Course Specification

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Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Creative Industries		
Course Code(s):	VC031H01UM VC031H31UM	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Graphic Design		
Hierarchy of Awards:	Bachelor of Arts with Honours Graphic Design Bachelor of Arts Graphic Design Diploma of Higher Education Graphic Design Certificate of Higher Education Graphic Design University Statement of Credit Graphic Design		
Language of Study:	English		
Date of DAG approval:	15/Sep/2025		
Last Review:	2017/8		
Course Specification valid from:	2025/6		
Course Specification valid to:	2030/1		

Academic Staff

Course Leader:	Mr Marc Austin
Head of Department:	

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership - Standard Provision
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Applicants will apply through UCAS and will be required to hold either:

- Typical entry requirement: 96 UCAS points
- A Levels - grades CCC / BCD
- BTEC L3 Extended Diploma or OCR Cambridge L3 Technical Extended Diploma - grades MMM
- BTEC L3 Diploma - grades DD
- Access to HE Diploma: 45 L3 credits at Merit
- AAT Level 3 Accounting

Part-time students should apply directly to the University's centralised admissions unit.

For international students, competency in English Language with a minimum of IELTS 6 or equivalent where first language is not English.

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve a portfolio interview as part of the process.

All applicants will be processed through the university's centralised admissions units, with any UK non-standard applicants being referred to the Faculty Student Office.

Students may apply for RPL and receive credit, subject to the guidelines set out in the University of Wolverhampton RPL guidelines

Distinctive Features of the Course:

Graphic Design at Wolverhampton emphasises employability and industry-relevant practices. Our unique combination of practical and theoretical excellence, external partnerships, and real-world opportunities ensures that our graduates are skilled designers, critical thinkers, and industry-ready professionals.

Industry-Led Learning Experience

Our degree replicates real-world graphic design environments, processes, and projects. We enable our students to develop a personal approach to creative problem-solving through engagement with conceptual briefs, external client collaborations, and design agency projects. Dedicated industry partnerships actively encourage a deep understanding of the sector, providing unique opportunities for learning, networking, and mentorship. Integration of professional practice within module projects mimics the multi-disciplinary and fast-paced landscape of commercial design agencies and ensures that our students graduate with professional experiences.

Employability and Professional Practice

With employability at the core of our curriculum, students build a professional portfolio that reflects specialisation in their areas of interest (e.g., branding, motion graphics, UX/UI). Throughout the curriculum, learning experiences discuss the context of working methods for commercial application and industry practice. We offer more frequent and direct preparation for the job market, focusing on individualised portfolio development, whilst workshops for freelancing, networking, and personal branding complement this alongside job interview preparation, preparing graduates to navigate freelance markets or secure roles in top agencies.

Integration of Theory and Practice

We emphasise the importance of synthesis of design theory and practical work to encourage critical thinking and reflective practice. Students explore cultural, historical, and ethical theories and use their findings to inform their design decisions, producing innovative and academically robust design solutions. Many institutions offer specific theoretical modules; however, our integrated approach ensures that theory consistently underpins all practical assignments, making graduates better prepared to justify and critically evaluate their work in professional contexts.

Cutting-Edge Specialisations and Emerging Technology

Students have opportunities to learn, engage, and even specialise in emerging areas of graphic design, such as motion design, AI, XR, projection-mapping, and immersive UX/UI design. The curriculum keeps pace with technological advancements, ensuring graduates are prepared for the cutting-edge of the industry and equipping learners with skills in future-focused media and technologies.

Vibrant Design Community and Facilities

Graphic Design students become part of a dynamic creative community, with access to state-of-the-art facilities, including fully equipped studios, industry-standard software, and dedicated spaces for collaborative and independent work. Our industry-replicating learning environments and school-shared modules foster inclusive creativity and collaboration.

Emphasis on Ethics, Sustainability, and Inclusion

Graphic Design at Wolverhampton actively engages students in sustainable design practices, exploring the environmental and social impact of their creative work. We also integrate projects on inclusive design, preparing students to tackle real-world issues with responsibility and empathy, ensuring that students graduate with a strong ethical foundation, which is a crucial differentiator in today's design industry.

Educational Aims of the Course:

Are you ready to unlock your creative potential and make your mark on the world of design? Our **Graphic Design BA (Hons)** degree is future-focused and designed to inspire, challenge, and prepare you for employment in one of the most dynamic industries out there. With a strong focus on **real-world projects**, **cutting-edge skills**, and **personal creative growth**, this course will help you turn your ideas into reality and your passion into a profession.

What Will You Achieve?

- **Turn Ideas into Impactful Designs**
  You'll learn how to craft powerful visual stories, create designs that communicate ideas effectively, and use your creativity to solve real-world challenges. From branding and editorial design to motion graphics and UX/UI, you'll master the tools and techniques the industry demands and gain hands-on experience through industry-replicated briefs and live projects, ensuring a seamless transition into the workplace.
- **Be Future-Ready**
  With emerging technologies like AI, XR, immersive media, and interaction design integrated into the curriculum, you'll graduate prepared to shape the future of graphic design. Through design studio projects you'll develop transferable skills such as communication, collaboration, and self-management so you'll be adaptable, and ready to evolve with the changing demands of the design industry.
- **Find Your Unique Voice**
  We'll encourage you to experiment, take risks, and explore your personal style. You'll be encouraged to explore diverse design methodologies and interdisciplinary approaches to solve complex visual communication challenges. Through self-directed projects and personalised feedback, you'll develop a portfolio that truly reflects who you are as a designer.
- **Connect with Industry**
  From working on live client briefs to showcasing your work at exhibitions, you'll gain professional confidence, experience, build your network, and graduate with a portfolio that stands out. Guest speakers, agency visits, and work-based learning will bring you closer to your dream career.
- **Think Creatively and Critically**
  You'll explore the big ideas behind design — culture, ethics, history, and sustainability — and use them to create work with meaning and impact. This isn't just about creating beautiful designs; it's about making a difference through your work.

Why is This Course Different?

This isn't just another graphic design course — it's your gateway to a creative career. With industry connections, future-facing content, and a focus on preparing you for **real jobs in design**, we ensure you graduate ready to hit the ground running.

Whether you dream of designing for global brands, running your own creative studio, or working at the cutting edge of digital design, we'll help you get there. With expert guidance, inspiring facilities, and opportunities to work on exciting projects, this is your chance to launch your creative future.

Let's make it happen!

Intakes:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00
2021/2	H	Full Time / Sandwich	£9250.00
2021/2	Overseas	Full Time / Sandwich	£12950.00
2021/2	H	Part Time	£3100.00
2022/3	H	Full Time / Sandwich	£9250.00
2022/3	Overseas	Full Time / Sandwich	£13450.00
2022/3	H	Part Time	£3120.00
2023/4	H	Full Time / Sandwich	£9250.00
2023/4	Overseas	Full Time / Sandwich	£14450.00
2023/4	H	Part Time	£4625
2024/5	H	Full Time / Sandwich	£9250.00
2024/5	Overseas	Full Time / Sandwich	£14950.00
2024/5	H	Part Time	£4625.00
2025/6	H	Full Time / Sandwich	£9535.00
2025/6	Overseas	Full Time / Sandwich	£15995.00
2025/6	H	Part Time	£4768.00

PSRB:

None

Course Structure:

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4VC027	Design Process & Projects	30	SEM1	Core
4VC028	Typography & Context	30	SEM1	Core
4VC029	Print & Digital Design	30	SEM2	Core
4GK013	Ways of Seeing	30	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
5VC028	Brand & Motion Graphics	30	SEM1	Core
5VC029	Graphic Design in Context	30	SEM1	Core
5GK017	Ways of Being	30	SEM2	Core
5VC030	Campaign & UXUI	30	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
6VC031	Creative Direction	30	SEM2	Core
6VC029	Art Direction	30	SEM1	Core
6GK010	Ways of Working	30	SEM2	Core
6VC030	Professional Practice	30	SEM1	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act (2010)

Overview of Assessment:

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the concepts, principles, and processes associated with visual communication, and evidence an ability to evaluate and interpret these within the context of graphic design.	4VC028 Typography & Context 4VC029 Print & Digital Design
CERTHE02 Present, evaluate, and interpret information and practice, to develop arguments and make sound judgements in accordance with basic theories and concepts of graphic design.	4GK013 Ways of Seeing 4VC028 Typography & Context

Learning Outcomes	Modules
CERTHE03 Evaluate and communicate the appropriateness of different and inclusive approaches to solving problems and producing work related to visual communication in a structured, coherent and accurate way.	4GK013 Ways of Seeing 4VC027 Design Process & Projects
CERTHE04 Demonstrate the qualities and transferable skills necessary for employment requiring some personal responsibility and knowledge of contemporary employment trends and practices.	4VC027 Design Process & Projects 4VC029 Print & Digital Design
DIPHE01 Articulate knowledge and critical understanding of the established principles and practices of graphic design and how they have developed, recognising the impact of knowledge limitations upon analysis and interpretation.	5VC029 Graphic Design in Context 5VC030 Campaign & UXUI
DIPHE02 Apply of concepts and principles outside the context in which they were first studied, including within an employment context where relevant.	5GK017 Ways of Being 5VC028 Brand & Motion Graphics
DIPHE03 Demonstrate knowledge of the main methods of enquiry in graphic design and evidence an ability to evaluate critically different approaches to solving problems inclusively in visual communication using a range of techniques to undertake critical analysis of information.	5VC028 Brand & Motion Graphics 5VC029 Graphic Design in Context 5VC030 Campaign & UXUI
DIPHE04 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, deploying key techniques of graphic design effectively.	5GK017 Ways of Being 5VC028 Brand & Motion Graphics 5VC029 Graphic Design in Context
DIPHE05 Demonstrate the qualities and transferable skills necessary for employment (e.g. undertake further training, developing existing skills, acquire new competences) allowing you to assume significant advantage within current industry requirements.	5GK017 Ways of Being 5VC030 Campaign & UXUI
BHONSN01 Demonstrate a systematic understanding of key aspects of visual communication including acquisition of coherent and detailed knowledge. At least some of this should be informed by the forefront of defined aspects of graphic design with an appreciation of the uncertainty, ambiguity, and limits of knowledge.	6VC029 Art Direction 6VC030 Professional Practice
BHONSN02 Deploy established techniques of analysis and enquiry within graphic design. Apply these techniques to review, consolidate, and extend your knowledge and understanding, where relevant, towards project-based work.	6GK010 Ways of Working 6VC029 Art Direction
BHONSN03 Demonstrate conceptual understanding that enables you to: - devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of graphic design and inclusivity. - articulate and evaluate key aspects of current research, or equivalent advanced scholarship, in graphic design.	6VC030 Professional Practice 6VC031 Creative Direction
BHONSN04 Manage your own learning and to make use of scholarly sources (e.g. refereed research articles and/or original materials appropriate to graphic design) and communicate information, ideas, problems, and solutions to both specialist and non-specialist audiences.	6VC030 Professional Practice 6VC031 Creative Direction
BHONSN05 Critically evaluate arguments, assumptions, abstract concepts, and research to make judgements and to frame appropriate questions to achieve a solution (or range of solutions) to a problem.	6VC029 Art Direction 6VC031 Creative Direction

Learning Outcomes	Modules
BHONSN06 Demonstrate the qualities and transferable skills necessary for employment requiring: - taking initiative and personal responsibility. - decision-making in complex and unpredictable contexts. - the identification of appropriate further training of a professional or equivalent nature based upon industry trends, workflows and/or entrepreneurialism.	6GK010 Ways of Working 6VC029 Art Direction 6VC030 Professional Practice 6VC031 Creative Direction
BHONS01 Demonstrate a systematic understanding of key aspects of visual communication including acquisition of coherent and detailed knowledge. At least some of this should be informed by the forefront of defined aspects of graphic design with an appreciation of the uncertainty, ambiguity, and limits of knowledge.	6VC029 Art Direction 6VC030 Professional Practice
BHONS02 Demonstrate an ability to deploy established techniques of analysis and enquiry within graphic design. Apply these techniques to review, consolidate, and extend your knowledge and understanding, where relevant, towards project-based work.	6GK010 Ways of Working 6VC029 Art Direction
BHONS03 Demonstrate conceptual understanding that enables you to: - devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of graphic design and inclusivity. - articulate and evaluate key aspects of current research, or equivalent advanced scholarship, in graphic design.	6VC030 Professional Practice 6VC031 Creative Direction
BHONS04 Demonstrate the ability to manage your own learning and to make use of scholarly sources (e.g. refereed research articles and/or original materials appropriate to graphic design) and communicate information, ideas, problems, and solutions to both specialist and non-specialist audiences.	6VC030 Professional Practice 6VC031 Creative Direction
BHONS05 Critically evaluate arguments, assumptions, abstract concepts, and research to make judgements and to frame appropriate questions to achieve a solution (or range of solutions) to a problem.	6VC029 Art Direction 6VC031 Creative Direction
BHONS06 Demonstrate the qualities and transferable skills necessary for employment requiring: - taking initiative and personal responsibility. - decision-making in complex and unpredictable contexts. - the identification of appropriate further training of a professional or equivalent nature based upon industry trends, workflows and/or entrepreneurialism.	6GK010 Ways of Working 6VC029 Art Direction 6VC030 Professional Practice 6VC031 Creative Direction

Teaching, Learning and Assessment:

The course is structured over three years as four semester-long 30-credit modules (per year), designed for full and part-time study. An interdisciplinary module at each level enables networking and collaboration opportunities that reflect the working methods within the Creative Industries. This unique framework allows you time and space to develop your specialist approach to Graphic Design throughout the course. Students at the School of Creative Industries are taught by practicing designers, artists, and visiting professionals in academic and technical roles. These specialist practitioners teach fundamental skills, support experimental and speculative practice, and ensure that coursework is underpinned by knowledge and awareness of contemporary contexts.

Contact sessions are delivered in our professional design-studio environments where tutor-student engagement and peer-to-peer learning promote professional and independent approaches to your development. Teaching, supervised practice, and independent exploration also occur in purpose-built studio spaces, well-equipped professional material workshops, and computer labs. Throughout the course, you will be encouraged to explore and build material and technical competencies toward developing your own rich, challenging, and distinct visual language as a designer.

Each module contains a portfolio of projects, and different learning and teaching methods are used in critical alignment with the level and nature of each learning experience. Typical project teaching methods include:

- **Lecture/briefing sessions** with examples, exemplars, overviews of project schedules, and supporting resources. Unpacking of project briefs, understanding deliverables, and learning outcomes, with discussion of context and examples of work.
- **Studio-Based Learning** reflects industry practice, where hands-on practical work is created under guidance from tutors.
- **Problem-Based Learning** allows learners to experience and solve real-world problems, fostering critical thinking and creativity.
- **Project-Based Learning** builds deeper engagement with subject matter, enables learners to develop time-management skills, and provides opportunities for students to learn and integrate appropriate skills.
- **Practical workshop sessions** introduce task-based activities in the context of projects, enabling students to practically and critically explore the topic individually and in small groups.
- **Technical demonstrations and software workshops** introduce key principles aligned to project requirements, ensuring that experiential learning is supported, which helps learners practice key skills for project development and employment.
- **Masterclasses** allow for intensive (software) sessions focusing on specific skills or tools, providing in-depth learning on key topics and updating students with industry trends.
- **Enquiry-Based Learning** encourages students to synthesise and apply research to inform project principles, including reflective analysis of industry exemplars of practice.
- **Collaborative Learning** opportunities are built in for students to network in peer-to-peer learning activities. Examples include group brainstorming, seminars, discussion, debate, and presentation of research findings through Pecha Kucha.
- **Reflective Practices** are included throughout the course, module, and project structure. Learners acquire and develop skills to meaningfully understand their work in context and improve it through documented reflection activities.

Our students are assessed entirely on their coursework, and you will be supported to progress and achieve your potential through careful tracking by staff in project feedback sessions, personal tutorials, and formative assessment points. Each module has formative reviews that provide key performance indicators for the student and staff teams to use in personal development planning. Assessment reviews and tutorials will be used to assess progress, enhance your understanding, and map your learning journey. This information can be used to improve your indicative grades and project work. You will have several opportunities throughout the module schedule to achieve learning outcomes, further developing aspects of your practice. This continual review process will be tracked through student journals, project feedback, and through support from personal tutors. Summative assessment measures your achievement at the end of each module.

Employability is core to the ethos of the School of Creative Industries' learning and teaching; BA (Hons) Graphic Design provides opportunities to experience and engage with professional and industrial contacts. At Level 4 you will be encouraged to encounter and experience all aspects of your specialist area and further embed yourself into the subject through visits and speakers. At Level 5 you will have the opportunity to experience professional practice and will work on subject-specific briefs provided by external clients/organisations. At this level of study, there will also be an emphasis on live projects that offer opportunities for interdisciplinary collaborative practice. Level 5 allows you to take risks, experiment within your subject, and meet and network with other students across the course and the school. Level 6 emphasises personal specialisation, and projects allow negotiation to provide you with the time and support to develop your voice as a designer. There is also provision for interdisciplinary teams working together on ambitious outcomes where appropriate, and you will be supported to maintain placement learning and external networks established at Level 5.

The modules embed theoretical and contextual practice within studio-based teaching. We have an extensive and specialist library collection, supported by a subject librarian with whom staff and students work closely. Level 4 provides opportunities for exploring these resources and is structured around a range of contextual learning opportunities from traditional lectures to creative thinking workshops, mirroring the breadth offered in studio practice. Levels 5 and 6 provide opportunities for you to develop trajectories to reflect your studio practice through a choice of theoretical and theory-practice combined projects. External visiting speakers and staff research projects and practice contribute to a thriving contextual diet; you can experience staff working, and gain additional insight into the importance of ideas, research, and conceptual experimentation to creative production.

The Graphic Design BA (Hons) degree has robust supporting materials and information physically, and on Canvas. Students are provided with a road map for their year of study, planning timetables, module project structures, and professional file management structures for digital project work.

The structure of each Canvas topic follows a standard subject layout to ensure consistency and familiarity for students and to help them navigate the different modules they will be studying. The Canvas Pages are used to present learning inputs and related activities with a narrative flow, containing relevant links to resources, project files, and summative uploads for review, feedback, and critique sessions — which are aligned to industry methods for the support and professional development of junior designers.

Regular opportunities for formative feedback prepare students and inform summative assessments. Final summative assessments are aligned to learning outcomes, which use a marking rubric to ensure consistency. Feedback and feedforward are provided in written form via Canvas, and through verbal feedback sessions where appropriate.

Inclusivity

By embedding inclusivity at every level of our Graphic Design degree, we develop a supportive learning environment that empowers all students to succeed whilst equipping them to design thoughtfully for a diverse world. Our broad teaching methods and individualised learner support allow us to foster a respectful environment where all students feel valued, represented, and empowered. This approach enhances creativity, enriches the learning experience, and prepares learners to design for diverse audiences.

During their transition to Higher Education, our learners are introduced to methodologies for study, including assessment literacy, time-management, educational and specialist terminology to remove barriers to their success and progression. The empowerment of learners through confidence-building, transitional and communication skills.

Opportunities for collaboration and strategies for group work (and critique) allow voices from diverse cohorts and this promotes understanding of different perspectives. This extends to live and externally facing work, where socially engaged design projects address global and societal issues and underrepresented groups, allowing opportunities to recognise and embrace different lived experiences, and building communities of practice with a sense of belonging.

The identity of the designer in client-driven work is not as evident (that is to say, we are working to develop solutions to problems defined by the audience, not personal representation), however, case studies, examples, and resources are drawn from a wide range of contexts representing our diverse and international community.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

General University Support:

The University has an extensive range of support options for students. For Creative Industries students this begins with Arts Support Central, an online resource through which academic study support, careers and enterprise, counselling, enabling services, chaplaincy services, financial services, and distance learning can all be accessed. Students can access student advisors and mentors, and there is support and representation also offered by the Students' Union, Counselling Services, The Student Gateway and additional support for international students, TNE students, research students, mature students, or students with families.

University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases.

Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The University Student Support website offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support:

At Level 4 you will be allocated an Academic Coach to help you to settle into University and make the most of your first year of study. For Level 5 and above, a personal tutor is allocated to you, and they will maintain regular communication with you to support you as you progress. Should you encounter any difficulties, follow-up meetings are arranged to ensure that you make satisfactory progress or are not at risk of withdrawal. Personal tutors can assist you in your personal and academic development, planning and progression, as well as offering you advice and guidance to help you liaise with other staff and support facilities in your school and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Award Boards, focus groups and other channels. The course leader also supports and directs you proactively on the course, both collectively and individually, and responds to enquiries about your academic programme of study.

The Faculty Enabling Tutor liaises with Student Support and Wellbeing (SSW) regarding provision for specific disabled students & disseminates information from Student Support and Wellbeing on the needs of specific disabled students. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Where applicable, in-class semester assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that any arrangements made for students requiring special consideration will be checked by University Student Support and Wellbeing to ensure fairness and equality, and that the provisions of the University Equal Opportunities policy are met. These arrangements will apply to those students who have identified special learning requirements.

The University Library is the key source of academic information for students. The Library provides access to a wide range of online information sources, including e-books, e-journals and subject databases as well as printed material. Study spaces are available in each of our libraries, including social, quiet and silent areas. In addition to our day to day 'on campus' support, please use our 24/7 online chat service Library Assist.

The University Library also provides students with academic skills support via the Skills for Learning programme. Students can attend workshops or ask for one-to-one help with topics such as academic writing and referencing. This support is available both on campus and online from Skills for Learning.

More guidance is available here:
Library Support for Curriculum Planning and Development - University of Wolverhampton

Support with project work is frequently available outside of taught sessions, and additional technical workshops on subject specific software allow you to learn, develop and hone your skills.

You can also expect to receive support and guidance in the area of Personal Development Planning, enabling you to understand and develop your skills during your transition from student to practitioner, readying you for employment effectively and successfully.

Employability in the Curriculum:

The **Graphic Design BA (Hons)** program is designed with employability central to the student experience. Leaners graduate as confident, industry-ready practitioners, equipped to meet the demands of a competitive and evolving design sector. Our employability-integrated approach ensures that students develop their creative and technical skills (including digital literacy) whilst gaining the professional competencies and industry connections needed to succeed in a competitive field. By the end of the course, graduates are confident, adaptable, and ready to contribute meaningfully to the design profession. Employability is embedded throughout the curriculum through the following initiatives:

Industry-Standard Tools and Techniques

- From day one, students gain proficiency in industry-standard software (Adobe Creative Suite) and additional tools for UX/UI design, motion graphics, font management, projection-mapping, and more.
- Modules, projects, and methodologies are structured to reflect current industry workflows, preparing students for professional roles upon graduation.

Live Briefs, Competitions, and Industry (Agency) Projects

- Students work on live briefs set by real clients, simulating professional studio environments, and are exposed to designer-client working relationships in a non-threatening environment.
- Projects often involve collaborations with industry partners including local businesses, design agencies, nonprofits, and university departments/courses. This provides students with real-world experience, enabling them to develop portfolios that showcase their ability to respond to professional challenges, and work with a range of different people.
- Competitive agency projects provide opportunities for work placements in the second and third year, where students can gain practical experience within the industry in response to recognition for project work.
- These initiatives often lead to valuable networking opportunities, connections, and sometimes full-time employment after graduation.

Professional Development Modules

- Modules including Art Direction, Creative Direction, Professional, Practice, and Ways of Working focus on preparing students for the workplace by:
  - Developing CVs and portfolios tailored to specific career goals.
  - Practicing interview techniques and freelancing skills.
  - Building personal branding strategies and understanding intellectual property rights.
  - Collaboration with, and leadership of creative teams.

Networking Opportunities

- Guest lectures and workshops by industry professionals provide students with insights into current practices and future trends.
- Our successful alumni offer inspirational and aspirational talks and workshops.
- Industry events, showcases, and exhibitions allow students to display their work and connect with potential employers.

Portfolio and Career-Focused Outputs

- The curriculum emphasises portfolio-building across all levels, so students graduate with a professional body of work that demonstrates their technical, creative, and problem-solving abilities.
- Assessment outputs mirror real-world deliverables, such as branding campaigns, motion design movies, or UX/UI prototypes.
- Process books allow students to curate narratives in support of their design decisions from brief to final execution.

Entrepreneurship and Freelancing Skills

- The course supports students interested in starting their own design businesses or working as freelancers.
- Topics such as project pricing, client management, and pitching ideas are embedded within specific module projects.

Globally Aware Practice

- Graduates leave with an awareness of ethical, inclusive, and sustainable design, a key area for modern employers seeking designers who can balance creativity with responsibility.

Alumni Success Stories

- Graduates from the course have gone on to secure roles at top design agencies or have launched their own businesses. These success stories are shared to inspire and motivate current students.

Final Year Industry-Engaged Projects

- The structure of the final year curriculum allows students to work on projects with input from industry mentors, showcasing their ability to manage large-scale design challenges.
- Students are encouraged to align their professional negotiated and employability projects with their career aspirations, creating work that directly appeals to potential employers.