

Undergraduate Programme Specification

BSc (Hons) Digital Design

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

GENERAL INFORMATION			
Programme Title	BSc (Hons) Digital Design		
Final Award	BSc (Hons) Digital Design		
Awarding Body	Glasgow Caledonian University		
School	School of Computing, Engineering & Built Environment		
Department	Applied Computer Games		
Mode of Study	Full-time		
Location of Delivery	Glasgow Campus		
UCAS Code	3K7Q		
Accreditations (PSRB)			
Period of Approval	From:	September 2023	To: August 2028

EDUCATIONAL AIMS OF PROGRAMME
<p>The BSc/BSc (Hons) Digital Design is an applied computing and design programme which aims to produce graduates with the distinct specialist knowledge and skills required to satisfy the demands for the expanding digital sector. These graduates will be expected to attain highly developed technical and creative skills applying current industry standard graphics and associated software in a range of digital design solutions. These skills should satisfy the needs of employers in several areas including digital design agencies requiring graphic, brand identity, website, user interface or user experience designers; film, television and broadcast media companies requiring motion graphics; or companies requiring in-house graphic designers in marketing and communication departments. Freelance and entrepreneurial graphic design opportunities are available to satisfy diverse market demand.</p> <p>The programme provides students with opportunities to develop their specialist knowledge alongside developing a range of transferable skills such as problem solving, project management, team working, presentation and interpersonal skills. These transferable skills will facilitate their performance in professional employment. The programme provides academic rigour across all subjects and students will gain appropriate depth of knowledge in related subjects such as motion graphics and user psychology along with research methods and project implementation appropriate for degree level study.</p>

The Programme Aims to:

- develop students' ability to respond to design/project briefs and implement solutions based upon secure research strategies;
- develop student's ability to apply specialised knowledge and skills innovatively and creatively;
- provide students with opportunities to develop a range of transferable skills to facilitate their professional performance;
- provide articulation routes for students with appropriate prior accredited learning experiences;
- enable students to take responsibility for their own learning as they progress through the programme;
- enable students to develop skills to adapt to technology advancement and change.

Expected Levels of Attainment

- On successful completion of level 3 of study a student should have advanced knowledge, understanding and competency in software skills and the ability to select and apply to these skills to design/project problems, linking research to the development of digital design solutions.
- On successful completion of level H study, a student should have advanced knowledge, understanding and competency in software skills and the ability to select and apply to these skills to challenging/complex design/project problems, applying solid research strategies to the development of professional digital design solutions.

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %	Practical %
M3W226454	Motion Graphics	Core	9	20	100	-	100
M3I625715	User Psychology	Core	9	20	100	-	100
M3I325634	Web Design Fundamentals	Core	9	20	100	-	100
M3W226551	UI/UX Design	Core	9	20	100	-	100
M3I326557	Research Skills & Professional Issues	Core	9	20	100	-	100
M3W225670	Integrated Project 3	Core	9	20	100	-	100

EXIT AWARD: Bachelor's Degree

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %	Practical %
MHW227209	Design for Change	Core	10	20	100	-	100
MHW225718	Creative Practice	Core	10	20	100	-	100
MHG525636	Portfolio	Core	10	20	100	-	100
MHW225719	Industrial Practice	Core	10	20	100	-	100
MHW225671	Honours Project	Core	10	40	100	-	100

EXIT AWARD: Bachelor's Degree with Honours

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme²:

Bachelor of Science in Digital Design - *achieved upon successful completion of 360 credits*

Bachelor of Science with Honours in Digital Design - *achieved upon successful completion of 480 credits*

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:

www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

VERSION CONTROL (to be completed in line with AQPP processes)

Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.

<i>Version Number</i>	<i>Changes/Updates</i>	<i>Date Changes/Updates made</i>	<i>Date Effective From</i>
1.0	no substantive changes	-	-

² Please refer to the [GCU Qualifications Framework](#) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.