UK-validated Chinese award

Bachelor of Arts (Hons): **Visual Communication Design**

Programme Specification

2025-2026

Contents

1. INTRODUCTION

This document describes the **BA (Hons) Visual Communication Design** awarded by the University of Richmond, American International University in London, using the agreement required by the Higher Education Qualification Framework in England, Wales and Northern Ireland (QAA, 2019).

The programme is devised, delivered and assessed by Jiangxi University of Technology, and validated for a UK award by Richmond, The American International University in London. The programme is delivered by Jiangxi University of Technology, in China, to its own students. Richmond, The American International University in London is responsible for the standard and issuance of UK awards and quality assurance and enhancement of the validated programmes at Jiangxi University of Technology.

The degree is delivered within the framework set by policies and regulations of *National Standards for Teaching Quality of Undergraduate Majors in General Colleges* and Universities of China. Typically, the programme is a 4-year course of study, with students completing 47 separate courses over the course of 4 years. Students are required to complete 121 credits over four academic years of study to complete their Chinese degree (approximately 1-6 credits per course). Thus, approximately 26 courses totalling 59 credits are scheduled for the first two academic years and 21 courses totalling 62 credits for the second two academic years. The minimum number of credits required for graduation is 121.

The degrees are also articulated in terms of UK Regulatory Frameworks, chiefly the FHEQ and the Higher Education Credit Framework for England. Each course has been assigned to an appropriate level on the FHEQ, based on the course's learning outcomes and assessment strategies (note that the courses comprising the first year of the 4-year Chinese undergraduate degree are normally at RQF Level 3). Chinese undergraduate credit can generally be translated to ECTS and UK CATS credits in the following manner: 1 Chinese credit = 2 ECTS credits = 4 UK CATS credits. A Richmond-validated UK award must have a minimum of 360 UK CATS credits at Levels 4-6 on the FHEQ.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.

The accuracy of the information contained in this document is reviewed by the University.

2. OVERVIEW

Programme/award title(s)	BA (Hons) Visual Communication Design
Teaching Institution	Jiangxi University of Technology
Awarding Institution	Richmond, the American International University in London
Date of last validation	June 2022
Next revalidation	2027
Credit points for the award	368 UK CATS credits (total credits for L4-L6 368)
Programme start date	September 2025
Underpinning subject benchmark(s)	https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16
Professional/statutory recognition	N/A
Language of Study	Chinese
Language of Assessment	Chinese
Duration of the programme for each mode of study (P/T, FT, DL)	FT
Date of production/revision of this specification	June 2025 (See chart at the end of this document for list of revisions)

3. ABOUT THE PROGRAMME

According to the development trend of visual communication design and media art in China and overseas and combined with the market, Visual Communication Design has gradually established a curriculum system with application characteristics. The professional courses are composed of professional basic courses, professional courses and practical learning courses, and construct a curriculum system of "Basic Theory + Professional Technology + Innovative Design Ability". Among them, Sketch, Colour and other professional basic courses develop students' basic modelling ability. Professional courses such as Commercial Advertising Design, Corporate Image Design, Book Binding, Packaging Design and Graphic Design develop students' practical ability to understand the art theories and methods related to Visual Communication Design and demonstrate the skills of the collection, acquisition, transformation and processing of graphics, images and words required by Visual Communication Design. Sketching and other practical learning courses strengthen students' professional skills through a cycle of practical training.

4. MISSION

The undergraduate major of Visual Communication Design is a school level characteristic major, which aims to train students to have the basic theory, professional knowledge and practical skills of Visual Communication Design, and be able to engage in design planning, design education, production service and management. This major develops students' independent entrepreneurial ability and innovative spirit through the combination of theory and practice. These major aims to help students become applied and innovative high-quality talents who understand the basic theoretical knowledge of Visual Communication Design and relevant professional skills in the design field, have the practical ability of innovation and graphic design and have the ability of project planning and management. Graduates can use visual elements, visual forms, planning communication and technical means to solve practical problems in the field of Visual Communication and improve their design and innovation ability.

5. PROGRAMME STRUCTURE

In order to meet the requirements of the UK award, students must:

- satisfactorily complete ALL required courses listed below at each FHEQ level;

- satisfactorily complete the minimum number of optional courses listed below, at each FHEQ Level;

- earn a minimum of 120 UK credits at each of the levels 4-6 (360 UK credits total)*, and;

- achieve a minimum UKGPA of 1.850.

*Please note, some programmes require a higher minimum UK credit threshold at each FHEQ level, please refer to the structure below for the programme.

For more information about Richmond's UKGPA calculations and UK Degree Classification boundaries, please refer to JXUT's dedicated UK-award policy pages.

The normal number of courses in each academic year is determined according to the actual schedule of courses in each academic year. In the first year, 15 courses are arranged for 29 credits (116 UK credits). In the second year, 10 courses are arranged for 30 credits (120 UK credits). In the third year, 10 courses are arranged for 32 credits (128 UK credits). In the fourth year, there are 11 courses with a total of 30 credits (120 UK credits).

Blue = Gen Ed / Common Foundation courses

Black = Major compulsory courses

RQF Level 3				
RQF Level 3	Course Code	Course Title	CREDITS (China)	CREDITS (UK)
3	106020101076	College English (1)	4	16
3	102030101301	University Computer Foundation	2	8
3	104010101372	Career Planning	1	4
3	107010201252	Design Introduction	2	8
3	107020201232	Colour (1)	2	8
3	107020201228	Sketch (1)	2	8
3	107020201238	Spatial Composition	2	8
3	107020201236	Composition (Colour)	1	4
3	107020201237	Composition (Plane)	2	8
3	107020201227	Sketch (2)	2	8

3	107020201231	Colour (2)	2	8
3	107020301209	Computer-aided Design (1)	2	8
3	107020301208	Computer-aided Design (2)	2	8
3	10701030421	History of Chinese Art	1	4
3	107010304243	History of Foreign Art	1	4
RQF Level 3 Credit Totals			**28**	**112**

FHEQ Level 4

FHEQ Level	Course Code	Course Title	CREDITS (China)	CREDITS (UK)
4	106020101074	College English 2	4	16
4	110010101217	Practical Writing	2	8
4	107020301187	Decoration and Design	2	8
4	107020301207	Computer Aided Design (3)	4	16
4	107020303129	Text and Layout	4	16
4	110020304096	Photography Technology and Art	2	8
4	107020304098	Graphic Creative Design	2	8
4	107040401083	Sketching	2	8
4	107020301198	Corporate Identity (VI Design)	6	24
4	107020301202	Interface Design	2	8
RQF Level 4 Credit Totals			**30**	**120**

FHEQ Level 5

FHEQ Level	Course Code	Course Title	CREDITS (China)	CREDITS (UK)
5	106020101072	College English 3	4	16
5	113010101035	Innovative Education	2	8
5	106020101070	College English 4	4	16

5	107020303154	Advertising Design and Creativity	4	16
5	107020301222	Packaging Design	4	16
5	107020301194	Commercial Advertisement Design	4	16
5	107020303182	Illustration Design	4	16
5	107020303126	Printing Process	2	8
5	107020304099	Ceramics Production	2	8
5	107020304102	Barehanded Landscape	2	8
FHEQ Level 5 Credit Totals			32	128

FHEQ Level 6				
FHEQ Level 6	**Course Code**	**Course Title**	**Credits (China)**	**Credits (UK)**
6	104010101375	Entrepreneurship Education	1	4
6	104010101374	Employment Guidance	1	4
6	107020301192	Book Binding	4	16
6	107040401085	Market Research	1	4
6	107020301199	Graphic Design	6	24
6	107020301224	Case Project Design	1	4
6	107020303975	Exhibition Design	1	4
6	107040401086	Design Exhibition Week	1	4
6	119040401009	Specialized Practice	4	16
6	119040401010	Undergraduate Practice	2	8
6	119040401011	Undergraduate Dissertation (Design)	8	32
FHEQ Level 6 Credit Totals			30	120
Total credits for UK degree (FHEQ level 4-6)			92	368

6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

Knowledge and Understanding (A)

A1: Be familiar with professional norms and industry norms in the field of visual communication design.

A2: Have a broad understanding of modelling theory and the practical ability creating art and design.

A3: Have a broad critical, historical and contextual understanding of the fundamental principles, concepts and technologies in the field of visual communication design.

A4: Understanding of the main theories, methods, modes and approaches that may be used in the field of visual communication design.

A5: Effect and influence on students' own learning and future career planning.

Cognitive Skills (B)

B1: Be able to draw established ideas, concepts and technologies from learning and research, and use the existing knowledge to solve the problems encountered in visual communication design

B2: Recognize and critically understand different concepts and methods in visual art, organization and work.

B3: Select and apply software and tools related to the field of visual communication design.

B4: Be able to critically reflect and evaluate in learning and work.

Practical and/or professional skills (C)

C1: Master and apply the basic theories and methods of visual communication art, and solve a series of problems in the field of practice by comprehensive use of artistic techniques, information dissemination, modern scientific and technological means and other achievements and methods.

C2: Use new perspectives, new technologies and multidisciplinary knowledge as the basis for improving the level of design works.

C3: Capable of independent operation and expression from planning to later implementation, team cooperation and division of labour, cross-professional communication, competition and cooperation.

Key Skills (D)

D1: Use appropriate visual style and language to effectively communicate information, views and arguments to the audience.

D2: Read and understand various forms of information, and carry out analysis and evaluation tasks related to visual communication design.

D3: Master the basic methods of literature retrieval and data query, and master the design tools to complete various visual designs.

D4: Master the thinking mode of visual communication design and have the ability of creative display.

D5: Have innovative design consciousness and understand the origin, current situation and development trend of various design styles and schools.

7. TEACHING, LEARNING, AND ASSESSMENT

Teaching Strategy

The teaching strategy adopted in the BFA Visual Communication Design degree is based on the understanding that all students will be regarded as active learners. Obviously, the exact approach will vary from course to course, depending on the learning outcomes relevant to each class.

The general components of our teaching strategies usually involve a variety of approaches, including providing many of the following:

- Regular use of formal lecture courses in all courses.
- Workshops and seminars are held from time to time in some courses.
- Use individual and/or team-based projects regularly in all courses.
- Use self-directed and guided reading regularly in all courses.
- Use audio-visual and library resources in some courses.

The combination of the above teaching methods cultivates our students' knowledge, thinking ability and practical ability.

Their knowledge is acquired through:

- Specialized lectures.
- Instruction in reading and using the Internet.
- Independent research.

Their cognitive abilities are acquired in the following ways:

- Conduct research.
- Give presentations and review student work.

Their practical skills are acquired in the following ways:

- Apply theory to practice.
- Use information technology to retrieve and process data.
- Negotiate through team projects.

Their key skills are acquired in the following ways:

- Refer to literature search, master design tools and complete design cases.
- Adopt and use appropriate language skills.

Assessment Strategy

In general, our assessment strategies are in accordance with Regulations *on Examination Management of Jiangxi University of Technology* and *Measures for Evaluation and Recording of Score of General Performance at JXUT*.

Further details may be found at:

Appendix 1 - 7.1 Regulations on Examination Management of Jiangxi University of Technology

Appendix 2 - 7.2 Measures for Evaluation and Recording of Score of General Performance at JXUT.

Grade (Comprehensive score) (Centesimal) = score of general performance (100 points*X) + score of final exams (100 points*Y). "X" refers to the proportion of the score of general performance in the comprehensive score and "Y" refers to the proportion of the score of final exams in the comprehensive score (X+Y=100%).

In general, the proportion of the score of general performance within the comprehensive score should not exceed 30%. For highly practice or skills driven courses, the proportion of the score of general performance shall not exceed 50%. Score of general performance is composed of scores of performances in class and scores of assigned works. Scores of performances in class include score of classroom disciplines, score of class attendance and score of answering questions in class. Scores of assigned works include scores of quizzes, written assignment, case study, attainment logs from experiment, presentation on skills and assessed work, 2 or 5 of which are assessed by teachers based on course features.

Students obtain their scores of final examinations by participating in final exams. According to course specification, assessment forms of final exam can be divided into "final exam" and "performance evaluation". Final exams are arranged in the last two weeks of each semester and are arranged by Academic Affairs Office, who would issue final exam handbooks for

students and for invigilators. In general, a final exam lasts for 120 minutes. Most of the final exams are conducted in a "closed-book" way. While, for courses that focus on general skills/knowledge or innovative abilities the final exams can be conducted in an "open-book" way. Performance evaluation is conducted in the last class, lasting for 90 minutes.

For students with SENDs, please refer to the syllabus for more information about SEND concessions.

8. ENTRY REQUIREMENTS

Admissions

Students are required to take part in the NCEE (Gaokao) organized by the Ministry of Education and apply for our programme. JXUT recruits students nationwide. Students majoring in Visual Communication Design also need to take an additional examination of art major, and the enrolment is based on the admission score line of local art major. The upper limit of the total admissions is determined by the Enrolment Plan approved by the provincial government.

9. EXIT AWARD REQUIREMENTS

According to the *Implementation Rules for Student Status Management of JXUT*, students who drop out after studying for one academic year or more will be granted a non-graduation Study Certificate. Students who withdraw with less than one academic year study will be given Learning Experience Certificates.

The UK CertHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4
• Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
• Merit (normally a GPA of 3.0 to 3.54)
• Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Diploma of Higher Education in Visual Communication

The UK DipHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4
120 credits at FHEQ Level 5
• Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)

• Merit (normally a GPA of 3.0 to 3.54)
• Distinction (normally a GPA of 3.55 and above for all level 4 courses)

The requirements for the UK DipHE are outlined in the sections of Table 1 and Table 2 above pertaining to FHEQ Level 4 and FHEQ Level 5 requirements.

Further details may be found at: [Academic Policies/ Implementation Rules for Student Status Management of Jiangxi University of Technology](#).

10. STUDENT SUPPORT AND GUIDANCE

There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of work-streams and services which positively impact learning as well as the total student life experience.

There are 15 teaching buildings and 34 dormitory buildings in the University, with about 9,000 dormitories. There are 328 classrooms of various types with a total seating capacity of 33,194, and a total of 230 experimental and practical training rooms. Students can study in the teaching area, listen to lectures, perform experimental (training) classes and carry out academic exchanges and cultural and recreational activities. There are 44 outdoor sports grounds and 22 sports support facilities on campus, with a total area of 113,000 square meters. There is also one large sports ground and a gymnasium building. There is also a modernized library with a total area of 33,000 square meters. The library provides a total of 3,200 self-study seats for students. In addition to normal working days, it is also open to students during non-working hours. The opening hours of the library are from 8:00 a.m. to 22:30 p.m. from Monday to Sunday.

The University has set up a Student Affairs Office which is responsible for daily management and service of students. The University arranges a counsellor for each class. The University has also set up a Student Financial Aid Management Centre which deals with student loans and scholarships, in order to ensure that students enjoy equal access to education. The mental health education centre disseminates mental health knowledge to students, provides psychological counselling and offers physical and mental health education courses.
Related web links will be provided in the future.

The University makes a variety of special provisions in exams and assessment for students with a diagnosed learning disability. This might include a physical or sensory impairment, a medical or psychiatric condition or a specific learning difficulty such as dyslexia and may require additional support or adaptations to our facilities.

If you are a student with a documented specific learning difficulty, mental health condition or physical disability you need to provide the Student Affairs Office with the appropriate documentation concerning your additional needs at the point of admission to the University, or as soon as possible after enrolment.

The university will make sure that students with mobility impairments have the required access they need to classroom space, residential areas and study space.

The student and their inspectors are informed of the provisions after they are approved, and reminders are sent to students and invigilators shortly before the examinations.

11. PLACEMENT

The University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised under the University's Internship Leadership Office and Teaching Affairs Office and executed by each secondary school respectively.

These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. There are two modes of internships: designated internship in companies with partnership of the University and individual internship in workplaces found by students themselves.

Further details may be found in *Internship Notice* at: Appendix 3 - Notice on the Internship for the Class of 2022.

The Admissions and Employment Office of JXUT provides employment guidance services for students, organizes large-scale enterprise recruitment fairs regularly every year and offers courses like Career Planning and Employment Guidance. Secondary schools organize relevant job fairs for students before graduation, providing them with information consultation, resume development and other services.

12. STUDY ABROAD

Study Aboard for this programme is not available at this moment, but we will timely monitor and listen to students' requirement and setup relevant projects or opportunities in the future when necessary

13. REGULATORY FRAMEWORK

The bachelor's degree in visual communication design is operated under the policy and regulatory of *National Standards for Teaching Quality of Undergraduate Majors in General Colleges and Universities*.

Further details may be found at: https://jwc.jxut.edu.cn/info/1745/8628.htm (No English translation available. These materials have been reviewed by bilingual staff at Richmond to verify the compliance of this programme within JXUT's regulations and that of the Chinese Ministry of Education.)

The BA (Hons) Visual Communication Design is operated under the policy and regulatory frameworks of Richmond the American International University in London, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:
• QAA (2018). The Revised UK Quality Code for Higher Education. (www.qaa.ac.uk)
• QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
• SEEC (2016). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer (www.seec.org.uk).

Ensuring and Enhancing the Quality of the Programme

The University has several methods for evaluating and improving the quality and standards of its provision. These include

- External Examiners

- Internal Moderation

- Teaching Material Review Conducted by Teaching Supervision Office

- Classroom Observations and Peer-to-peer Evaluations

- Student Feedback and Student Evaluation

- Student Forum

- Course Evaluations

- Student Feedback Staff

- New Teachers Training

- President Reception Days

- Feedback from employers

- Assessments of Ministry of Education (every 5 years)

APPENDIX 1 Curriculum Map

		Knowledge and Understanding					Cognitive Skills				Prof Skills			Key Skills				
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5
RQF Level 3																		
106020101076	College English (1)					×												
102030101301	University Computer Foundation			×		×												
104010101372	Career Planning					×				×								
107010201252	Design Introduction			×	×		×				×							×
107020201232	Colour (1)		×	×	×		×				×							
107020201228	Sketch (1)		×	×	×		×				×							
107020201238	Spatial Composition		×	×	×		×				×							
107020201236	Composition (Colour)		×	×	×		×				×							
107020201237	Composition (Plane)		×	×	×		×				×							
107020201227	Sketch (2)		×	×	×		×				×							
107020201231	Colour (2)		×	×	×		×				×							
107020301209	Computer-aided Design (1)			×	×		×		×			×						
107020301208	Computer-aided Design (2)			×	×		×		×			×						
107010304241	History of Chinese Art			×	×		×				×			×		×		

Code	Course	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
107010304243	History of Foreign Art			×	×		×				×			×		×		
FHEQ Level 4																		
1106020101074	College English (2)					×												
110010101217	Practical Writing				×													
107020301187	Decoration and Design		×	×	×		×	×			×			×			×	
107020301207	Computer-aided Design (3)			×	×		×		×			×		×			×	
107020303129	Text and Layout			×	×		×		×			×	×	×			×	
110020304096	Photography Technique and Art			×	×		×		×			×	×	×			×	
107020304098	Graphic Creative Design			×	×		×		×			×	×	×			×	
107040401083	Sketching			×	×		×		×			×	×				×	
107020301198	Corporate Identity (VI Design)	×	×		×	×	×		×	×	×	×	×	×	×		×	×
107020301202	Interface Design			×	×		×		×			×	×	×			×	
FHEQ Level 5																		
106020101072	College English (3)					×												
113010101035	Innovative Education					×				×								×
107020301222	Packaging Design	×	×	×	×	×	×		×	×		×	×	×	×		×	×
107020301194	Commercial Advertisement Design		×	×	×	×	×	×		×	×	×		×		×	×	×
107020303182	Illustration Design			×	×		×	×			×	×		×			×	
107020303126	Printing Process			×	×		×	×			×	×		×			×	

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Code	Module																		
107020304099	Ceramics Production			×	×		×	×				×	×		×			×	
107020304102	Barehanded Landscape			×	×		×		×			×							
106020101070	College English (4)					×													
107020303154	Advertising Design and Creativity			×	×		×		×			×	×		×			×	
FHEQ Level 6																			
104010101375	Entrepreneurship Education	×				×			×				×						
104010101374	Employment Guidance	×				×			×				×						
107040401085	Market Research									×			×			×	×		×
107020301199	Graphic Design							×		×			×	×	×			×	×
107020301224	Case Project Design				×								×			×	×		
107020301192	Book Binding		×		×				×				×	×					
107020303975	Exhibition Design						×					×	×	×					
107040401086	Design Exhibition Week			×												×		×	×
119040401009	Specialized Practice								×	×		×	×			×			×
119040401010	Undergraduate Practice	×		×			×					×							×
119040401011	Undergraduate Dissertation (Design)						×					×	×	×	×	×	×	×	

Programme Specification Publication Dates

Document publication date	
June 2022	Programme validation
November 2023	Reviewed and updated for academic year 2023-24
July 2024	Reviewed and updated for academic year 2024-25
June 2025	Reviewed and updated for academic year 2025-26