	+ Development – 20%
	+ Deliverables – 30%
 | **20%****Portfolio Presentation** |

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| **Year 3/Semester 1** |
| **1** | **3D Modelling and Animation - OUba036311** |
| **Learning Outcomes** | * Understand how 3D computer modelling and animation are applied in multimedia design production.
* Understand and evaluate various 3D design tools workflows.
* Create 3D models and animation using appropriate texturing, rigging, lightings and rendering engines.
* Showcase 3D models and animations using appropriate tools including interactive platforms.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **2** | **Game Design - OUba036312** |
| **Learning Outcomes** | * Apply key game design concepts in discussing game designs.
* Create concise, useful, usable game design documentation.
* Independently create and iterate playable game prototypes.
* Prepare and make ready game prototypes for various downloadable platforms.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **3** | **VFX Design – Ouba036313** |
| **Learning Outcomes** | * Critique and develop lines of argument in regard to basic visual effects theories and concepts.
* Comprehend various processes and tools used for design and animation of visual effects design projects.
* Design, plan and deliver a vfx project that meets a defined set of objectives within given time and resource constraints.
* Further develop visual effects skills and knowledge through engagement with peers and wider professional community.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **Year 3/Semester 2** |
| **1** | **Interactive Photography - OUba036321** |
| **Learning Outcomes** | * Understand and adopt professional practices in photography.
* Use appropriate tools and software to create, edit and manipulate photographs.
* Apply photographic methodologies to a set project brief.
* Showcase photographic portfolio interactively on appropriate platforms.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
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| **2** | **Advanced Audio-Visual Production - OUba036322** |
| **Learning Outcomes** | * Create and design storyboarding and audio/voice scripts for video production.
* Record video materials in a professional studio or using professional- level equipment both indoor and outdoor.
* Post-produce and edit recorded video materials using specialized software and adding visual add-ons.
* Render audio-visual productions for various platforms and audiences.
 |
| **Assessment Structure** | **10 %****Online Activities** | **90%****Coursework*** Research and Analysis – 30%
	+ Development – 30%
	+ Deliverables – 30%
 |
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| **3** | **Final Project – Ouba036323** |
| **Learning Outcomes** | * Define a clear project proposal following problem identification.
* Elaborate on research strategies based on literature review within specific contexts.
* Brainstorm and evaluate design proposals as per design specifications.
* Develop and realise the proposed project solution.
 |
| **Assessment Structure** | **10 %****Project Proposal** | **70%****Project Development*** Research and Analysis – 20%
	+ Development – 20%
	+ Deliverables – 30%
 | **20%****Exhibition/VIVA** |

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

##  13. CURRICULUM MAP OF PROGRAMME MODULES AGAINST INTENDED LEARNING OUTCOMES

|  |  |  |  |  |
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| **Module unit and code** | **Knowledge and understanding** | **Cognitive Skills** | **Practical Skills** | **Transferable skills** |
| **Module title** | **Code** | **Type** | **Mode** | **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

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