

HND in Graphic Design



Subject Area	Art & Design
Course Type	Higher Education
Study Level	Level 5
Delivery Mode	Full-time
Duration	2 Academic Years
Start Date	September 2025
Course Code	PFHN067

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Course Summary

Ready to dive into the world of graphic design? This HND course is your ticket to understanding how design shapes everything around us, from the ads you see to the websites you use every day. The graphic design industry is a key player in our economy, turning creative ideas into powerful visual messages that break barriers and connect with people.

In this course, you'll explore how emerging tech and social shifts are shaking things up in the design world—pushing boundaries while creating fresh opportunities. You'll learn to think like a designer, developing concepts that are not just visually striking but also relevant to the world we live in.

You'll master the process behind creating jaw-dropping work, from concept to execution, while also learning the technical skills needed to bring your ideas to life. Plus, you'll build professional skills to stand out and communicate effectively with any audience.

By the end of this course, you'll be equipped to step into the fast-paced graphic design world with confidence, ready to take on whatever challenge comes your way and make your mark in this ever-evolving field.

What You Will Learn

The aim of this course is to provide you with the skills, knowledge and understanding to achieve high performance in the international graphic design environment

- ☐ the ability and confidence to work across different business functions and to lead, manage, respond to change, and tackle a range of complex graphic design situations
- ☐ the core skills required for a range of careers in graphic design, specifically those related to management and operations
- ☐ employability skills and the knowledge essential for students with entrepreneurial, employment or academic ambitions
- ☐ an understanding of the major impact that new digital technologies have on the graphic design environment
- ☐ the insight into international business operations and the opportunities and challenges presented by a global marketplace
- ☐ knowledge and understanding of culturally diverse organisations, cross-cultural issues, diversity and values, and to allow flexible study to meet local and specialist needs.

Modules

Module A: Process & Practice

Concept & Development – Explore the history, theories, and evolution of graphic design. They will develop ideas through an iterative approach, continually refining and solving creative challenges. Students will also strengthen their technical skills to support their creative work and gain a solid understanding of professional practices in the graphic design industry.

Creative Project – This unit gives students the opportunity to apply everything they've learned in a hands-on project. They will use their knowledge of design history and context to inform their creative project. By analyzing a brief, students will develop

innovative solutions through an iterative process, perfecting their ideas along the way.

Module B: Professional Creative Practice

B1: Personal Professional Development – Students will explore how to build their personal path to success. By applying contextual knowledge, creative problem-solving, and technical skills, they'll craft a unique approach to their professional development. Along the way, they'll learn how to communicate confidently, develop a professional attitude, and build habits that will support their long-term career growth.

B2: Professional Project – In this hands-on unit, students will tackle a professional brief, using everything they've learned to produce high-quality, creative outcomes. They'll solve complex problems, refine their ideas, and produce polished work using their technical expertise. Students will also gain valuable project management skills and learn how to communicate their process and results like a true professional.

Entry Requirements

Students who have recently been in education are likely to need:

▪ a BTEC Level 3 qualification in Art and Design or Media ▪ a GCE Advanced Level profile that demonstrates strong performance in a relevant subject or adequate performance in more than one GCE subject. This profile is likely to be supported by GCSE grades at A* to C (or equivalent) and/or 9 to 4 (or equivalent) in subjects such as maths and English

▪ other related Level 3 qualifications

▪ an Access to Higher Education Diploma from an approved further education institution

▪ relevant work experience, or

▪ an international equivalent to the above qualifications.

Our Recognition of Prior Learning policy means that students' previous learning and experience can be taken into account and they may be awarded certain qualifications or modules/units of a qualification based on that learning or experience.

Work Experience

There are no work placements involved in the course.

Progression

You can either move into a graphic design related role in industry or carry on to do a top up or degree.

Disclaimer: Our prospectus, college documents and website are simply here to offer a guide. We accept no liability for any inaccurate statements and are not responsible for any negative outcomes if you rely on an inaccurate statement. We reserve the right to withdraw any programmes or service at any time.