

<b>1. Programme title</b>	Graphic Design
<b>2. Awarding institution</b>	Middlesex University
<b>3a. Teaching institution</b> <b>3b. Language of study</b>	AKTO Art and Design (Athens, Thessaloniki) Greek
<b>4a. Valid intake dates</b> <b>4b. Mode of study</b>	October Full-time & Part time
<b>5. Professional/Statutory/Regulatory body</b>	
<b>6. Apprenticeship Standard</b>	
<b>7. Final qualification(s) available</b>	BA (Hons) Degree
<b>8. Year effective from</b>	2021 - 2022
<b>9. Criteria for admission to the Programme</b>	
<p>One can enrol in the course if they have creative thinking or a talent and have a love for the field. For their enrolment those interested in the course have to apply via a special AKTO form, they must have completed secondary education and they must attend an interview with the Head of the course. It is possible for one to enrol without having completed secondary education if they are judged to be an exceptional talent, provided that they have completed their 17<sup>th</sup> year of age. In all cases the interested party presents a portfolio to the Head of the course. In no case can one be enrolled in the course if they are not 17 years of age and they have not completed the 9-year compulsory education. As the programme is taught in Greek, Greek language requirements for foreign applicants are of a B2 level. Applicants must also be able to handle English bibliography. There is no maximum age limit.</p>	
<b>10. Aims of the programme</b>	
<p>Learning in art and design, as per Subject benchmark statement, develops:</p> <ul style="list-style-type: none"> <li>• the capacity to be creative</li> <li>• an aesthetic sensibility</li> <li>• intellectual enquiry</li> <li>• skills in team working</li> <li>• an appreciation of diversity</li> <li>• the ability to conduct research in a variety of modes</li> <li>• the quality of reflecting on one's own learning and development</li> <li>• the capacity to work independently, determining one's own future learning needs.</li> </ul> <p>The Graphic Design programme aims to develop visual communication designers with theoretical and technical knowledge, a high artistic quality and professional parity, in order to confront every issue that arises in visual communication, within its social context by promoting human and democratic values and by being able to operate as agents of change.</p> <p>It enables you to observe, identify and solve problems, make critical and reflective judgements, develop rational and analytical skills, and an ability to generate alternatives. The programme combines the conceptual, theoretical and the practical and enhances your experiential, activity and enquiry-based learning. Ultimately, you will be able to contribute to both the cultural development and the economic well-being of the individual and of society.</p>	

More specifically, It seeks to enhance your verbal and written communication skills, and your ability to present original solutions based on international graphic design practices, assist you in expanding ideas, evaluating and supervising various stages of a given project, develop your awareness on all printing processes and materials. It will enable you to understand the broad vocational context of Graphic Design and the range of professional practices that inform it, by developing your awareness of competitive markets, the psychology of the target group, market trends both in the national and international arena.

A range of transferable skills is incorporated into the programme, so as to assist you in achieving a successful career and constantly develop as artists and professionals. Independence of thought, originality of ideas and professionalism, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.

**11. Programme outcomes - the programme offers opportunities for students to achieve and demonstrate the following learning outcomes.**

**A. Knowledge and understanding**

On completion of this programme the successful student will be able to:

1. Critically engage with a broad range of relevant theories and analyse the historical, cultural and environmental dimensions of Visual Culture and Graphic Design.
2. Demonstrate knowledge and understanding of the various visual communication design principles, materials, techniques and media.
3. Evidence critical understanding of the various digital means for illustration, photography, text form, video and new media technology.
4. Demonstrate an understanding of the industry and real market conditions as well as the factors affecting professional practice, related disciplines and interdisciplinary approaches.
5. Critically engage with research methodologies and demonstrate proficiency in interpreting texts, recognizing problems, determining correlations and evaluating findings.
6. Demonstrate knowledge of information technology and web & app design concepts, methods and techniques for visual communication design and an understanding of human and computer interaction.

**Teaching/learning methods**

Students gain knowledge and understanding through their attendance, participation and engagement in: lectures; seminars; independent study, group debate - discussion and tutorials.

**Assessment**

Student's knowledge and understanding is assessed through creative coursework and written assignments.

**C. Skills**

On completion of the programme, successful students will be able to:

1. Apply the appropriate communication strategies, key marketing principles, media, techniques and tools to explore the communicative ability of the image.
2. Select, apply and manage the appropriate research methodologies in order to investigate a topic.
3. Evidence skills in the various fields of visual communication and apply the appropriate principles, practices, tools and methodologies to address Graphic Design applications.

**Teaching/learning methods**

Students develop practical skills through exercises, demonstrations, practical projects and workshops.

**Assessment**

Students' practical skills are assessed through creative coursework, creative projects and practical exercises.

<ol style="list-style-type: none"> <li>4. Demonstrate competency and proficiency in using software for graphics, typography, photography, web, app and new media design.</li> <li>5. Manage all stages of the production of an original visual design work and demonstrate skills related to professional practice, including time management, teamwork and collaboration with related disciplines.</li> <li>6. Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and criticize completed work.</li> </ol>	
<b>12. Programme structure (levels, modules, credits and progression requirements)</b>	
<b>12.1 Overall structure of the programme</b>	
<p>The course is studied over three years (6 semesters) full-time and study is undertaken in three levels (one for each year of study). A part-time mode is also offered, whereby students complete the course in 8 semesters (Level 4 is completed in the first year of studies, Level 5 is completed in the second year of studies and Level 6 is completed in the third and fourth year of studies). 100% of the course is College-based. The course is arranged in 15 week semesters. There are 13 study weeks per semester. The course is divided into study units called modules. Each level has an equivalent of 120 credits.</p> <p><u>Levels 4 and 5:</u> Each module has a credit value of 20 credits. Each 20-credit module represents approximately 180 hours of student learning, endeavour and assessment.</p> <p><u>Level 6:</u> There are two modules with a credit value of 30 in semester 5 and one module with a credit value of 60 in semester 6, which is the main project. Upon successful completion of the third level of studies, students receive the BA award.</p> <p>Details of each module can be found in the module descriptors bellow.</p>	
<b>12.2 Levels and modules.</b>	
<b>Level 4</b>	
<b>COMPULSORY</b>	<b>PROGRESSION REQUIREMENTS</b>
<p>Students must take all of the following:</p> <p>GRD111 ART &amp; VISUAL CULTURE – THEORY AND PRACTICE I  GRD121 UNDERSTANDING GRAPHIC &amp; COMMUNICATION DESIGN  GRD131 DESIGN DIGITAL TOOLKIT I</p> <p>GRD112 ART &amp; VISUAL CULTURE – THEORY AND PRACTICE II  GRD122 ELEMENTS OF GRAPHIC &amp; COMMUNICATION DESIGN  GRD132 DESIGN DIGITAL TOOLKIT II</p>	<p>120 credits are required for progression to the next level of study.</p>

<b>Level 5</b>	
<b>COMPULSORY</b>	<b>PROGRESSION REQUIREMENTS</b>
<p>Students must take the following:</p> <p>GRD213 VISUAL COMMUNICATION DESIGN GRD223 ILLUSTRATION &amp; GRAPHICS: DESIGN PATHWAYS I GRD233 WEB &amp; NEW MEDIA DESIGN I</p> <p>GRD214 VISUAL COMMUNICATION DESIGN – RESEARCH &amp; PRACTICE GRD224 ILLUSTRATION &amp; GRAPHICS: DESIGN PATHWAYS II GRD234 WEB &amp; NEW MEDIA DESIGN II</p>	<p>120 credits are required for progression to the next level of study.</p>
<b>Level 6</b>	
<b>COMPULSORY</b>	<b>PROGRESSION REQUIREMENTS</b>
<p>Students must take the following:</p> <p>GRD315 GRAPHIC DESIGN RESEARCH PROJECT GRD325 ADVANCED DEVELOPMENT IN VISUAL COMMUNICATION &amp; NEW MEDIA GRD316 MAIN PROJECT</p>	<p>120 credits are required for successful completion of the academic year and a total of 360 credits are required in order for students to graduate.</p>
<b>12.3 Non-compensatable modules</b>	
<b>Module level</b>	<b>Module code</b>
Compensation is not permitted in any module	
<b>13. A curriculum map relating learning outcomes to modules</b>	
See Curriculum Map attached.	
<b>14. Information about assessment regulations</b>	
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at <a href="http://www.mdx.ac.uk/regulations">www.mdx.ac.uk/regulations</a> ). In general, students must pass all components of each module, in order to complete the module successfully.	
<b>15. Placement opportunities, requirements and support</b>	
Not applicable	
<b>16. Future careers</b>	
The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies connect with it and students are promoted based on the Career's Office records and student applications. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. Graduates of Graphic Design follow a wide range of career pathways and in many cases demonstrate a notable mobility and flexibility in their careers. The majority start their careers as employees in creative offices, publishing or advertising companies, or in-house creative departments of larger companies and organizations, while many proceed in working as free lancers or form their own creative offices.	
<b>17. Particular support for learning</b>	
The Graphic Design course is a very strong course and has been the largest of all AKTO courses for many years. It is housed at both AKTO Campuses, in Athens and Thessaloniki. Both AKTO buildings provide workshops, design and drawing studios, lecture rooms, computer rooms which are equipped with all the relevant software and peripherals. All studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them. WiFi access is available in all building areas, while the college is equipped	

with a variety of projection facilities which are used at lessons and seminars. Students of all programmes also have access to photographic studios and dark rooms, Green room, and a post-production unit, Auditorium and Gallery.

All AKTO buildings house a Library. The libraries of the college are equipped with computers, photocopying machines, internet stations and video room. The librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites (see section 'Library and learning Resources' for the opening hours of the libraries).

The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art & Design programmes, attend common activities and explore the common ground and applications of their disciplines and others.

AKTO has a strong tradition in establishing and maintaining strong links with the relevant industry, which creates opportunities for students to visit working areas such as publishing companies and printing workshops and, what's even more important, get assigned real projects by various companies while they study, thus gaining experience, participating in exhibitions outside the college, winning prizes and even seeing their work published while they still study.

The college also has a tradition in organizing various other activities that enrich student experience, such as educational excursions abroad, conferences, lectures by known professionals etc.

For more information please also refer to sections "Learning resources" and "Support" of this Handbook.

**18. JACS code (or other relevant coding system)**

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**19. Relevant QAA subject benchmark group(s)**

Art & Design

**20. Reference points**

1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2017)
2. Descriptors of the National Qualifications framework for Art & Design (2014)
3. Middlesex University regulations (2021-2022)
4. AKTO College mission statement (2013)
5. The framework for higher education qualifications [FHEQ] (2014)

**21. Other information**

**Students also benefit from:**

- Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies, undergraduate and/or postgraduate studies. All of them are practicing professionals with notable experience in the field.
- Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years.
- History and experience of the college: AKTO, which is the largest provider in the field of Art & Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992 and a post-graduate course at Master's level since 2003. The college has a long-standing good reputation for the quality of its provision.
- The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards.

**The programme is evaluated and improved in the following ways:**

- Student feedback in surveys (end of first semester) and board of studies (once per semester).
- External Examiner arrangements: Future reports on the operation and standards of the BA Level will assist in the evaluation and improvement of the Programme.
- Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.

## Curriculum map for B.A. (Hons) in Graphic Design

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

	Module	Code	Programme Outcomes												
			A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	
1	ART & VISUAL CULTURE – THEORY & PRACTICE I	GRD 111	x				x		x	x			x		
	UNDERSTANDING GRAPHIC & COMMUNICATION DESIGN	GRD 121		x							x		x		
	DESIGN DIGITAL TOOLKIT I	GRD 131			x			x				x			
	ART & VISUAL CULTURE – THEORY AND PRACTICE II	GRD 112	x				x		x	x					
	ELEMENTS OF GRAPHIC & COMMUNICATION DESIGN	GRD 122		x		x					x			x	
	DESIGN DIGITAL TOOLKIT II	GRD 132			x			x				x			
2	VISUAL COMMUNICATION DESIGN	GRD 213		x		x			x				x		
	ILLUSTRATION & GRAPHICS: DESIGN PATHWAYS I	GRD 223	x				x			x	x			x	
	WEB & NEW MEDIA DESIGN I	GRD 233			x			x				x	x		
	VISUAL COMMUNICATION DESIGN – RESEARCH & PRACTICE	GRD 214		x		x			x				x		
	ILLUSTRATION & GRAPHICS: DESIGN PATHWAYS II	GRD 224	x				x			x	x				
	WEB & NEW MEDIA DESIGN II	GRD 234			x			x				x	x		
3	GRAPHIC DESIGN RESEARCH PROJECT	GRD 315	x	x	x	x	x			x				x	
	ADVANCED DEVELOPMENT IN VISUAL COMMUNICATION & NEW MEDIA	GRD 325						x	x			x	x	x	
	MAIN PROJECT	GRD 316		x	x	x		x	x	x	x		x	x	

## Programme learning outcomes

<b>Knowledge and understanding</b>	
A1	Critically engage with a broad range of relevant theories and analyse the historical, cultural and environmental dimensions of Visual Culture and Graphic Design.
A2	Demonstrate knowledge and understanding of the various visual communication design principles, materials, techniques and media.
A3	Evidence critical understanding of the various digital means for illustration, photography, text form, video and new media technology.
A4	Demonstrate an understanding of the industry and real market conditions as well as the factors affecting professional practice, related disciplines and interdisciplinary approaches.
A5	Critically engage with research methodologies and demonstrate proficiency in interpreting texts, recognizing problems, determining correlations and evaluating findings.
A6	Demonstrate knowledge of information technology and web & app design concepts, methods and techniques for visual communication design and an understanding of human and computer interaction.

<b>Skills</b>	
B1	Apply the appropriate communication strategies, key marketing principles, media, techniques and tools to explore the communicative ability of the image.
B2	Select, apply and manage the appropriate research methodologies in order to investigate a topic.
B3	Evidence skills in the various fields of visual communication and apply the appropriate principles, practices, tools and methodologies to address Graphic Design applications.
B4	Demonstrate competency and proficiency in using software for graphics, typography, photography, web, app and new media design.
B5	Manage all stages of the production of an original visual design work and demonstrate skills related to professional practice, including time management, teamwork and collaboration with related disciplines.
B6	Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and criticize completed work.