

**Programme Specification for Undergraduate Programme Leading to:  
BSc (Hons) Digital Design  
BSc (Hons) Digital Design with Placement**



Applicable for all undergraduate students **starting at FHEQ Level 4 on or after 1<sup>st</sup> September 2020**

Version No.	Date	Notes – QA USE ONLY	QAM/O
2022-21 v1	25 August 2020	Programme updated for entrants in September 2020.	JP

Undergraduate Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college / department / division /associated institution	College of Engineering, Design and Physical Sciences/Brunel Design School/Digital Media
4. Contributing college / department / division /associated institution	LBIC for Foundation Year (see section 25)
5. Programme accredited by	ScreenSkills
6. Final award(s) and FHEQ Level of Award	BSc (Hons) Digital Design (FHEQ level 6) BSc (Hons) Digital Design with Placement (FHEQ level 6)
7. Programme title	BSc Digital Design
8. Programme type (Single honours/joint/major minor)	Single
9. Normal length of programme for each mode of study	3yrs (FT), 4yrs (SW)
10. Maximum period of registration for each mode of study	3yrs (FT)/4yrs (SW) min & 5yrs (FT)/6yrs (SW) max
11. Variation(s) to September start	None
12. Modes of study	Full Time (FT) / Thick Sandwich (SW)
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	CertHE Digital Design (FHEQ level 4) DipHE Digital Design (FHEQ level 5) BSc (Ord) Digital Design (FHEQ level 6) DipHE Digital Design with Placement (FHEQ level 5) BSc (Ord) Digital Design with Placement (FHEQ level 6)
15. UCAS code	H6W2 (Full Time), H6WG (Thick S/W)
16. HECoS Code	100636 (10%), 100737 (10%), 100182 (80%)
17. Route Code	W280UDIGDES2
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	<a href="#">UK Quality Code for Higher Education</a> <a href="#">QAA Subject Benchmark Statements</a> : Art and Design, Computing <a href="#">Screen Skills Tick Accreditation</a> <a href="#">Brunel University London 2030</a> <a href="#">Placement Learning Policy</a>
19. Admission Requirements	Details of <a href="#">entry requirements</a> are provided on the University's and College website. Levels of English for non-native speakers are outlined on Brunel International's <a href="#">language requirements</a> pages.

20. Other relevant information (e.g. study abroad, additional information on placements)	To qualify for the award of the degree “with Placement”, students are expected to undertake a work placement for not less than 44 weeks in total (may be in more than one company/organisation), or if the placement is unpaid, 30 weeks, and to pass the placement module which normally requires that a student must have completed at least 24 weeks in placement. Students have the opportunity to pursue their work placement overseas. Students entering the programme in one mode can change to the other mode during Levels 4 and 5. The University Careers & Placement service gives assistance in preparation and application for industrial training placements.
21. Programme regulations not specified in Senate Regulation 2. Any departure from regulations specified in Senate Regulation 2 must be stated here and approved by Senate.	Where a student has failed the module DX3600 Major Digital Design Project (60 credits) an exception to Senate Regulation 2 regarding the maximum amount of reassessment at level 6 is allowed. The student will be permitted up to 60 credits of reassessment which will be applied to module DX3600 Major Digital Design Project only. In all other cases the maximum amount of reassessment remains at 40 credits.
22. Further information about the programme is available from the College website.	<a href="#">BSc (Hons) Digital Design</a>

### 23. EDUCATIONAL AIMS OF THE PROGRAMME

The primary aim of this programme is to prepare individuals for professional careers as Digital Designers able to creatively use a range of digital technologies to instigate, design and develop interactive and engaging digital products, services and experiences and 2D/3D graphical content. The programme aims to provide the necessary wide range of conceptual, technical and professional knowledge and skills required by such “creative technologists” through a coherent and highly interactive curriculum.

### 24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
<b>4</b>					
	K	Underlying principles and design approaches in Digital Design for Web and mobile design	DX1801	DX1702 DX1701	DX1606
	K	Underlying principles and design approaches for Motion Design	ALL	ALL	DX1604
	K	Key concepts and limitations of creative technologies	DX1802	DX1702	DX1600 DX1604 DX1605
	K	The professional and commercial context of a	DX1801	DX1702	DX1603

		Digital Designer within the Creative Industries and wider society			
	C	Collect, summarise and present information from a variety of sources verbally and visually using a range of appropriate techniques	ALL	ALL	ALL
	C	Employ both convergent and divergent thinking in the solution of digital media problems	ALL	ALL	NA
	C, S	Apply knowledge and understanding of UX, Mobile and Web design to produce creative outcomes	DX1801	DX1702 DX1701	DX1606 DX1605
	C, S	Apply interpersonal, social and negotiation skills in interaction with others as a member of a team	DX1802	DX1701	DX1604
	C, S	Present information to audiences	DX1802	DX1701	DX1604
	S	Effectively use enabling digital media tools and equipment to produce a range of digital media assets and artefacts	ALL	ALL	ALL
	S	Work effectively and exhibit basic professional conduct by taking personal responsibility for learning	ALL	ALL	ALL
	S	Ability to use professional studio facilities	NA	NA	DX1604 DX1605
	S	Prepare basic Digital Design portfolios	ALL	ALL	ALL

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	K	Critical understanding of interaction, Web and Mobile principles and techniques for a range of digital media	NA	NA	DX2610 DX2601 DX2609
	K	Critical understanding of Motion design principles	NA	NA	DX2602 DX2604 DX2605
	K, C	Critically evaluate the appropriateness of various creative technologies for a range of problems and opportunities	NA	NA	DX2601 DX2605 DX2610
	C, S	Apply knowledge and understanding of interaction and UX principles for Web, mobile and IoT along with techniques to critically evaluate, select and produce design solutions to problems, including industry relevant briefs	NA	NA	DX2601 DX2609 DX2610
	C	Demonstrate a critical understanding of contemporary and probable future Digital Design and digital media technology issues	NA	NA	DX2601 DX2607 DX2610
	C, S	Effectively present information, arguments and analysis verbally, visually, and through a range of other techniques to audiences.	NA	NA	DX2609 DX2604
	S	Prepare and refine elaborate Digital Design portfolios	NA	NA	ALL
	S	Work effectively and exhibit heightened professional conduct by taking personal responsibility and initiative in the learning process	NA	NA	ALL
	S, C	Develop and apply existing knowledge and skills to new situations	NA	NA	ALL

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	K	Historical, cultural, political, legal, business, economic and technological contexts in which Digital Designers operate	NA	NA	DX3600 DX3602
	K	The relationship of Digital Designers with clients, markets, users and collaborators in other professions	NA	NA	DX3600 DX3602
	K	Detailed knowledge of experiences, creative and motion design technologies, and standards and methods for achieving creative design solutions	NA	NA	ALL
	K, C, S	Plan, research, design and a substantial interactive digital artefact or a suite of related interactive digital artefacts (e.g digital campaign)	NA	NA	DX3600
	K,C	Use relevant user-centric disciplines and techniques to inform research, design and evaluation of digital artefacts in response to self-initiated or set briefs.	NA	NA	DX3600 DX3605 DX3606

C	Critically negotiate, assess, define and evaluate requirements for interactive digital artefacts, projects and briefs	NA	NA	DX3600 DX3605 DX3606
C	Critically and constructively evaluate digital media in terms of their intention, process, outcome, context, technology and modes of communication	NA	NA	ALL
C	Develop and apply existing knowledge and skills to new situations and explore new knowledge and skills as appropriate	NA	NA	ALL
C, S	Confidently present information, ideas, problems and solutions verbally, visually, and through a range of other techniques to audiences, both specialist and non-specialist.	NA	NA	DX3602 DX3600
S	Work effectively and exhibit comprehensive professional conduct by demonstrating initiative, personal responsibility, and the ability to undertake independent learning	NA	NA	ALL
S	Enquire into their discipline, their place within it, and the motivation to advance it	NA	NA	ALL
S, C	Gather, critically analyse and synthesise information from a wide range of sources	NA	NA	ALL

**Learning/teaching strategies and methods** to enable learning outcomes to be achieved, including formative assessments

The learning outcomes are developed in study/module blocks that involve a range of teaching and learning methods including external visits, industrial led seminars, case studies, group and personal work, presentations, lectures & seminars, and project work. Lectures are supported by application of the knowledge and understanding by practical workshops and demonstrations, coursework assignments and project work using the green room and specialist lab facilities.

In weeks 0 and 1 of Level 4, ASK introduce students to group work and presentation and a formative assessment is conducted with new students in their tutor groups to design a visual artefact as a team which they submit before the start of week 2. This helps induct students to their personal tutor, group work, the assignment submission and feedback processes and also presentation and communication of their work to a wider audience. For both Levels 5 and 6 week 1 of Term 1 is induction week with the L5 focus being on Placement, i.e. preparing for work placement, whereas with the L6 the focus is on graduate employability, i.e. preparing for employment after graduation. For all levels week 1 of Term 2 is exhibition week; L6 will give their (summative) FYP interim presentations, and levels 4 and 5 will exhibit their work and present their personal portfolios to members of the External Advisory Panel as well as academic staff for receiving formative feedback.

**Summative assessment strategies and methods** to enable learning outcomes to be demonstrated.

The learning outcomes are assessed by student reporting, demonstration and presentation throughout the programme, but particularly in the individual and group assignments at all levels. A number of short fixed length practical assignments will be set to mirror the professional working environment. All assessment is through individual and group studio assignments, coursework, presentations, and the individual Level 6 project. Assessed coursework, seminar work, group work, and project work tests the students understanding of the knowledge in an application context.

## 25. Programme Structure, progression and award requirements

### Foundation Year

The Foundation Year structure available to international students is specified in document “Validated Programme Element Specification for LBIC Foundation Year in Design”. These documents also specify the admission and progression requirements.

### Level 4

#### Compulsory assessment block codes, titles and credit

DX1801 Creative Digital Design (20 credits)

DX1802 Digital Media Portfolio (30 credits)

#### Optional assessment block codes, titles and credits

#### Compulsory study block codes, titles and credit volume

DX1701 Digital Graphic Design (20 credits)

DX1702 Creativity for Digital Media Design (20 credits)

DX1703 Introduction to Motion Design (10 credits)

#### Optional study block codes, titles and credit volume

#### Compulsory modular block codes, titles and credits

DX1600 Foundations of Interactive Digital Media Development (10 credits)

DX1603 Introduction to Professional Practice in the Creative Industries (10 credits)

DX1604 Video Production and Digital Photography (20 credits)

DX1605 Introduction to Creative Technologies (10 credits)

DX1606 UX Design and Development for the Web (20 credits)

#### Optional modular block codes, titles and credits

### Level 4 Progression and Award Requirements

[As per Senate Regulation 2](#)

**CertHE in Digital Design 120 credits – FHEQ level 4**

### Level 5

#### Compulsory assessment block codes, titles and credits

#### Optional assessment block codes, titles and credits

#### Compulsory study block codes, titles and credit volume

#### Optional Study block codes, titles and credit volume

#### Compulsory modular block codes, titles and credits

DX2602 3D Animation (10 credits)

DX2601 Experimental Digital Futures (20 credits)

DX2604 Applied Media Aesthetics (20 credits)

DX2608 3D Design (10 credits)

DX2609 Design Practice for the Creative Industries (10 credits)

DX2605 Motion Graphics Applications (10 Credits)

DX2610 Mobile and Web Apps for IoT (20 Credits)

DX2607 Immersive Mixed Reality Design (20 Credits)

#### Optional modular block codes, titles and credits

### Level 5 Progression and Award Requirements

[As per Senate Regulation 2](#)

**DipHE in Digital Design 240 credits – FHEQ level 5**

Level 5 – Sandwich Placement	
Compulsory assessment block codes, titles and credits	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume	Optional study block codes, titles and credit volume
Compulsory modular block codes, titles and credits DX2555 Work placement (120 credits)	Optional modular block codes, titles and credits
<b>Level 5 Placement Progression and Award Requirements</b> <a href="#">As per Senate Regulation 2</a> For BSc in Digital Design with Placement, DX2555 will contribute 25% of the Level 5 profile and 8.33% of the overall degree calculation.	

Level 6	
Compulsory assessment block codes, titles and credits	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume	Optional study block codes, titles and credit volume
<b>Compulsory modular block codes, titles and credits</b> DX3600 Major Digital Design Project (60 credits) Core: Block DX3602 Working in the Digital Creative Industries (20 credits)	<b>Optional modular block codes, titles and credits</b> <i>Normally at least one from DX3603 and DX3606</i>  DX3603 Digital Experiences (20 credits) DX3604 Advanced 3D Animation (20 credits) DX3605 Advanced Digital Graphics and Motion Design (20 credits) DX3606 Designing with Creative Technologies (Artificial Intelligence and Games) (20 Credits)
<b>Level 6 Progression and Award Requirements</b>  <a href="#">As per Senate Regulation 2</a> except where the following specific rule applies:  <b>Where a student has failed the module DX3600 Major Digital Design Project (60 credits) an exception to Senate Regulation 2 regarding the maximum amount of reassessment at level 6 is allowed. The student will be permitted up to 60 credits of reassessment which will be applied to module DX3600 Major Digital Design Project only. In all other cases the maximum amount of reassessment remains at 40 credits.</b>  <b>For BSc (Hons) Digital Design with Placement (DX2555) will contribute 8.33% of the overall degree calculation</b>  <b>BSc (Hons) in Digital Design 360 credits – FHEQ level 6</b>  <b>BSc (Ord) in Digital Design 300 credits – FHEQ level 6</b>	

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.