

BA(Hons) GRAPHIC DESIGN

“The creation of ‘the idea’
as the fundamental element
of a design solution.”

Phil Gray
COURSE LEADER

ABOUT THE COURSE

Over a number of years the Graphic Design course has proved phenomenally successful, predicated on the value of creative ideas and covering areas such as corporate identity, branding, publicity, packaging and editorial design.

Former students hold positions in many of the leading design groups in the industry; our graduates find their NUCA credentials very attractive to potential employers.

The fundamental cornerstone of the course is the development of ideas. We believe that it is this that maintains our reputation as one of the leading Higher Education providers in the country. A distinctive feature of the course is the Level One programme, in which students study Graphic Design alongside complementary courses before confirming their specialism later in their first year.

The BA(Hons) Graphic Design course is structured around two main avenues of study. Firstly students engage in the acquisition of essential practical skills through workshop based projects.

Alongside this, Critical Studies tuition aims to develop theoretical and intellectual competence to strengthen creative decision making and practice.

Although both elements have distinct academic objectives, they are considered to be integral and to share common concerns. Through study in both areas students build up a considered, well-rounded context to their individual interests and creative development.



LEVEL ONE

Your course begins with an introduction to Graphic Design working alongside students from other design disciplines. The breadth of this experience will provide you a unique understanding of the disciplines that orbit your own.

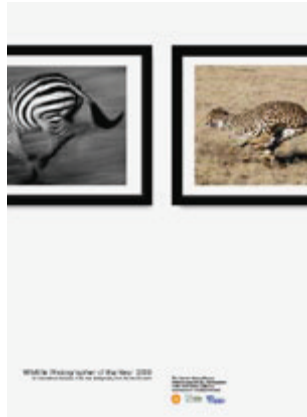
This general period of study rates highly with students and is core to the successes of the course as a whole. You will have developed an awareness that will enable you to make an informed choice should you wish to change at the end of the first semester.

LEVEL TWO

Having confirmed your commitment to Graphic Design, Level Two focuses on the provision of the attendant skills and ways of thinking that are required to excel in this area.

The work is largely hands-on and project based. You may be working with students studying other courses in a creative partnership. Alternatively you may be trying your hand on a brief from a demanding real world client or perhaps enjoying an assignment in a commercial graphic design studio.

Companies who have offered our students placements include Carter Wong Tomlin, Hat-Trick, Turner Duckworth, The Partners, Design Bridge, Smith and Milton, Identica, Coley Porter Bell and Pearlfisher.



LEVEL THREE

Level Three starts with you undertaking a dissertation into a topic that really captures your graphic imagination. You will then focus on finalising your development into becoming a viable industry-ready graduate bursting with original talent, pertinent ideas and the relevant skills to deliver them.

You will be involved in steering the direction and content of your studies to ensure your full potential is realised. To prepare you further for a career in the creative industries you will be introduced to aspects of business and professional studies.

WHAT MAKES US SPECIAL

In recent years students have found employment in major design studios, including: Williams Murray Hamm, Hat Trick, Brandhouse, Dew Gibbons, Design Bridge, Pearlfisher, Coley Porter Bell, Turner Duckworth, Blue Marlin, Ziggurat, BR&ME, Carter Wong Tomlin, Bloom and The Partners.

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

Our students have won many prizes in recent years, including prestigious Design and Art Direction Awards. Recent successes include: winner and runner-up in the D&AD Student awards, two first prizes in the Coley Porter Bell 'Shine' competition, winners and runners-up in the Design Bridge branding competition and three commendations in the YCN awards.

The course also undertakes many commissions and 'live' projects for industry and the community.

About You and Your Portfolio
Interviews allow applicants to respond to questions about the work in their portfolio and to ask questions of the course staff. The portfolio itself should reflect the applicant's previous studies in the best light. It may show evidence of graphic work in a variety of formats, including drawing, design research, photography, printmaking, typography and experimental work involving colour, form and expression. Applicants will also be asked to bring a marked essay to assess their 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: W210

For further information please email:
graphicdesign@nuca.ac.uk

