

1. Programme title	BA (Hons) Graphic Design
2. Awarding institution	Middlesex University
3a. Teaching institution	AKTO Art and Design (Athens, Thessaloniki)
3b. Language of study	Greek
4a. Valid intake dates	October (all levels) & February (FHEQ level 4 only)
4b. Mode of study	Full-time & Part time
5. Professional/Statutory/Regulatory body	
6. Apprenticeship Standard	
7. Final qualification(s) available	BA (Hons) Graphic Design: Visual Communication BA (Hons) Graphic Design: Interactive Digital Media BA (Hons) Graphic Design: Illustration & Visual Media
8. Year effective from	2024 - 2025
9. Criteria for admission to the Programme	
<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 successfully completed secondary education and they must attend an interview with the Programme Leader. It is possible for one to enrol without having completed secondary education if they are judged to be an exceptional talent. In no case can one be enrolled in the course if 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>	
10. Aims of the programme	
<p>Learning in art and design, as per Subject benchmark statement, develops:</p> <ul style="list-style-type: none"> • the capacity to be creative • an aesthetic sensibility • intellectual enquiry • skills in team working • an appreciation of diversity • the ability to conduct research in a variety of modes • the quality of reflecting on one's own learning and development • the capacity to work independently, determining one's own future learning needs. <p>The programme is unique in introducing students to all forms and applications of visual communication, leading them to develop a very broad range of skills during the first year of their studies as well as flexibility in applying them creatively. At the end of the first year they will be required to select their preferred pathway between Visual communication, Interactive digital media and Illustration and visual media, and follow their selected pathway as from the second year of studies. This will enable students to challenge their own boundaries through informed design practice, research and experimentation in the field of their interest. The pathways are designed to allow for cross disciplinary collaboration and the development of an interdisciplinary approach, as well as shared workshops and classes with other programmes, in order to extend their boundaries even further.</p> <p>The Graphic Design programme aims to develop visual communication designers with theoretical and technical knowledge, a high artistic quality and professional parity within its social context by promoting</p>	

human and democratic values and by being able to operate as agents of change. It also aims to develop graduates with specialised knowledge and skills, enabling them to observe, identify and solve problems, make critical and reflective judgements, develop rational and analytical skills, and an ability to generate alternatives within their selected field. Ultimately, students will be able to contribute to both the cultural development and the economic well-being of the individual and of society, providing them with the skills needed to manage global challenges and contribute to the development of societies that promote equality, diversity and inclusion.

More specifically, it seeks to enhance their verbal and written communication skills, and their ability to present original solutions based on international graphic design practices, assist them in expanding ideas, evaluating and supervising various stages of a given project, understand the broad context of Graphic Design and the range of professional practices that inform it. A range of transferable skills is incorporated into the programme, so as to assist students 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.

AKTO values inclusive teaching, adopting different approaches to curriculum, course design, teaching practice, and assessment that create a learning environment where all students feel that their differences are valued and respected, have equitable access to learning and other educational opportunities, and are supported adequately. This programme also aims at developing professionals that can instigate change and promote equality, diversity and inclusion in current and future societies.

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

<p>A. Knowledge and understanding On successful completion of this programme students will be able to:</p> <ol style="list-style-type: none"> 1. Critically engage with a broad range of Graphic Design theories and analyse the historical dimensions of Art and Graphic Design. 2. Demonstrate an understanding of a broad range of Graphic Design concepts, principles and technologies in contemporary practice, their uses and capabilities. 3. Critically assess and select the appropriate methods and techniques and employ visual communication and visual storytelling principles to develop high quality works. 4. Evidence critical knowledge of the various digital means for visual communication, illustration and visual media and interactive media. 5. Demonstrate an understanding of the industry and real market conditions as well as the factors affecting professional practice, related disciplines and interdisciplinary approaches. 	<p>Teaching/learning methods Students gain knowledge and understanding through their attendance, participation and engagement in: lectures; seminars; independent study, group debate - discussion and tutorials.</p> <p>Assessment Students' knowledge and understanding is assessed through creative coursework and written assignments.</p>
<p>B. Skills On successful completion of this programme students will be able to:</p> <ol style="list-style-type: none"> 1. Critically engage with research methodologies and demonstrate proficiency in interpreting texts, recognizing problems, determining correlations and evaluating findings. 2. Combine and implement with professional accuracy the appropriate means and technologies in their design practice. 3. Manage all stages of an individually executed project in Graphic Design and demonstrate skills related to professional practice. 4. Demonstrate competency and proficiency in employing the appropriate software, platforms and tools to address Graphic Design applications. 	<p>Teaching/learning methods Students develop practical skills through exercises, demonstrations, practical projects and workshops.</p> <p>Assessment Students' practical skills are assessed through creative coursework, creative projects and practical exercises.</p>

<p>5. Demonstrate collaborative abilities when working with peers and related disciplines.</p> <p>6. Communicate to audiences both verbally and visually, using a variety of appropriate media, analyse and defend their completed work.</p>	
<p>12. Programme structure (levels, modules, credits and progression requirements)</p>	
<p>12.1 Overall structure of the programme</p>	
<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). The course is arranged in 14 week semesters and is divided into study units called modules. Each level has an equivalent of 120 credits.</p> <p><u>Level 4:</u> Each module has a credit value of 20 credits. Each 20-credit module represents approximately 200 hours of student learning, endeavour and assessment.</p> <p><u>Level 5:</u> There is one 20 credit module and one 40 credit module (pathway option) in semesters 3 and 4 respectively.</p> <p><u>Level 6:</u> There is one 20 credit module (pathway option) and one 40 credit module which is the Major Project: Research & development in semester 5 and one module with a credit value of 60 in semester which is the Major Project: Integration & presentation.</p> <p>Upon successful completion of the third level of studies, students receive the BA (Hons) award.</p> <p>Details of each module can be found in the module descriptors bellow.</p>	
<p>12.2 Levels and modules.</p>	
<p>Level 4</p>	
<p>COMPULSORY</p> <p>Students must take all of the following:</p> <p><u>Semester 1:</u> GRD111 Introduction to Graphic Design GRD112 Drawing practices & design concepts GRD113 Visual language principles & processes</p> <p><u>Semester 2:</u> GRD121 Visual communication & information design GRD122 Communication & design methodologies GRD123 Visual practices & contextual studies</p>	<p>PROGRESSION REQUIREMENTS</p> <p>120 credits are required for progression to the next level of study.</p>
<p>Level 5</p>	
<p>COMPULSORY</p> <p>Students must take the following:</p> <p><u>Semester 3:</u> GRD231 Typography design & historical exploration</p> <p>And one of the following pathways: GRD232 VISUAL COMMUNICATION: Visual systems & development OR GRD233 ILLUSTRATION & VISUAL MEDIA: Expressive means & the moving image OR GRD234 Web design & screen based media</p>	<p>PROGRESSION REQUIREMENTS</p> <p>120 credits are required for progression to the next level of study.</p>

<p>Semester 4: GRD241 Graphic Design strategic practice</p> <p>And one of the following pathways: GRD242 VISUAL COMMUNICATION: Developing publication & packaging designs OR GRD243 ILLUSTRATION & VISUAL MEDIA: Creative illustrations & visual art practices OR GRD244 INTERACTIVE DIGITAL MEDIA: Interactive digital spaces & technologies</p>	
Level 6	
COMPULSORY	PROGRESSION REQUIREMENTS
<p>Students must take the following:</p> <p>Semester 5: GRD351 MAJOR PROJECT: Research & development</p> <p>And one of the following pathways: GRD352 VISUAL COMMUNICATION: Professional practice OR GRD353 ILLUSTRATION & VISUAL MEDIA: Professional practice OR GRD354 INTERACTIVE DIGITAL MEDIA: Professional practice</p> <p>Semester 6: GRD361 MAJOR PROJECT: Integration & Presentation</p>	A total of 360 credits are required in order for students to graduate.
12.3 Non-compensatable modules	
Module level	Module code
Compensation is not permitted in any module	
13. A curriculum map relating learning outcomes to modules	
See Curriculum Map attached.	
14. Information about assessment regulations	
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at https://www.mdx.ac.uk/about-us/policies). In general, students must pass all components of each module, in order to complete the module successfully.	
15. Placement opportunities, requirements and support	
Not applicable	
16. Future careers	
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. Graduates of this programme also have the potential to continue their studies at a postgraduate level.	
17. Particular support for learning	
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.	

Both 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.

AKTO provides support for students on various levels. Any learning difficulty which might affect your study should be disclosed to your Programme Leader and the BA Coordinator through the Administration services on commencement of your course. Students requiring counselling support should contact the Administration or the AKTO Counselling service.

Additional classes (based on availability) from other programmes at no additional cost, Lab support with supervised access to all workshops, computer labs, and studios as well as personal tutorials are available to you when required and can be arranged through the Administration. For more information see section "Support services at AKTO".

Please also refer to sections "library" and "student support" of this Handbook, as well as "Fees and Scholarships" at <http://aktocollege.com/fees-and-scholarships/> for more information on learning support.

Pathway selection support:

One of the key areas we focus on here at AKTO is academic and teaching support. We have a fantastic team of experienced advisors and teaching staff to provide you with the support you might need for your educational planning, academic and personal challenges. We understand that selecting your preferred pathway may seem overwhelming and AKTO offers all the support you may need in order to assist you in selecting the pathway that matches your aspirations and interests.

Even before you become a student at AKTO, our Admissions team will provide you will all information on the pathway options offered and answer the questions you may have. Once you join the programme, the modules are common for all students in the first year of studies, offering you the opportunity to explore different areas of your discipline. Your Year Coordinator is based in the Administration and is your first point of contact to clarify any queries you may have during that time.

At the start of the second semester there will be a brief presentation aiming to analyse the content and aims of the pathways offered, in order to enable you to start formulating a learning plan with regards to your pathway selection. Towards the end of the first year a seminar is offered aiming to present and explain the pathway options in more detail, while you will also be called to investigate your interests in personal meetings with your Programme Leader. This will be an open discussion in an attempt to help you identify your strengths and personal values that align with your educational and career goals, leading to the selection of the appropriate pathway at the end of the first year.

Your selected pathway will be followed as from the commencement of your second year of studies, enabling you to gain specialised skills that will reflect in your final award. In the event that you wish to change pathways during the second year, you may do so within one month from commencement, following formal notification of the AKTO Administration. Consultation with your Programme Leader is advised.

18. JACS code (or other relevant coding system)	-
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 (2020)
2. Descriptors of the National Qualifications framework for Art & Design (2014)
3. Middlesex University regulations (2023-2024)
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.

All necessary costs related to your programme of study, including the Adobe suite for your personal home computer, use of studio space outside class hours, tutor notes, additional tutorials, workshops and seminars as well as necessary materials are covered by AKTO. Likely additional programme costs may include basic consumables, printing costs and additional optional materials for your projects.

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	B1	B2	B3	B4	B5	B6
1	Introduction to Graphic Design	GRD 111							x		x	x	
	Drawing practices & design concepts	GRD 112		x	x				x				
	Visual language principles & processes	GRD 113	x		x			x					
	Visual communication & information design	GRD 121					x		x	x			
	Communication & design methodologies	GRD 122		x		x					x		x
	Visual practices & contextual studies	GRD 123	x					x	x				
2	Typography design & historical exploration	GRD 231	x					x		x			
P A T H W A Y S	VISUAL COMMUNICATION: Visual systems & development	GRD 232		x					x		x	x	
	ILLUSTRATION & VISUAL MEDIA: Expressive means & the moving image	GRD 233		x					x		x	x	
	INTERACTIVE DIGITAL MEDIA: Introduction & Development	GRD 234		x					x		x	x	
	Graphic Design strategic practice	GRD 241	x					x		x			
P A T H W A Y S	VISUAL COMMUNICATION: Developing publication & packaging designs	GRD 242			x	x	x						x
	ILLUSTRATION & VISUAL MEDIA: Creative illustrations & visual art practices	GRD 243			x	x	x						x
	INTERACTIVE DIGITAL MEDIA: Interactive digital spaces & technologies	GRD 244			x	x	x						x
3	MAJOR PROJECT: Research & Development	GRD 351	x			x		x					x
P A T H W A Y S	VISUAL COMMUNICATION: Professional practice	GRD 352					x			x		x	
	ILLUSTRATION & VISUAL MEDIA: Professional practice	GRD 353					x			x		x	
	INTERACTIVE DIGITAL MEDIA: Professional practice	GRD 354					x			x		x	
	MAJOR PROJECT: Integration & Presentation	GRD 361		x	x	x	x		x		x		x

Programme learning outcomes

Knowledge and understanding	
A1	Critically engage with a broad range of Graphic Design theories and analyse the historical dimensions of Art and Graphic Design.
A2	Demonstrate an understanding of a broad range of Graphic Design concepts, principles and technologies in contemporary practice, their uses and capabilities.
A3	Critically assess and select the appropriate methods and techniques and employ visual communication and visual storytelling principles to develop high quality works.
A4	Evidence critical knowledge of the various digital means for visual communication, illustration and visual media and interactive media.
A5	Demonstrate an understanding of the industry and real market conditions as well as the factors affecting professional practice, related disciplines and interdisciplinary approaches.

Skills	
B1	Critically engage with research methodologies and demonstrate proficiency in interpreting texts, recognizing problems, determining correlations and evaluating findings.
B2	Combine and implement with professional accuracy the appropriate means and technologies in their design practice.
B3	Manage all stages of an individually executed project in Graphic Design and demonstrate skills related to professional practice.
B4	Demonstrate competency and proficiency in employing the appropriate software, platforms and tools to address Graphic Design applications.
B5	Demonstrate collaborative abilities when working with peers and related disciplines.
B6	Communicate to audiences both verbally and visually, using a variety of appropriate media, analyse and defend their completed work.