

1. Programmes:

Programme Title	UCAS Code (Completed by Registry post approval)	GSA Code (Completed by Registry post approval)
BA (Hons) Communication Design (Singapore)	Click here to enter text.	Click here to enter text.

Head of School	Professor Irene McAra-McWilliam
Head of Department/Programme Leader	Paul Stickley, Programme Leader, Communication Design, GSA
Programme Contact	Head of GSA Singapore

Minimum Duration of Study	20
Maximum Duration of Study	20
Mode of Study	Full-time
Award to be Conferred	BA(Hons) Communication Design (Singapore)
Exit Awards	BA (Hons)
Source of Funding	In-country sources/self

2. Academic Session:

2012-2013

3. SCQF Level:

Level 9 and 10

3.1 Credits:

240 GSA Singapore; plus equivalent of 240 gained through previous polytechnic study abroad.

4. Awarding Institution:

The University of Glasgow

5. Teaching Institutions:

The Glasgow School of Art; Temasek Polytechnic, Singapore; Singapore Institute of Technology

6. Lead School/Board of Studies:

School of Design

7. Programme Accredited By:

n/a

8. Entry Qualifications

8.1 Highers	n/a
8.2 A Levels	n/a
8.3 Other	In-country Diploma level or equivalent
8.4 IELTS Score Required on Entry	6.0

9. Programme Scope:

The programme delivers two years of study in Singapore at SCQF Level 9 and 10, for the award of BA(Hons) Communication Design (Singapore). The in-country offer is grounded on the academic principles of Design study at the same levels in The Glasgow School of Art: the programme provides a commensurate educational opportunity, at the same time as it reflects the international context. Singaporean students will join the GSA programme from polytechnics in Singapore, and will have the opportunity of a period of study in Glasgow prior to entry to the programme at Stage 3. Stage 3 and Stage 4 Singapore is an integrated model of delivery which will see the 'folding in' of Studio and Critical Inquiry, along with Design Theory and Design Process. Importantly, the principles of the curriculum and delivery in Singapore are to remain the same as those of design study in the disaggregated framework in the School of Design in GSA: Design Specialism; Design Domain; and Design Context are the foundations of the in-country offer.

10. Programme Aims:

The aim of the BA (Hons) Communication Design (Singapore) programme is to create assured graduates who are able to practice a design specialism to a high level supported by knowledge and critical understanding of various practices and global contexts for contemporary design. Students will be ready to enter professional practice or move into further education, as individual, creative, knowledgeable, informed and confident communicators, with the ability to work with others.

10.1 Stage 1 Aims:

n/a

10.2 Stage 2 Aims:

n/a

10.3 Stage 3 Aims:

- study in a core specialist area and engage in deep learning and skills acquisition
- exercise autonomy in undertaking and interpreting set project work and draw on a range of sources to make objective judgements
- undertake a range of subject specialist projects across a range of Communication Design contexts
- demonstrate a broad understanding of the design process in relation to a subject specialism and how it can be applied to a range of different contexts
- demonstrate a broad knowledge of the key subject specialist skills (process, materials and technical) relating to the characteristics and practice of Communication Design
- identify and deal with subject specialist matters including any ethical or professional issues raised by the discipline
- undertake analysis, evaluation and synthesis of ideas, concepts and matters raised by the subject specialist areas
- work under guidance and with others to develop a subject specialist understanding of a determined Communication Design area
- manage time and resources in relation to set project briefs and exercise safe working practices
- make formal and informal presentations to a range of audiences
- use a range of IT applications to support and enhance work
- demonstrate understanding of selected theories, concepts and principles (historical, cultural and contextual) associated with Communication Design and design practices more generally

10.4 Stage 4 Aims:

- demonstrate in-depth subject specialist skills and knowledge relating to the characteristics, terminology and practice of a particular subject specialism.
- exercise autonomy, initiative, individuality and judgement in undertaking self directed project work
- identify and define a self directed project for a specialist context within Communication Design domains
- demonstrate an informed understanding of the design process using various research, analysis, exploration and interpretation methods and approaches
- deal with complex subject specialist matters including any ethical or professional issues raised by the discipline
- offer insights and specialist interpretations and solutions to matters raised by individual Communication Design interests
- work under guidance and with others to develop an individual position in relation to specialist Communication Design interests
- manage time and resources effectively and exercise safe working practices
- communicate with, and make formal presentations to, informed and professional level audiences
- use appropriate digital technologies to support and enhance specialist work

10.5 Stage 5 Aims:

n/a

11. Intended Learning Outcomes of Programme:

[Click here to enter text.](#)

11.1 Intended Learning Outcomes of Stage 1

Knowledge and Understanding

n/a

Applied Knowledge and Understanding

n/a

Professional Practice: Communication, Presentation, Working with Others

n/a

11.2 Intended Learning Outcomes of Stage 2

Knowledge and Understanding

n/a

Applied Knowledge and Understanding

n/a

Professional Practice: Communication, Presentation, Working with Others

n/a

11.3 Intended Learning Outcomes of Stage 3

Knowledge and Understanding

- a broad knowledge of the scope and practice characteristics of Communication Design
- an understanding of the design process specific to a subject specialism and how it can be applied to different Communication Design contexts
- a broad knowledge of potential design contexts for subject specialist practices
- an understanding of selected theories, concepts and principles associated with Communication Design and design more generally

Applied Knowledge and Understanding

- a selection of the key processes, materials, practical and technical skills associated with a particular Communication Design focus
- a range of subject specialist projects of research, exploration and outcomes
- a range of subject specific Communication Design contexts

Professional Practice: Communication, Presentation, Working with Others

- exercise autonomy in carrying out and interpreting set project work
- manage time and resources in relation to set project briefs
- continue to take account of health and safety regulations in studio and workshop practice and adhere to safe working practices
- work under guidance with qualified and/or specialist practitioners
- work with others in developing a subject specialist understanding of Communication Design

11.4 Intended Learning Outcomes of Stage 4

Knowledge and Understanding

- specific knowledge relating to the characteristics, terminology and practices of a Communication Design specialist study.
- an informed understanding of design processes pertinent to Communication Design subject specialism and contemporary design more broadly
- developmental knowledge of iterative methodologies
- an informed knowledge of design contexts for individual, subject specialist, Communication Design
- informed understanding of the theories, concepts and principles (including historical, cultural and contextual) associated with Communication Design domains
- Understanding of the relationships between design disciplines

Applied Knowledge and Understanding

- subject specialist processes, materials, practical and technical skills associated with individual Communication Design interests
- a self defined subject specialist project of research, exploration and outcomes which reflects individual Communication Design interests
- a defined Communication Design context

Professional Practice: Communication, Presentation, Working with Others

- exercise autonomy and initiative in undertaking self directed project work
- manage time and resources effectively in relation to self directed project work
- continue to take account of health and safety regulations in studio and workshop practice and adhere to safe working practices
- work effectively under guidance in a peer relationship with qualified and/or specialist practitioners

11.5 Intended Learning Outcomes of Stage 5

Knowledge and Understanding

n/a

Applied Knowledge and Understanding

n/a

Professional Practice: Communication, Presentation, Working with Others

n/a

12. Assessment Methods:

Programme assessment comprises project-based studio portfolios, presentations of work, short essays, Critical Journal submissions and exhibitions of work. All courses employ formative and summative assessment methods and all comply with the principles of the GSA Common Academic Framework within the wider context of the GSA Learning and Teaching Enhancement Strategy.

13. Learning and Teaching Approaches:

Courses and projects will be undertaken by directed and self-directed study, and will involve group crits, individual tutorials, lectures, peer learning sessions, and independent studio and research practices.

14. Relevant QAA Subject Benchmark Statements and Other External or Internal Reference Points:

QAA Subject Benchmark Statement: Art and Design (2008)
<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/Subject-benchmark-statement--Art-and-design-.aspx>

15. Additional Relevant Information:

Students will benefit from the extensive on-campus library facilities of Temasek Polytechnic. Students will also have web access to GSA learning and teaching materials developed by Glasgow-based programmes as well as other Singapore-specific online packages.

16. Programme Structure and Features:

Stage 3 and Stage 4 Singapore is an integrated model of delivery which will see the 'folding in' of Studio and Critical Inquiry, along with Design Theory and Design Process. Importantly, the principles of the curriculum and delivery in Singapore are to remain the same as those of design study in the disaggregated framework in the School of Design in GSA: Design Specialism; Design Domain; and Design Context are the foundations of the in-country offer.

The integrated model being put forward will allow students in Singapore to share core courses (between Communication Design and Interior Design) which serve as a bridge from the diverse educational experiences from two prior years of polytechnic study to the GSA programmes.

Courses in both years will contain tuition, discussion and assessment of critical historical and cultural studies as made manifest through aspects of the studio project briefs and course assignments. The same applies to relevant aspects of Design Theory and Design Process. Communication Design and Interior Design can further share provision at the level of projects within the 80-credit specialist courses.

Year two (Stage 4) will see an Honours option of the Critical Journal integrated into the course descriptors, learning outcomes and assessment criteria for the major Studio specialist courses.

Indicative curriculum structure

Stage 3 SCQF Level 9	Course	Type	Credit	Term
	DESIGN. HISTORIES, IDENTITIES, GLOBAL CULTURE	Core	20	1,2
	DESIGN PROCESS IN PRACTICE	Core	20	1, 2
	COMMUNICATION DESIGN STUDIO 3	Core	80	1, 2, 3
Stage 4 SCQF Level 10	Course	Type	Credit	Term
	SUSTAINABLE DESIGN PRACTICE	Core	20	1
	ECONOMIES AND CULTURES OF DESIGN PROFESSIONS	Core	20	1,2
	COMMUNICATION DESIGN STUDIO 4	Core	80	1,2,3

17. Can exemptions be granted?

Yes No X

If yes, please explain: [Click here to enter text.](#)

18. Does the programme comply with GSA APEL policy?

Yes No X

If yes, please explain: [Click here to enter text.](#)

19. Are there any arrangements for granting advanced entry?

Yes No X

If yes, please explain: [Click here to enter text.](#)

20. Are there any arrangements for allowing students to transfer into the programme?

Yes No X

If yes, please explain stating requirements and levels to where this can apply:

21. Are there any arrangements for allowing students to transfer into other programmes?

Yes No X

If yes, please clarify: [Click here to enter text.](#)

22. What are the requirements for progressing from each stage?

Successful accumulation of no fewer than 120 credits at each Stage of study

23. Please confirm that the programme follows GSA Board of Examiner policy and procedures, including External Examiner participation:

Yes X No

If no, please explain: [Click here to enter text.](#)

24. Please explain programme management and committee arrangements up to, but not including, Boards of Study:

There will be regular Programme Team meetings, which will be informed by regular SSCC meetings and by learning and teaching issues pertinent to the development of design study at The Glasgow School of Art.

25. Please explain the arrangements regarding:

a) Quality assurance of the management, operation and monitoring of the programme

An Operations Committee (OC) will be established for all GSA programmes running in partnership with SIT, with responsibility for operation, management and monitoring, as set out in the Collaborative Provision Proposal Proforma (item 7). The OC will report to GSA's Board of Studies, which will be responsible for Annual Programme Monitoring in compliance with GSA procedures.

b) Student feedback and representation

The Programme will establish a Staff Student Consultative Committee structure for Stages 3 and 4 which will report to the GSA Singapore Programme Leader and in turn, to the Board of Studies of the School of Design at The Glasgow School of Art

c) In-programme student support

Students will be supported by the Programme Team and by Student Services at Temasek Polytechnic

Date of production/revision:

September 13th 2011

EXTERNAL EXAMINER:

Dr Stephen Hayward

Associate Lecturer, Central St Martins