

BA(Hons)

DESIGN FOR PUBLISHING

“A focus on typography and the details of design sets us apart from many other graphic design courses.”

Vicky Winteringham
COURSE TUTOR

ABOUT THE COURSE

The Design for Publishing BA(Hons) degree at Norwich has the communication of information at its heart. The course explores the interrelated fields of typography, layout, pagination and formatting. It also instils the vital need for flawless attention to detail.

At all times the end medium must be kept in mind, whether print or electronic. Effective publishing techniques are developed for magazines, newspapers, books, leaflets, brochures, catalogues and the web. This specialist branch of graphic design demands that students' creativity is informed by the editorial content of the communication they are designing for. Legibility and readability must also be considered otherwise the interaction between publisher and reading audience will be unsuccessful.

Our graduates hold positions in many leading magazine and book publishers and design groups, as well as with major clients throughout the worlds of design and advertising.

A distinctive feature of the course is its inclusivity. Your study of Design for Publishing will be complemented by projects in a number of other graphic design disciplines. You will finalise your education pathway later in your first year.



LEVEL ONE

In your first semester you will be introduced to the Design for Publishing specialism and also undertake relevant projects working alongside students from other design disciplines. This broad-based approach to introductory studies has been one of the foundations of our success. At the end of this general period of study, you will have developed an awareness of different models of practice. This marks a crossroads in your learning. Your multi-disciplinary experiences will inform your ongoing approach to design. Alternatively you may wish to branch off into another course at this stage although in practice most students remain committed to the Design for Publishing course.



LEVEL TWO

In Level Two the priority is to really develop your understanding of Design for Publishing. You will hone the skills, attitudes and approach to design practice necessary to create great creative work and to build the vocational skills most valued by potential

employers. On this dynamic course an exciting opportunity can arise at any time. This could be receiving a real brief from an external client, the chance to collaborate with students from other courses or the possibility to undertake a work placement working in a book or magazine publishing house or graphic design studio. Recent work placements have been with Penguin Books, Dorling Kindersley, Esquire, Haymarket Publishing and The Sunday Times amongst others.

LEVEL THREE

In Level Three you will refine your creativity and professionalism and will inevitably be thinking about your next steps on completion of the course. The course tutors will ensure you are equipped to make informed decisions about career pathways or the possibilities of postgraduate education. Support studies aim to further prepare you for a successful career by introducing aspects of business and industry practice.

Alongside studio work, you will undertake a dissertation of around 5,000 words.

Students who successfully complete their undergraduate studies are able to progress to a range of MA courses within the University College, subject to the fulfilment of entry criteria.

WHAT MAKES US SPECIAL

We have a great employment record. In recent years students have found work with major book and magazine publishers, national newspapers and graphic design studios. These include: John Brown Publishing, Haymarket Publishing, The Sunday Times, Glazers, Pearson Education, Turnbull Gray, Dorling Kindersley, Grade Design, MacMillan Books, 85four and Harper Collins.

Our students regularly win prizes, including prestigious Design and Art Direction Awards. Recent prizes include: gold and bronze in the PaperCo Student Awards, 'Best Use of Illustration' in the National Business Calendar Awards and 'Best Student Book of the Year' in the British Book Design & Production Awards. Our students also enter the International Society of Typographic Design Student Assessment Scheme with continuing success. We have a good record of placing students in postgraduate education, including Central St. Martins and Camberwell as well as here at NUCA.



About You and Your Portfolio

Your portfolio should show evidence of graphic work in a variety of formats, including typography, drawing, design research, photography, printmaking and experimental work involving colour, form and expression. At interview you will be asked to present your work and demonstrate your suitability to, and enthusiasm for, Design for Publishing.

You will also be asked to produce written work to illustrate your ability to successfully undertake the Critical Studies element of the course.

Qualifications

For details of entry qualifications please refer to page 94.

The Small Print

UCAS Code: N39
Course Code: Route A: W211

For further information please email:
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