

Changes to previous information

During the global COVID-19 pandemic, we prioritised the health, wellbeing and safety of our students and staff.

As we start the new academic year, your health, wellbeing and safety remains our top priority. This means when we return to our campuses and buildings in September 2020 social distancing and other health and safety measures will be in place. This is to help keep you, and others around you, safe. We will respond to the requirements of vulnerable students regarding their personal safety on an individual basis.

We remain committed to delivering an outstanding education and student experience both on campus and online. Like most universities, we'll be providing a mix of on-site face-to-face and digital learning and teaching. The exact mix will vary between courses and course modules taking into account teaching requirements and other considerations such as meeting the safety of vulnerable staff.

It is important to emphasise that a face-to-face, on-site experience will be delivered within the Government and Public Health England guidance and providing there are no serious unforeseeable public health issues that result in the Government introducing further lockdown measures.

Our response to the pandemic means we may have made changes to your course. This is to take account of these important health and safety measures.

We ask you to read the information provided about course changes carefully. We detail what we include in our online prospectus and explain what has changed.

You should read our statement of changes alongside any information provided in videos, at open days or in other promotional materials. This is because the information may also have been affected by the changes we had to make. We are providing this information so you can make an informed choice about whether the course remains suitable for you.

When you register for your course, you will be asked to confirm you have read about our changes and you agree to them. It means that by choosing to continue with your application, and register with us, you accept these changes and are happy to study your course with us.

We really look forward to seeing you in the next academic year. In the meantime, if you want to find out more about University life from this September, and being part of our supportive and welcoming community, please visit our [September 2020 web pages](#).

Current published course related information		
Course title	Graphic Design	
Award level	BA – Single honours only	
How do you want to study?		
Start Date	Sept 2020	
Modes of study	Full-time Part-time	
Duration	3 years full-time 6 years part-time	
UCAS code	W210	
Location	Canterbury	
Partner institution	N/A	
Available with a Foundation Year	Yes	
Overview		
	<p>Graphic Design involves developing your individual skills as a professional designer from the moment you arrive at our purpose-built studios.</p> <p>You'll leave with a professional portfolio based on your own interests, an in-depth knowledge of graphic design software (Adobe Creative Cloud), tools (risograph printing, laser cutting and etching, screen printing) and interpersonal skills equipping you to succeed in a competitive industry.</p> <p>Throughout the course you'll put your skills to use working with practising designers completing live briefs and entering national competitions. To capitalise on your design work, you'll learn business and entrepreneurial aspects of the industry through working with a professional design agency.</p> <p>The course is taught in specialist graphic design studio spaces in the new Daphne Oram building where you will have access to industry-standard software and a range of art and design technologies. We encourage,</p>	

	<p>and support you, to take on freelance commissions throughout the course.</p> <p>Dr Kate McLean, an internationally renowned creative smellmap designer, leads a team of graphic design industry specialists who care about your passions, your interests and your work.</p>	
<p>Why study Graphic Design?</p>		
	<p>Good designers are always in demand and having the knowledge, creativity and determination will help you find the right job, take on freelance work and even give you the confidence to set up your own business.</p> <p>From day one, we'll consider you as designer with thoughts and opinions that can lead to great ideas and impactful work.</p> <p>Read less We'll support you in building your creative confidence, technical skills and critical understanding so that you can step outside of your comfort zone and push your designs to the limit. To do this, you'll hone your software proficiency in Adobe Illustrator, Photoshop, InDesign, AfterEffects, XD and Acrobat, learn the basics of coding for web and make data visualisations using Tableau to communicate global stories.</p> <p>For every module, you'll complete two briefs resulting in 10 new portfolio projects at the end of the first year. Some work will emulate industry in that you'll work in teams; for other briefs you'll work alone as if commissioned by a client. All your course tutors work in the profession and bring their exceptional experience into the studio directly to you.</p> <p>Although this is primarily a practical course, you'll also: study the history of design; analyse the contributions of global key designers; assess the sustainability of existing design methodologies and develop new ones for an emerging world.</p> <p>Our course is ideal if you want to study a creative and practical degree and emerge</p>	

	<p>with a range of transferable graduate skills. You might have a background in graphic design, or equally art, product design, IT or photography; all we ask for is your commitment to the course and our community.</p>	
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Entry requirements	<p>A typical offer would be 88-112 UCAS Tariff points</p> <p>Applicants have the opportunity to demonstrate their suitability for the chosen programme through the presentation of a portfolio of relevant practical work.</p> <p>More information about entry requirements.</p>	
About the course		
Year 1	<p>During Year 1, you'll develop the skills essential to graphic design, including a rapid introduction to coding and scripting, and games design software.</p> <p>The academic year is split into two semesters. Semester 1 focuses on introducing the design process and a range of software and practical skills. In this first semester you'll be introduced to practical design skills required for print and for web design, learn the fundamentals of meaningful research, how to critique and the basics of coding.</p> <p>Semester 2 focuses on broadening your experience into the printmaking studio through screen printing and other physical techniques to produce your designs for awareness-raising T-shirt designs. You'll also discover how animation works in both 3D and 2D, modelling your ideas and making design come to life. In this semester you also look at the History of Design and understand the context in which designs have been produced across cultures and ages.</p> <p>Your tutors will encourage you to consider other designers, great designs and the wider world around you as you work.</p>	<p>During Year 1, you'll develop the skills essential to graphic design, including a rapid introduction to the design process and the fundamentals of specialist graphic design software – Adobe Illustrator, Photoshop and InDesign.</p> <p>The academic year is split into two semesters. Semester 1 focuses on introducing the design process and a range of software and practical skills. In this first semester you'll be introduced to practical design skills required for print and for web design, learn the fundamentals of meaningful research, how to critique and the basics of coding.</p> <p>Semester 2 focuses on broadening your experience into the printmaking studio through screen printing and other physical techniques to produce your designs for awareness-raising T-shirt designs. You'll also discover how animation works in both 3D and 2D, modelling your ideas and making design come to life. In this semester you also look at the History of Design and understand the context in which designs have been produced across cultures and ages.</p> <p>Your tutors will encourage you to consider other designers, great designs and the wider world around you as you work.</p>
Year 2	In Year 2 you'll follow the same model introduced in Year 1 but will also choose some optional modules creating new	In Year 2 you'll follow the same model introduced in Year 1 but will also choose some optional modules

	<p>portfolio pieces with every module you complete. In Semester 1 you will learn about typography and create typographic logos, cards and an editorial layout for a newspaper and you will consider the creative potential of the materials and processes around us in everyday environments to develop your own self-initiated visual communication brief. You will study how design works with the people it seeks to inform as you suggest sustainable design processes for the future.</p> <p>In Semester 2 you'll work on a group project with a local design agency who will set you a brief and act as your mentors. This will enable you to expand your professional network and create opportunities for work in the future. You will also consider ethics as you design for evil and for good creating packaging and design interventions to make people stop and think. You'll have the option of spending time at an international partner institution as part of the Global Experience in Media, Art and Design module or work to design playful interactive design interventions.</p> <p>Your second year further builds your software and design skills as you develop individual specialisms and know your personal design strengths.</p>	<p>creating new portfolio pieces with every module you complete. In Semester 1 you will learn about typography and create typographic logos, cards and an editorial layout for a newspaper and you will consider the creative potential of the materials and processes around us in everyday environments to develop your own self-initiated visual communication brief. You will study how design works with the people it seeks to inform as you suggest sustainable design processes for the future.</p> <p>In Semester 2 you'll work on a group project with a local design agency who will set you a brief and act as your mentors. This will enable you to expand your professional network and create opportunities for work in the future. You will also consider ethics as you design for evil and for good creating packaging and design interventions to make people stop and think. You'll have the option of spending time at an international partner institution as part of the Global Experience in Media, Art and Design module or work to design playful interactive design interventions.</p> <p>Your second year further builds your software and design skills as you develop individual specialisms and know your personal design strengths.</p>
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<p>Year 3</p>	<p>In Year 3 you'll consider the role of infographics and data visualisation and the responsibilities of the designer to convey information accurately as you also build work-related portfolio, networks and options to showcase yourself and your work. You will work with a local charity using your skills to benefit the causes and campaigns of others.</p> <p>You have two major pieces of work across the two semesters; in both you will plan, research, design and develop a major research project. One outcome will be a Final Major Project and the second will be a Dissertation that can be either written or practical.</p> <p>At the end of your third year you will use your design skills and contribute your design work to an end of year degree show in the Daphne Oram Creative Arts building.</p>	<p>In Year 3 you'll consider the role of infographics and data visualisation and the responsibilities of the designer to convey information accurately as you also build work-related portfolio, networks and options to showcase yourself and your work. You will work with a local charity using your skills to benefit the causes and campaigns of others.</p> <p>You have two major pieces of work across the two semesters; in both you will plan, research, design and develop a major research project. One outcome will be a Final Major Project and the second will be a Dissertation that can be either written or practical.</p> <p>At the end of your third year you will use your design skills and contribute your design work to an end of year degree show to celebrate and showcase your capabilities a professional, resilient, independent, self-motivated graphic designer.</p>
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Module information

Please note that the list of optional modules and their availability may be subject to change. We continually review and where appropriate, revise the range of modules on offer to reflect changes in the subject and ensure the best student experience. Modules will vary when studied in combination with another subject.

Core year 1

	<p>Design Principles Core module - (20 Credits)</p> <p>You'll study the underlying principles of design from figure-ground to Fibonacci, from colour to kerning, from storytelling to hierarchy. You'll complete two design briefs, which will be critiqued by fellow students and external critics.</p>	
	<p>Design Fundamentals 1 Core module - (20 Credits)</p> <p>The production of original visual material making use of principles is vital to graphic design. In this module you'll be introduced to designing for print and how graphic design conveys messages, meaning and information compositionally through the development of shape, structure, balance</p>	

	<p>and hierarchy, and semantically through typography. You'll investigate and research through watching and walking, then create and communicate using professional image production software and associated processes and techniques (such as applications in the Adobe Creative Suite).</p>	
	<p>Design Fundamentals 2 Core module - (20 Credits)</p> <p>Every graphic designer needs to understand the limits and possibilities of designing for web. You'll study the basic concepts of web design and production using industry standard tools and techniques. You'll be introduced to a range of different technologies and practices that will give you an insight into how the web works and the different ways of producing material for it. At the same time, you'll exercise your brain with more theoretical concepts such as Web standards, Human Computer Interface (HCI), Accessibility and Usability.</p>	
	<p>Image Core module - (20 Credits)</p> <p>As a designer, the capacity to generate your own visuals renders you highly valuable. In this module you'll explore the production of images using a range of equipment and tools to fulfil design briefs. Initial sessions will cover a range of manual illustration styles and the equipment required to complete them and also cover a range of digital and photographic and hybrid technologies and approaches. You'll learn to transition between physical and digital in the creation and preparation of images to be used to convey messages and moods.</p>	
	<p>Moving Image Core module - (20 Credits)</p> <p>The smallest movement can command massive attention. As a designer, possession of video and animation skills will impact on your design solutions. You'll be introduced to basic digital video production practical skills and produce a short animation for web-based distribution. In doing so, you'll explore the technical considerations of encoding, bandwidth and interaction. You'll</p>	

	be encouraged to make experimental use of digital and analogue animation techniques with reference to other creative forms such as flip books, stop -motion, motion graphics.	
	<p>History of Design Core module - (20 Credits)</p> <p>Design is even more meaningful when it is understood in context. This module encourages you to situate design within the broader cultural, political, artistic and commercial contexts as you examine both past and contemporary practices and practitioners. The knowledge and understanding you acquire through this module will directly inform your preparation and design development for the project modules. While this content is intended to support and underpin your practical project development, you are also expected to engage in essay writing and develop skills in research and the articulation of arguments through writing.</p>	
Optional year 1		
	N/A	
Core year 2		
	<p>Design Project: Materials and Processes Core module - (20 Credits)</p> <p>Materials and processes lie at the very heart of design; from the tactile qualities of screen printing to the functionality of apps, the ways that paper can be folded and scored to the physical illumination of light sources. By understanding what materials are used for and capable of, you'll also be able to present novel and challenging uses, enabling design innovation and the creation of unexpected solutions to briefs. This project is based on recognition of the critical importance of materials and processes (physical and digital), the very constituent materials that the designer must work with and use to solve problems. It forces you to critically assess materials for their utility and qualities, seeking new ways of applying them within the confines of a design brief.</p>	
	<p>Design Project: Interpretation and Translation Core module - (20 Credits)</p>	

	<p>Translation is an indispensable tool, a means to convert information from one medium to another whilst retaining the message and its spirit. Interpretation here requires you to take a journey into the realm of hidden stories and little-known facts. Through exploration of how interpretation and translation can spark imagination and conjure the invisible, you'll produce memorable and meaningful experiences that educate, entertain, inspire and evoke. All designers must be comfortable in their ability to interpret and translate, from client to audience, from word to image, from miniature to giant. You'll undertake two design briefs, one in response to a field trip, and much experimentation linked by ideas of design authorship.</p>	
	<p>Design Theory: User-centered Design Core module - (20 Credits)</p> <p>This module further develops your understanding of the interconnectedness of theory and practice within graphic design, and in particular the critical importance of understanding the needs, demands and perspectives of audience and client. You'll gain a perspective on the themes and complexities explored within the project modules (materials and processes, interpretation and translation, play and interaction, and intervention and provocation). You'll also explore critical and often contradictory perspectives on these themes, through exemplars and texts.</p>	
	<p>Design Project: Intervention and Provocation Core module - (20 Credits)</p> <p>Design is active, it naturally calls for and brings about change and so the actions of the designer have weight, significance, and ultimately responsibility. This project recognises the critical importance of the design's ability to call for and bring about change, and within it you'll explore the ways that you can intervene and provoke reflection and change. You'll recognise that</p>	

	<p>the designer is not simply a subordinate element of a commercial design process, but that design can be used for social good, questioning the status quo and normative behaviours. This project forces you to critically assess the messages and prevailing social context of design and designing, seeking ways of exploring and applying this within the confines of a design brief.</p>	
	<p>Graphic Design Agency Core module - (20 Credits)</p> <p>You'll set up your own design agency and then take on a brief from a local professional design company whose senior team act as your mentors for the duration of the module. You'll visit their studio, receive a brief and present in their boardroom. The best designers may be offered internships and even part-time employment – this is great for your CV and for when you graduate. You'll learn when to ask high-gain questions and when to be confident in your own design decisions. You'll also witness first-hand the pace at which the world of branding and marketing works.</p>	
<p>Optional year 2</p>		
	<p>Design Project: Play and Interaction Optional module - (20 Credits)</p> <p>Play is how we engage our human brains to develop novel ideas and solutions. How do we design for play? How can design seek to evoke a sense of enjoyable? How we play and interact with design becomes paramount to understanding the user experience and engagement. All designers must be comfortable in their ability to explore notion of play and interaction; you'll make and also learn how to critically analyse users' needs and define user experience through systematic research principles, play and interaction methods.</p>	
	<p>Global Experience in Media, Art and Design Optional module - (20 Credits)</p> <p>This module offers you the opportunity to respond to a media brief set by a foreign client, in a foreign university with foreign and other Media, Art and Design students.</p>	

	<p>The module consists of five taught sessions across semester 2 and a one-week field trip to a European partner university. Undertaking this module will challenge you to become aware of your own cultural assumptions, and how these might inform professional practice to develop an informed understanding of other people's ways of thinking and acting in the world. You'll develop skills to assist you to communicate and operate effectively and appropriately within multicultural contexts and teams. In addition, you'll acquire specific, critical understanding of how similar and different the practice of your future profession may be in different national and/or cultural environments, and develop an intercultural set of skills enabling you to navigate across cultural similarities and differences in your future career.</p>	
Core year 3		
	<p>Design Practice: Employability and Exhibition Core module - (20 Credits)</p> <p>You'll learn skills of entrepreneurship and the business of design from practicing professionals. You'll develop a complete portfolio of materials to enable you to apply for jobs within the creative industries or work as a freelancer. Visiting lecturers will help you hone your portfolio and provide you with useful ideas to develop your own contact network for future internships and work experience. Exhibiting your work is intended to ensure you realise the importance of presentation within a public arena.</p>	
	<p>Design Project: Simplicity and Complexity Core module - (20 Credits)</p> <p>Designers constantly negotiate the relationship between simplicity and complexity often encountering situations where design can only make incremental or temporary improvements. The worlds of infographics and data visualisation aid humans to rationalise, examine and interact with their surroundings. In addition to being a humbling and useful concept to engage</p>	

	<p>with, simplicity and complexity also helps prepare you for the pitfalls and challenges within a Final Major Project that follows after this module. You'll uncover the ways that design can respond to messy real-life contexts.</p>	
	<p>Graphic Design: Final Major Project Core module - (40 Credits)</p> <p>You'll be guided and supported as you undertake an individual research and design project into a topic of personal interest. Using research-through-design, you'll investigate, explore and communicate your findings using your skills as a designer. The Final Major Project is your chance to conceive, plan and create a major project under your own initiative with tutorial support from subject-specialist tutors. Introductory seminar sessions will encourage you to work swiftly; examining a variety of projects and related outcomes. Early workshops will develop your capacity to generate ideas, plan your time, and write your proposal. Your Final Major Project is your opportunity to produce a substantive piece of work that represents the culmination of your understanding and ability in your chosen areas of creative, graphic design practice.</p>	
	<p>Graphic Design: Dissertation Core module - (40 Credits)</p> <p>Your dissertation is an individual study that explores an idea and makes a case or argument. You'll be supported in the completion of a proposal form indicating the proposed topic for study explaining how it sits within graphic design as a discipline, and mention any resources considered to be essential to collect data and to lead to its completion. You'll be expected to produce a written individual study of approximately 8,000 words. A 200-word abstract at the beginning of the piece will summarise the topic, the approach adopted and the main conclusions. Your individual study can embrace any topic related to graphic design, either a further development of work explored earlier in the Programme or a new</p>	<p>Graphic Design: Mixed Media Research Methods Core module - (20 Credits) AND Graphic Design: Mixed Media Essay Core module - (20 Credits)</p> <p>A dissertation is an individual study that explores an idea and makes a case or argument. You'll be supported in the completion of a proposal form indicating the proposed topic for study explaining how it sits within graphic design as a discipline, and mention any resources considered to be essential to collect data and to lead to its completion. Overall you'll be expected to produce a written individual study of approximately 8,000 words split across this module and Mixed Media Essay. A</p>

	<p>topic that sits within graphic design. You'll be expected to indicate how the proposed dissertation intersects with graphic design as a discipline – this therefore allows you to propose emergent and novel dissertation subjects but ensures that you remain focused upon and within graphic design as a discipline.</p>	<p>200-word abstract at the beginning of the piece will summarise the topic, the approach adopted and the main conclusions. Your individual study can embrace any topic related to graphic design, either a further development of work explored earlier in the Programme or a new topic that sits within graphic design. You'll be expected to indicate how the proposed dissertation intersects with graphic design as a discipline – this therefore allows you to propose emergent and novel dissertation subjects but ensures that you remain focused upon and within graphic design as a discipline.</p>
Optional year 3		

How you'll learn

<p>Teaching</p>	<p>You'll be taught through a combination of lectures, seminars and practical workshops.</p> <p>Each module will require you to respond to at least one 'brief' (as in industry). The brief will specify your design challenge, itemise resources and assets, note any restrictions and advise a schedule of activities.</p> <p>During practical workshops you'll gain the skills and technical knowledge needed to respond to the briefs. 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. You'll then be in smaller groups for seminars to enable you to discuss and develop your understanding of topics covered in lectures and to express your ideas, observations and experiences in a supportive academic environment.</p> <p>You'll regularly present your work during critiques, where academic staff and your peers will help you to develop your work and you'll also meet with your academic personal tutor to get personal support throughout the course.</p> <p>You'll typically have around 12 contact hours per week, but your actual contact hours depend on any optional modules you select.</p> <p>All courses are informed by the University's Learning and Teaching Strategy 2015-2022.</p>	<p>You'll be taught through a combination of lectures, seminars and practical workshops. These will take place both in the studio environment and online; this is known as blended teaching.</p> <p>Each module will require you to respond to at least one 'brief' (as in industry). The brief will specify your design challenge, itemise resources and assets, note any restrictions and advise a schedule of activities.</p> <p>During practical workshops you'll gain the skills and technical knowledge needed to respond to the briefs. 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. You'll then be in smaller groups for seminars to enable you to discuss and develop your understanding of topics covered in lectures and to express your ideas, observations and experiences in a supportive academic environment.</p> <p>You'll regularly present your work during critiques, where academic staff and your peers will help you to develop your work and you'll also meet with your academic personal tutor to get personal support throughout the course.</p> <p>You'll typically have around 12 contact hours per week, but your actual contact hours depend on any optional modules you select.</p> <p>All courses are informed by the University's Learning and Teaching Strategy 2015-2022.</p>
<p>Independent study</p>	<p>When not attending lectures, seminars, workshops or other timetabled sessions, you'll continue learning through self-study. Typically, this involves working on briefs and preparing for coursework assignments, workshops and seminars, reading journal</p>	<p>When not attending lectures, seminars, workshops or other timetabled sessions, you'll continue learning through self-study. Typically, this involves working on briefs and preparing for coursework assignments,</p>

	<p>articles and books and undertaking research in the library. Independent learning will take up to 24 hours per week.</p> <p>Your module tutor will direct you towards specific readings and/or activities to complete before class.</p> <p>In some of your modules in Year 2 and Year 3, you'll undertake independent research working under the supervision of a member of the course team. You will meet with your supervisor regularly and they will support you to ensure you carry out your research effectively and reach your full potential.</p>	<p>workshops and seminars, reading journal articles and books and undertaking library research. Independent learning will take up to 24 hours per week.</p> <p>Your module tutor will direct you towards specific readings and/or activities to complete before class.</p> <p>In some of your modules in Year 2 and Year 3, you'll undertake independent research working under the supervision of a member of the course team. You will meet with your supervisor regularly and they will support you to ensure you carry out your research effectively and reach your full potential.</p>
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Overall workload	While your workload will change in response to deadlines, you should see your studies as a full-time job of at least 36 hours per week.	
Academic input	<p>The team consists of highly qualified academics, who have interests and experience in diverse areas of graphic design. All of the teaching team hold teaching qualifications and are research-active, sharing a range of expertise and experience. They all have experience in delivering research-informed teaching. For more information see individual staff profiles and our professional practice web sites:</p> <p>Dr Kate McLean (Programme Director) – https://sensorymaps.com</p> <p>Shelley Bartlette – http://www.shiveringsands.co.uk/</p> <p>Rob Flowers – https://robflowers.co.uk/</p> <p>Tony Lyons – http://www.estuaryenglish.co.uk/</p> <p>Tom Kell – http://tomvek.tv/</p> <p>Rachel Hancock – https://www.rachellouisedesigns.co.uk/</p> <p>The programme is led by Dr Kate McLean, an internationally renowned sensory designer and creator of smellmaps. Kate holds an MFA in Graphic Design and a PhD in Communication Design from the Royal College of Art. She co-edited a book, "Designing with Smell: Practices, techniques and Challenges" published in 2018. Kate is currently working on smell-based research projects with communities and hospitals.</p>	
How you'll be assessed		
Year 1	80% practical coursework 20% written coursework	
Year 2	80% practical coursework 20% written coursework	
Year 3	67% practical coursework 33% written coursework	
Fees		

UK/EU	Full-time £9,250	
	Part-time £4,625	
Overseas	Full-time £13,000	
	Part-time N/A	
Course specific costs		
Professional toolkit	We advise you to put together a professional, practical toolkit that includes waterproof black ink pens, a range of pencils, sketchbooks, paints, scalpel, cutting mat, glue, cork-backed metal rule.	We advise you to put together a professional, practical toolkit that includes waterproof black ink pens, a range of pencils, sketchbooks, paints, scalpel, cutting mat, glue, cork-backed metal rule. See
Professional accreditation	N/A	
Industry links	We work with a range of design companies and other industry partners as the initiators of live client briefs. In recent years these have included Finally Agency, Rising Sun Domestic Abuse Charity, The Goods Shed, The Beaney House of Art & Knowledge, Red Bullet Agency, Edible Kingdom, John Baxter (Parisian author and literary walking tour guide), Broadstairs Folk Festival, Saga Holidays, Greyhound Board of Great Britain, Sea Green Art and The Canterbury Society.	
Other important information		
	You can study stand-alone modules in Contemporary Language Studies as part of, or alongside, your course. Even if you study languages in addition to your undergraduate degree the extra classes are free of charge, making this a great way to enhance your CV.	
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