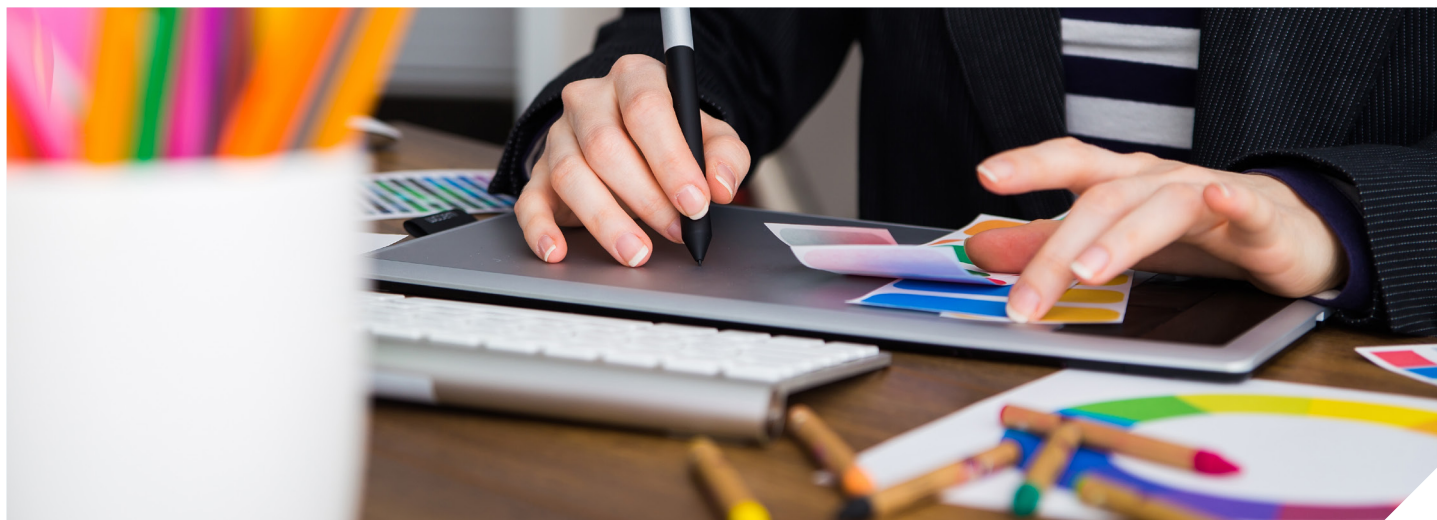


# Graphic Design BA (Hons)

UCAS Code: W210 | Duration: 3 years | Full-time | Creative Campus | 2025/2026

Placement year opportunities available



## Course Overview

This new and vibrant course has its roots in traditional Graphic Design and an eye for future developments in the Creative Industries. Much of our teaching involves problem-based 'in-studio' learning, where we introduce themes, issues, and contextual information using lectures and briefing sessions. This degree makes graduates industry ready by investigating the divide between education attainment and professional expectations.

Through our close ties to Adobe, we have privileged information about graphic design trends, and future software releases, which ensures our degree programme remains relevant. As part of your studies you will have the opportunity to become an Adobe Certified Professional.

At Liverpool Hope you will become part of a vibrant creative community. We know all students by name. You will have inspiring and supportive relationships with your tutors. They will develop your creative thinking and help you to understand the journey towards being an effective graphic designer.

Staff are world-leading researchers and professional designers with impressive publication and exhibition records. We can draw on this experience, and our professional networks, to help you in your studies and beyond.

## 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 2025/2026 are £9,535 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.



**LIVERPOOL  
HOPE  
UNIVERSITY**

1844

## CONTACT

T: +44 (0)151 291 3000

E: [enquiry@hope.ac.uk](mailto:enquiry@hope.ac.uk)

[www.hope.ac.uk](http://www.hope.ac.uk)

# Graphic Design BA (Hons) Curriculum

## Year One

### Foundations in Graphic Design

You will be introduced to the scope of contemporary graphic design. Through a series of practical studio projects you will have the opportunity to explore the relationship between word, image, colour, layout, composition, and meaning.

Digital Literacies for Graphic Design will provide you with a variety of learning opportunities to develop and consolidate professional level awareness of the current and emerging digital technologies used in the Creative Industries.

## Year Two

### Explorations in Graphic Design

In your second year you will use the technical and theoretical tools you have acquired to begin problem solving in a range of contexts, including live briefs. The practical studio work is directly supported by the Applied Software and Production, and Theoretical Studies for Graphic Design elements.

The Applied Typography and Visual Language element focuses on the core principles of typography, layout and meaning. The Applied Software

and Production element consolidates your knowledge and skills in Adobe Illustrator in readiness for the Adobe Certified Professional exam.

## Year Three

### Advanced Studies in Graphic Designer

You will consolidate your robust understanding of the theoretical and practical principles of Graphic Design by creating a distinct body of work, which can be used as a graphic design portfolio that is aligned to your individual interests and career ambitions.

In the Art Direction element, students utilise methods for interpreting and evaluating contemporary graphic design practice. Lectures and seminars deepen explorations into how meaning is generated, being both a product of designed intention and the perception of audiences.

## 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 written feedback on your assessments, and you will have the opportunity to discuss this with your tutor in more detail.



LIVERPOOL  
HOPE  
UNIVERSITY

1844

## CONTACT

T: +44 (0)151 291 3000

E: [enquiry@hope.ac.uk](mailto:enquiry@hope.ac.uk)

[www.hope.ac.uk](http://www.hope.ac.uk)