

BDes Graphics

Bachelor of Design | 4 Years

Dual Degree

Accredited by CYQAA and
Canterbury Christ Church
University

GRA



Graphics

Bachelor of Design



Available Classes:

Mornings: Monday to Friday and/or
Evenings: Monday to Thursday

Primary Language of Instruction:
English

Study Location:

Alexander College, Larnaca

Why do I get two degrees?

This course is accredited by the *Cyprus Agency of Quality Assurance and Accreditation in Higher Education (CYQAA)* and *Canterbury Christ Church University (CCCU)*, which means, at the end of your studies you will receive a degree from Alexander College in addition to a UK degree from CCCU.

- Cyprus Degree from Alexander College
- UK University Degree from Canterbury
- Recognised Internationally
- Recognised by KYSATS
- State grant up to €3417 per year

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Canterbury.



Course Insight

Graphic design is deliciously diverse – it is used to inform and to influence, to entertain and to educate. Our course is far from ordinary; we regard you as a designer from the moment you arrive at our purpose-built studios, and by the time you leave you will be expert in your field, equipped to succeed in a competitive industry. Our BDes Graphics explores the changing concept of graphic design and the role of the graphic designer in society and the professional world; designer as curator, author, craftsperson, editor, educator, collaborator, agitator.

The course provides excellent preparation for a creative career locally and abroad. Many of our graduates establish their own freelance businesses or independent design companies.

Teaching and Learning

Lectures will give you a firm grounding in the theoretical aspects of graphic design and will help you to develop your critical understanding of your own practice. Seminars in smaller groups will enable you to discuss and develop your understanding of topics covered in lectures and enable you to express your ideas, observations and experiences in a supportive academic environment.

You will engage with self and peer assessment, collaborate on projects and contribute meaningfully to your peer group. Throughout the entire course you will attend lectures and seminars with students from across the department, to develop a deeper understanding of all disciplines. You will typically have around 12 contact hours per week.

Assessment

A variety of assessment methods are used including projects, essays, group/visual presentations. You will engage in written critical evaluation of your work and relate it to the broader context of graphic design practice.

Enrolment and Duration

This is a four-year full time programme. Each academic year usually commences in the first week of October and, in some cases, the last week of September. The academic year runs for a period of 28 weeks. Students may enroll up to two weeks before the course starting date however, early enrolment is advised as places are limited.

Entry Requirements

Due to the creative nature of the course, you will be considered on your own individual merit and potential to succeed. We may make different offers where appropriate to candidates who have a strong portfolio, or substantial relevant work/other experience and whose motivation and skills would enable them to succeed on the course. In your application, please give full details of any relevant work experience and qualifications.

Candidates must be at least 17 years of age by 1st September of the year they wish to enter onto the course and must hold a Secondary School Diploma or Foundation Certificate/Diploma or equivalent. Candidates will also be required to be proficient in the English Language.



GPA

Dual Degree
CYPRUS & UK

Graduation Requirements

The entire course comprises of a total of 40 modules over 4 years. To achieve the BDes degree, you must complete all modules to achieve the required 240 ECTS credits for successful completion (See 'Course Structure').

Where Next?

Graphic design is a creative professional discipline that remains in strong demand, due to the ways that its underpinning principles inform almost all visual communication. Our interdisciplinary ethos and approach assists graduates in working not only in prescribed work roles such as graphic designers, graphic artists and artworkers, but in working across the range of creative industries including graphic design, influencing, marketing, social media, web design and beyond.

General Electives List

Semester 7

- E-Business Marketing
- Environmental Management
- Quality Management

Semester 8

- Cultural Interpretation in Design
- Project Management
- Sustainability in the Design Disciplines

It is the intention of the University and Alexander College to deliver the course/modules as published in this brochure. To ensure our provision is kept relevant and current, the University and/or the College may change, combine or withdraw courses/modules in response to stakeholder feedback or limited demand.

Course Structure

Bachelor of Design in Graphics (4 Years, Full-time Study)

Semester	Module Title	Credits(ECTS)*	Award
1	ENG111 English 1	5	Bachelor of Design Degree 240 Credits
	DES111 Design Communications 1	5	
	DES112 History of Art and Design 1	5	
	DES113 Play	10	
	DESG114 Communicating with Images	5	
2	ENG121 English 2	5	
	DES121 Design Communications 2	5	
	DES122 Theory and Practice in Design 1	5	
	DES123 Make	10	
	DESG124 Communicating with Typography	5	
3	ENG211 Academic English	5	
	DES211 Computer Applications in Design 1	5	
	DES212 History of Art and Design 2	5	
	DES213 Creative Studio 1	10	
	DESG214 Ideas Generation and Development	5	
4	DES221 Theory and Practice in Design 2	5	
	DES222 Computer Applications in Design 2	5	
	DES223 Creative Studio 2	10	
	DESG224 3D Exploration and Design	5	
	DESG225 Corporate Identity	5	
5	DES311 Professional Practice	5	
	DES312 Critical Studies	5	
	DES313 Media Production	5	
	DES314 Professional Studio 1	10	
	DESG315 Advertising Campaigns	5	
6	DES321 Portfolio Development 1	5	
	DES322 Independent Research in Design	5	
	DES323 Professional Studio 2	10	
	DESG324 Reprographics and Production Process	5	
	DESG325 Editorial Design and Publication	5	
7	DES411 Advanced Theory of Design	5	
	DES412 Communicating Design	5	
	DES413 Design Project 1	5	
	DESG414 Contemporary Topics in Graphic Design	5	
	DESG415 Technology and Innovation in Graphics Design	5	
DES— General Elective (Choose one from 'General Electives List')	5		
8	DES421 Portfolio Development 2	5	
	DES422 Ethics Values and Sustainability	5	
	DES423 Design Project 2	15	
	DES— General Elective (Choose one from 'General Electives List')	5	

* European Credit Transfer System

1 UK Credit = 0.5 ECTS (e.g. 15 credits = 7.5 ECTS)

**BELIEVE IN
YOURSELF**



Information / Registration:

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