

Hertfordshire Higher Education Consortium

Graphic Design

- Foundation Degree



Foundation Degree

What is a Foundation Degree?

Foundation Degrees are university level degree courses that offer an exciting work-based alternative to the traditional university route. They are:

- A stand-alone recognised qualification.
- Equivalent to studying the first two years of an honours degree programme.
- Highly valued by employers.

How does this work?

Foundation Degrees in Hertfordshire are accessible through your local college, as part of the Hertfordshire Higher Education Consortium*. On graduation you will be awarded a University of Hertfordshire validated degree, and depending on your chosen course you even get letters after your name... FdA, FdSc.

Benefits to studying a Foundation Degree

- **real-life projects** which enable you to gain valuable work experience whilst allowing you to apply your skills and knowledge.
- **support** that's available throughout your course from tutors and advisors in College and mentors in your place of work.
- **affordable** because you can choose from one of four colleges to study at you will never be far from home, saving you money on living costs.
- **funding** through student tuition fee loans will cover the cost of your programme – so there's nothing to pay up front.

Who can study a Foundation Degree?

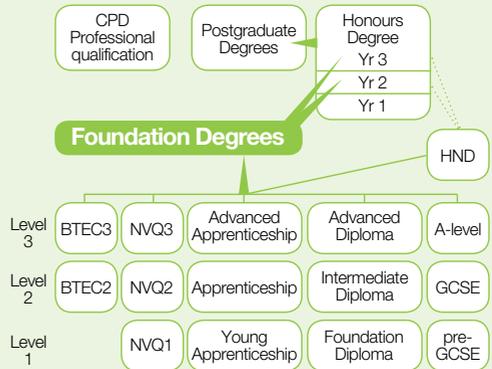
Foundation Degrees are suitable for all kinds of candidates including:

- Those with Level 3 qualifications (eg A Levels, Advanced Apprenticeships, BTECs, Access to Higher Education or City & Guilds).
- Those looking for a change in career.
- Those already employed but wanting to gain a Higher Education qualification either to progress their career or other aspirations.

What can I do with my Foundation Degree?

That really is up to you! Your degree will ensure that you are well equipped to start your career path and research shows that those with a Higher Education qualification earn 25% more than those without! However, if you have a taste for learning you can 'top-up' your Foundation Degree to a BA or BSc honours degree.

How do Foundation Degrees fit with other qualifications?



Hertfordshire Higher Education Consortium*

The Hertfordshire Higher Education Consortium is a partnership between the University of Hertfordshire, Hertford Regional College, North Hertfordshire College, Oaklands College and West Herts College.

The consortium provides innovative, high quality courses that support vocational higher education. Students get the best of both worlds – the benefits and support of studying at college, and access to University facilities including the libraries (LRCs), athletic and student unions all social activities, careers support and much, much more.



The table shows the structure of the Foundation Degree in Graphic Design – illustrated as a full-time course.

Year One	Semester A	Work Based Learning: Developing Professional and Employability Skills (30 credits)	Historical and Contemporary Context (15 credits)	Creative Problem Solving (30 credits)
	Semester B		Creative Languages (15 credits)	Creative Vocational Practice: Graphic Design (30 credits)
Year Two	Semester A	Work Based Learning: Professional Practice (30 credits)	Contextual Studies (15 credits)	Portfolio Development: Graphic Design (30 credits)
	Semester B		Cultural and Ethical Debate (15 credits)	Final Major Project: Graphic Design (30 credits)





Through the exploration of communication and design solutions in the area of publishing, advertising, corporate work, publicity information and new and emerging media you will learn how to use a range of digital and non-digital techniques to design and make relevant conceptions and designs.

Year 1 modules – Semester A

Work Based Learning: Developing Professional and Employability Skills

This module will help you to focus on planning your career and developing employability and professional skills. You will take a closer look at the creative and culture sector to identify a route that best suits and reflects your strengths and preferences whilst preparing you for progression by looking at job-hunting techniques, networking and self-promotion. You will articulate your skills and knowledge to create an action plan for progression using appropriate writing skills.

Historical and Contemporary Context

This module will develop your creative, cultural and critical understanding of Graphic Design and the creative work it can produce. You will be introduced to several historical and contemporary periods or movements and examine and identify the ways in which the time, place and conditions of their production influenced and shaped creativity and practice. This will enable you to develop your research abilities, critical faculties and academic skills so that you can investigate, analyse and present your case effectively.

Creative Problem Solving

This module has been designed to prepare you for further study and the workplace. You will gain an understanding of the key production processes and professional practices relevant to Graphic Design and the cultural and creative industries, in addition to learning methods of conceptualising creativity and authorship.

Entry requirements

120 points, including one GCE A2, a BTEC National Diploma/Certificate or equivalent. Plus GCSE grade C or above in English language and grade D or above in Maths or equivalent. You will normally be asked to attend an interview with a portfolio of work.

Mature students with GCSE grade C or above English language and grade D or above in Maths or equivalent, but lacking traditional level 3 qualifications will be considered on the basis of relevant experience and an appropriate portfolio of work.

If English is not your first language, you will need an IELTS score of 6.0 or 80 IBT or equivalent.

How to apply

Applications are to be made through UCAS – www.UCAS.com. Institutional Code: Herts H36.

How will I be assessed?

The assessment of the programme is all based on coursework in the form of practical and written assignment. Coursework may be based on both individual work and group work.

What will I learn?

This higher education qualification develops your design and practical skills to standards that will impress future employers in the design sector, this could range from branding, to packaging, to exhibition, to design. The modules prepare you for a career in the Graphic Design sector or within design studios supplying Graphic Design and exhibition concepts.

Where will I study?

The Foundation Degree in Graphic Design is offered at Hertford Regional College and West Herts College. For more information visit www.hrc.ac.uk or www.westherts.ac.uk

Progression routes

Students who pass the Foundation Degree can progress to study a BA in Professional Studies, or the BA Graphic Design and Illustration. In order to progress you must be awarded the Foundation Degree, have a recommendation from your tutor and you may be required to attend a guidance tutorial.



Year 1 modules – Semester B

Work Based Learning: Developing Professional and Employability Skills

This module will help you to focus on planning your career and developing employability and professional skills. You will take a closer look at the creative and culture sector to identify a route that best suits and reflects your strengths and preferences whilst preparing you for progression by looking at job-hunting techniques, networking and self-promotion. You will articulate your skills and knowledge to create an action plan for progression using appropriate writing skills.

Creative Languages

This module is all about creativity in action. You will investigate several well-known practitioners in the field of Graphic Design, concentrating on their expressive languages and comparing them with each other. You will relate them to your own ideas and produce a body of your own work ready to be incorporated into project work in other modules.

Creative Vocational Practice: Graphic Design

This module will build on your professional and creative skills in realising and presenting a typical Graphic Design brief.

You will be taught how to examine and analyse reference materials and visual references from publishing, advertising, corporate work, publicity information and emerging media, and then use these skills to develop your own understanding and concepts through the use of a range of digital and non-digital technologies including specialist software to bring your own designs to fruition.

“ Since completing a foundation degree in graphic design at WHC, I have been working as a freelance graphic designer and photographer. I believe this two year course was an important step in my creative career. I realised what I was really passionate about, what I wanted to do as a career and that was to become a photographer.

Photography plays a much larger part in my career compared to graphic design. However, as the two disciplines go hand in hand, the design aspect is a bonus to some of my clientele (and vice versa), it's more work in my portfolio and it helps strengthen relationships with clients. ”

Jayesh Pankhania

Year 2 modules – Semester A

Work Based Learning: Professional Practice

In this module you will further your professional skills to undertake and communicate a project plan and present the outcomes successfully to employers and/or potential clients. This will involve working with an employer on a project to meet their needs. Dependent on the type of project this may be conducted on the employer's premises.

Contextual Studies

This module provides an introduction to contemporary critical perspectives in the theory and practice of the creative arts to provide a frame of reference for Graphic Design. Through the examination of creative practices within a variety of historical, socio-political, aesthetic and institutional contexts you will learn the basis for critical examination in practice.

Portfolio Development: Graphic Design

This module will prepare you for your career in Graphic Design. You will identify and develop a range of professional and personal skills through researching practitioners and practices within the field of Graphic Design whilst producing a portfolio of work through the exploration of a broad range of creative, technical and physical process within publishing.



Year 2 modules – Semester B

Work Based Learning: Professional Practice

In this module you will further your professional skills to undertake and communicate a project plan and present the outcomes successfully to employers and/or potential clients. This will involve working with an employer on a project to meet their needs. Dependent on the type of project this may be conducted on the employer's premises.

Cultural and Ethical Debate

This module will cover theme based explorations of the influences that shape creative messages in a range of contexts. You will develop awareness of how social and cultural constructs are formed, evolve, and are challenged and used to influence future developments considering issues such as; consumption globalization, sustainability, race, gender diversity and the role of stereotypes.

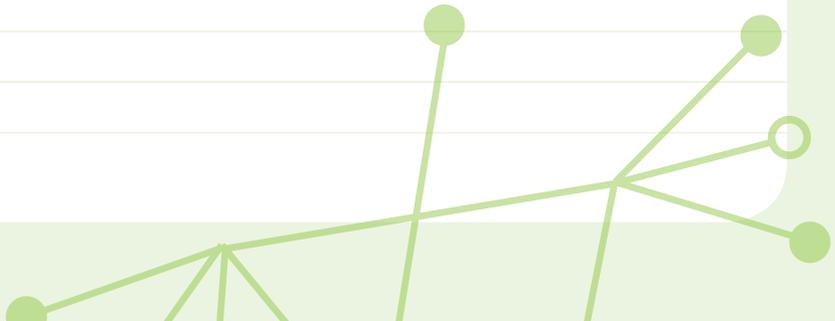
Final Major Project: Graphic Design

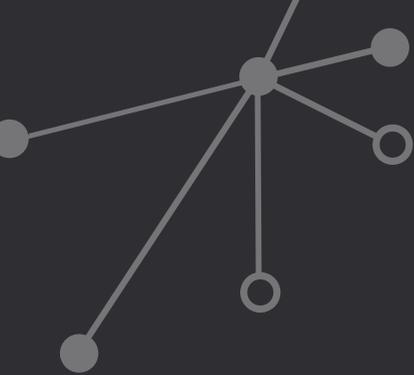
This module gives you the opportunity to put all your experience and learning together in a project that confirms you as a Graphic Design professional. To ensure that you meet the module requirements the brief will be negotiated between you and your tutors. However the product will be one which focuses on your personal interest in this field.

This is your opportunity to design a major piece of work consolidates the range of skills that you have acquired during this programme. You will use this to demonstrate the skills of Graphic Design, articulating a complete design process from identification of need to realization and presentation. You will also investigate and employ a variety of platforms to promote both your final piece of work and yourself as an employable professional.



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For further information

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