



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd



Undergraduate

Handbook

BA (Hons) GRAPHIC COMMUNICATION

Cardiff School of Art & Design



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Introduction

Welcome Week starts at 10am on Monday 18th September and myself and my colleagues will look forward to meeting you again in our **Graphic Design studio, room 204 on the 2nd floor of N-Block on the Llandaff campus**. Please bring with you the summer project that we have asked you to complete as well as equipment to take written notes and for sketching.

Welcome to Cardiff Met

Congratulations on starting your Cardiff Met Journey! We have put together a series of activities and events to help you get to know Cardiff Met, connect with your programme of study, and meet staff and other students.

Welcome Week provides you with the opportunity to settle into Cardiff Met and to get involved with your course of study right from the start. During Welcome Week you will be involved in a group project which will provide you with a taste of what you can expect during your studies at Cardiff Met. You will also be able to:

1. Meet your Personal Tutor, Programme Director, and fellow students.
2. Attend social activities and events on campus.
3. Work on a group project and present findings back to programme team.
4. Get to know the Cardiff Met campuses and surrounding areas.
5. Find out what services we have available to support you on your Cardiff Met journey.

When you turn up for your first day you will meet the academic staff as well as your personal tutor who will provide academic support and guidance during your time of study at Cardiff Met. They will also give you your Cardiff Met student card - as long as you've uploaded your photograph!

Please make sure that you attend the activities planned by your programme during Welcome Week, so you are prepared to start your Cardiff Met journey. Finally, I hope you enjoy your time studying at Cardiff Met and I look forward to meeting you during Welcome Week.

Yours sincerely,

David Wrenne

Programme Director



Essential Information

Programme Details



The course is a three-year full-time programme of study and is split into terms as shown below. It is important to remember that the nature of the full-time course require you to contribute approximately 40 hours per week. While this may vary week-to-week and may need to be balanced with any part time jobs, but do remember that you shouldn't schedule any employed-work during your taught sessions. You'll see that your taught timetable runs on a Monday, Tuesday, Wednesday mornings and Thursday, with the Friday for self-directed study which will entail being on campus working in the studio or workshops developing and improving your project work, accessing the library resources, other workshops and IT facilities. This timetable will be fully explained to you in your Welcome Week briefing.

The programme encourages students to develop an autonomous creative practice and team-working skills whilst facilitating the growth of critical, experimental, and analytical problem-based learning skills.

The curriculum is made up of three clear components informally known as: **Subject**, **Field**, and **Constellation**.

- **Subject** grounds students within the discipline. These modules provide a space in which students can hone their knowledge, skills, and understanding with specific regard to their practice.
- **Field** modules provide students with opportunities to collaborate with others and explore new skills and experiences with which to further their individual specialist practice.
- **Constellation** provides contextual, theoretical, and historical underpinning that encourages students to develop a critical position within their practice, transdisciplinary contexts and to challenge the perceived boundaries of their specialist discipline.



What your weekly timetable looks like:

	Monday	TUESDAY	Wednesday	Thursday	Friday
AM	Taught Studio Practice	Taught Studio Practice	Taught Technical Skills Workshops	Taught Theory Lectures	Self-Directed Study
PM	Taught Studio Practice	Taught Studio Practice	Social & Cultural Activities	Taught Theory Lectures	Self-Directed Study

What your academic year looks like:

Sep	October					November				Dec	Jan					Feb				March			April			May				
18	25	2	9	16	23	30	6	13	20	27	4	11	8	15	22	29	5	12	19	26	4	11	18	15	22	29	6	13	20	27
ADZ4***1 Subject (40C)						ADZ4***1 Subject (40C)						ADZ4***2 Subject (20c)						ADZ4881 Coll												
ADZ4999 Concept (SG1)						Tutorials						ADZ4999 Concept (SG2)						Tutorials			A									
PF						A						A						A			A									
PF						PF						PF						PF			PF									

Part-Time Students

Whilst full-time students should participate in everything, we recognise that you may not be able to do everything because of other commitments, and we understand this.

Talk with your Personal Tutor about which activities will be most valuable for you. You will be welcome to join in all events during the week, as and when you can. Do, though, ensure that you have registered, and done the required paperwork before attending any events.

As a part-time student you should discuss your pattern of attendance when the academic timetable starts in the first week of term with the Year Tutor.



International Students

We understand that international students will have many obligations and paperwork to complete when they arrive in the U.K and The Global Student Advisory Service offers support to international students at Cardiff Met by providing support pre-arrival and throughout their studies.

Global Student Advisory Support

[International - Welcome \(sharepoint.com\)](#)

[Global Student Advisory Service International Welfare Advice](#)

[International Academic Advice International Academic Advice](#)

Global Student Advisory Contacts

Welfare and immigration advice – intstudentadvice@cardiffmet.ac.uk

International Academic Advice – intacademicadvice@cardiffmet.ac.uk

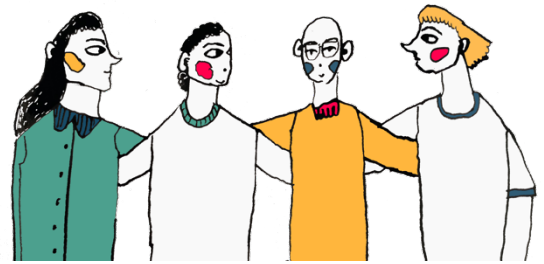
It is also important that you attend the activities planned for your course during Welcome Week, so you get to meet your Programme Directors, Tutors, and the rest of your cohort. This will help you to settle into your new environment and make new friends.

International Student Welcome Event

If you are enrolled as an International Student then we would like to welcome you to the Cardiff School of Art & Design (CSAD) at Cardiff Met. along with other students who are joining us from overseas at 4pm on Tuesday 19th September in the CSAD Heart Space (first floor of B-Block - the main CSAD building). Here you will meet other international students joining art and design courses, hear more information about opportunities at Cardiff Met. and in and around Cardiff and to ask any questions you may have.



Meet the Team



David Wrenne

dwrenne@cardiffmet.ac.uk

David's Masters in Communication Design (Central St. Martin's) focused upon experiential processes within democracy. His first publication 'How Buildings Kill' was published in June 2013, followed by the book 'Affectation Correspondence' in 2016. David is a panel member of the International Society of Typographic Designer's Student Awards.



r. Carol Breen

cbreen@cardiffmet.ac.uk

Carol's practice examines how every day and emerging technologies are blurring the distinctions between humans and non-humans. She is interested in the politics of knowledge production, is a strong advocate for practice-as-research and asks what this might mean for the future of design and artistic scholarly research. Her PhD thesis is a speculative design document which examines 'lostness'.





Matt Leighfield

mleighfield@cardiffmet.ac.uk

Since 2000, Matt has worked as Multimedia designer, teacher and technician, developing his creative and technical skills. He has worked for clients such as the BBC, the Welsh National Opera, and the NHS. In 2013 Matt completed his Master of Design (MDes), focusing on emerging web technologies.



Theo Humphries

thumphries@cardiffmet.ac.uk

Theo Humphries is a designer, artist, senior lecturer, and PhD student at Cardiff School of Art & Design. He has a Masters in Interaction Design from the Royal College of Art, has been a practicing artist and designer since 2001 and a lecturer in Art and Design since 2007. His research examines humour and entanglement in the context of design.



Jay Young

icyoung@cardiffmet.ac.uk

Jay is an Art & Design educator and practitioner with more than 30 years experience. I have conceived, written, designed and produced more than twenty books and received numerous industry



	accolades including 'The Children's Science Book of the Year' (UK), 'The British Book Awards', 'The Parents Choice – Gold Award' & 'Oppenheim Platinum Award' (USA).
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Welcome Week

What to expect

During the week you will complete a project, which you will undertake with a group of other new students from your programme, supported by staff and current students who are on your programme. There will also be lots of help from the other university services, showing some great tools and techniques you can use to make your project a success.



At the end of the week, we will also give you some feedback on the strengths of your group's approach, sharing and celebrating what we have discovered together.

There will be an introduction to your new School and Programme and lots of fun activities to help you meet new people.

You will need to complete a bit of administration and check-in with your programme, so we know who is doing what, and when. You will also need to complete any outstanding enrolment matters, pick up Students' Union cards, and touch base with any specialised support services that you need.

Here's what Cardiff Met students enjoyed about Welcome Week

"Helped me settle in and took the pressure off travelling to a new place"

"The group projects to find out about our peers was a nice way of getting to know everyone"

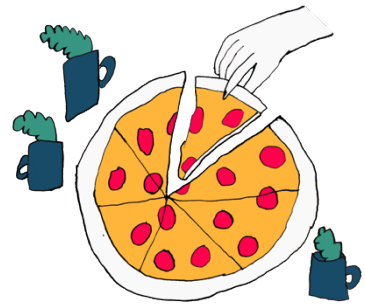
"Helpful to chat informally to the Programme Director and chat about random things to help settle in".



Programme Activities and Projects

Throughout the course you'll explore all types of visual languages and experiment with as many different mediums, materials and technologies as you can, including:

- *Typography*
- *Image Making*
- *Conceptual Thinking & Idea Generation*
- *Editorial Design*
- *Branding*
- *Advertising*
- *Social Design & Sustainability*
- *Information Design*
- *Motion Graphics & Animation*
- *User Interface & User Experience/Service Design*
- *Narrative and Sequence*
- *Professional Practice*



Throughout your time on the course, you will focus on critical thinking and spend time developing strong ideas and unique approaches.

You'll learn the skills and techniques you need to become highly employable. And you'll build a network of people in the industry – through visiting speakers, industry mentors and live briefs with real organisations – that will be invaluable once you graduate.

Social Activities

The social life of the programme is very important as it underpins and enriches our studio culture: meeting people and making new friends is, of course, a very important component of your university experience. More information on social activities will be provided during Welcome Week.



Freshers' Fayre

The Freshers' Fayre, organised by the [Students' Union](#), is your first chance to meet all our [SU Societies](#), [SU Sports Teams](#) and of course a chance to grab all manner of freebies from our commercial partners! The fayre is an all-day event taking place on Wednesday within NIAC on the Cyncoed campus! It is one of the highlights of the Freshers calendar and one of the only times during your university journey that every student from all Cardiff Met schools will be in the same place!

Head over to the [Cardiff Met Students' Union website](#) for up-to-date information on events, societies, support and more.



Welcome Week Activities (Foundation and Undergraduate)

During Welcome Week you will have the opportunity to:

- Attend a welcome meeting with your Programme Director and meet the team, where they will provide an introduction and outline expectations.
- Meet other students on your programme of study.
- Meet your Personal Tutor.
- Take part in a welcome week project with other students on your programme of study and present the findings from your project to staff and peers.
- Familiarise yourself with the campus.
- Explore what services are available to support you on your learner journey.
- Attend Fresher's Fayre on Wednesday.
- Attend a programme Meet & Greet Inspirational Session.
- Familiarise yourself with the digital tools you will be expected to use during your studies.
- Take part in a 'wrap up' session, reflect on the week and make sure you know what your timetable is looking like for the first week of teaching.
- Attend the Cardiff Met celebration event on Friday afternoon.

Please note you will find a detailed timetable for your programme of study on the Welcome Week site.



Personal Welcome Week Checklist



During Welcome Week you need to make sure that you have:

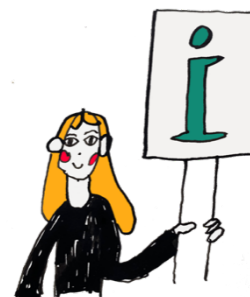
- Completed the enrolment process.
- Collected your student ID card.
- Attended programme activity sessions.
- Attended some social events on campus/online.
- Attended Fresher's Fayre
- Met with your Personal Tutor
- Familiarised yourself with the library and any support services you might need e.g.
Dyslexia or Disability help



Useful Information

New Students Information

The [Course Joining Information website](#) has lots of useful information to help with your planning. Simply select your level of entry on the website to find out more and access your important joining information.



Student Services

[Student Services](#) provide support and guidance, including mental health, disability support, careers advice, information on part-time jobs and money management.

SU Welcome Guide

An interactive guide to help you navigate your journey into and throughout your university life. Take the tour and enjoy each section designed to help you get to know Cardiff Met.

[What you need to know before you go](#)

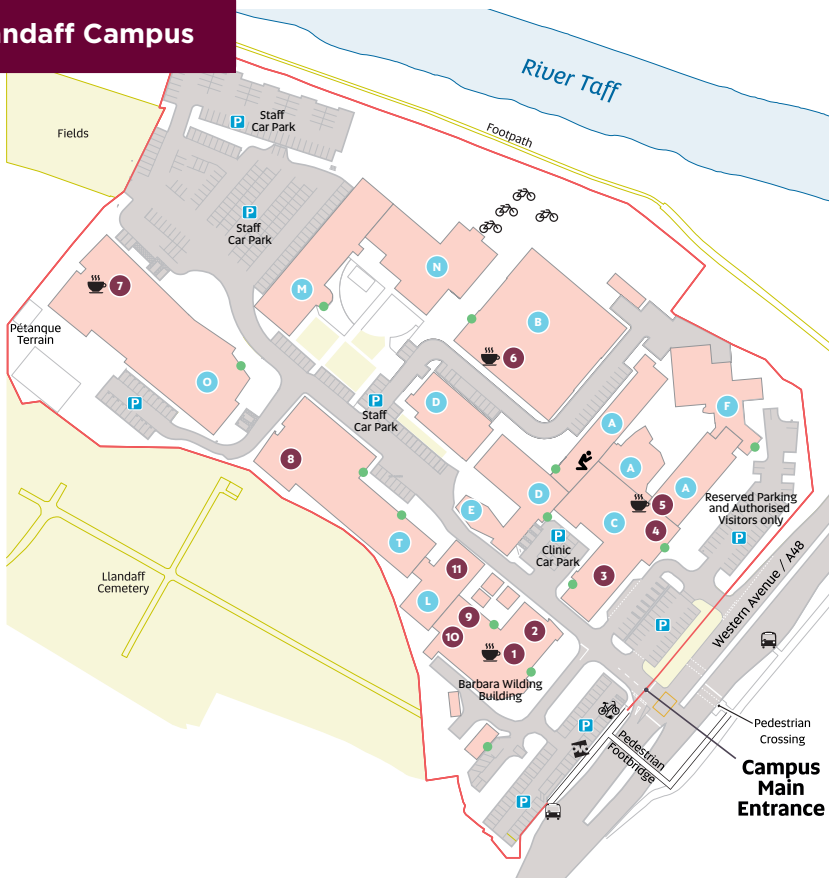


Academic Calendar 2023/24

[Academic Calendar 2023/2024](#)



Llandaff Campus



Key

- | | | |
|------------------------------|----------------------------------|---------------------------|
| 1 The Hub | 8 IT Help Desk (First Floor) | P Parking |
| 2 Gym (First Floor) | 9 The Global Lounge | 🚲 Electric Bikes |
| 3 Podiatry Clinic | 10 Students' Union (First Floor) | 🚲 OVO Bikes |
| 4 Main Reception & i-Zone | 11 Learning Centre | 🚲 Bike Rack |
| 5 The Gallery (First Floor) | ● Building letter | 🚰 Bus Stop |
| 6 The Box Café (First Floor) | ● Building Main Entrance | ☕ Café |
| 7 The Atrium | | 🕌 Multi-faith prayer room |

All our rooms use the same naming formula – *Building Floor . Room Number*. So if you're looking for 01.18, go to building O, climb to the first floor, and find room number 18. Or for B0.10 go to building B, stay on the ground floor and look for room 10. In the naming formula, 'LL' refers to Llandaff.



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Wythnos groeso
Welcome week

2023