

# Graphic Design BA (Hons)

UCAS Code: W210 | Duration: 3 years | Full-time | Creative Campus | 2024/2025  
Placement year opportunities available



## Course Overview

Our Graphic Design degree aims to equip you with the skills and theoretical knowledge to work and innovate in the Graphic Design sector and the wider creative industries. The principles of collaboration, innovation and individuality underpin the curriculum and the degree aims to create critical and confident graphic designers that will be ready to meet the challenges of a rapidly changing and increasingly technological sector.

You will learn a variety of approaches to visual communication and gain a thorough understanding of studio practice and the design process, including studio based project work, live briefs and work placements in established design studios in the immediate local community the UK and abroad.

In preparation for the world of work, the development of rigorous research skills, theoretical understanding and mastery of a range of both technological and physical tools will be developed. Taught by academics who are experts in their field, by the end of the degree you will have built a contemporary portfolio that will equip you for an exciting future in the sector.

## Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

## Fees and Additional Costs

The tuition fees for 2024/2025 are £9,250 for full-time undergraduate courses.

You will also need to consider the cost of your accommodation each year whilst you study at university.

Visit our accommodation webpages for further details about our Halls of Residence: [www.hope.ac.uk/halls](http://www.hope.ac.uk/halls)

Applicants will need access to a computer if course delivery is switched to online. The University has a laptop lending service if remote study is necessary.



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## CONTACT

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# Graphic Design BA (Hons) Curriculum

## Year One

You will be introduced to the principles of graphic design and will explore the relationship between word, image, colour, layout and composition. Using this understanding, you begin to engage with Graphic Design as a creative field at the interface of digital and physical modes of working.

You will do this alongside a developing theoretical knowledge of Art and Design History from Antiquity to the 21st Century. From the outset, the degree aims to equip you with collaborative modes of working, emulating the creative community of Graphic Design in the real world.

## Year Two

In your second year, you will use the technical and theoretical tools you have acquired in year one to begin to problem solve through design thinking in a range of contexts. You are provided with the opportunity to master a range of new technical skills and software competencies that will enable you to understand, apply and develop your own visual language.

You will focus on core principles of typography, layout and meaning in your discipline, with the potential to use these concepts as a lens on

critical writing and visual culture. You will begin to apply your knowledge into real world professional contexts, making links between your theoretical knowledge and professional practice by working collaboratively and collectively.

## Year Three

During your final year you will consolidate your robust understanding of the theoretical and practical principles of Graphic Design by creating a high quality professional portfolio of work.

Innovation will underpin your work throughout this level of study and you will collaborate with staff to agree your research project, work to live briefs and theorise your own independent approaches to study and design.

The final year aims to provide you with the opportunity to create a distinct body work and a professional skillset and attitude that will equip you with the potential to excel in a competitive and creative sector.

The graphic design research block provides you with the opportunity to tailor your own particular interests aligned with your career ambitions.

## COURSE STRUCTURE

Teaching on this degree is structured into lectures, seminars, practicals and tutorials. You also have one-to-one meetings with your tutor on a regular basis.

In your first year of study, there are approximately 13 teaching hours each week, which reduces to approximately 12 teaching hours in your second year, and then an average of 10 teaching hours in your third year. On top of teaching hours, you are also expected to spend a number of hours studying independently each week, as well as studying in groups to prepare for any group assessments you may have.

## Work Placement Opportunities

In your second year, you have the option to go on a work placement to experience graphic design in the real world. The work placement will greatly enhance your learning experience and employability opportunities once you graduate.

## ASSESSMENT AND FEEDBACK

Throughout the three years of study you will have a number of assessments, including written exams, practical exams, portfolios, journals and coursework.

You will be given formative feedback and formal feedback on your assessments, and you will have the opportunity to discuss this with your tutor in more detail.



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