

# BA(Hons) VISUAL STUDIES

“We create. We spend time trying to understand the meanings of what we create. We make things happen. We make sure that things we produce suit their environment.”

Chris Locke  
COURSE LEADER



## ABOUT THE COURSE

**What is being communicated? To whom? How? Centring on these questions, this course explores how creativity and innovation lead to articulate ways of putting across ideas and concepts.**

By understanding the message, its medium and its audience, students learn efficient, effective forms of communication.

The diversity of media and processes considered by students is only limited by their imaginations and the self-propelled, non-disciplinary approach of the course encourages collaboration, a questioning of assumptions and reflects current creative practice.



### LEVEL ONE

To begin, we all get to know each other: a most basic form of communication in itself. You will meet your fellow students, tutors and technicians and explore the workshops and facilities. As you acquire fundamental skills you will also increasingly explore how to learn for yourself and to take responsibility for your own progress. Staff support is on hand to enable this to happen, as is the course peer support system.

You will embark upon two projects of varying direction and duration then undertake a location based research assignment. In the last few years the course has visited Berlin, Bratislava, Riga, Barcelona, Prague, Dublin, Krakow, Vienna, Canada, Iceland and Florence as part of this task. You will end your first year by studying the importance, use and context of words in communicative work.

### LEVEL TWO

In Level Two space is given for you to develop work beyond the constraints of the studio environment: work that provides an invaluable real world context. Units of study entitled 'What', 'Why', 'How' and 'Where' emphasise materials, media, meaning, strategic development and contexts.

Throughout, you will be increasing your awareness of the component materials that make up your work, the work's intention, placement and its relationship to audiences. There are a number of opportunities for travel including field trips, projects and study in other locations.

### LEVEL THREE

Your capabilities will continue to expand and become more sophisticated and considered. By identifying clear objectives and using creative enquiry you will produce work that demonstrates the successful resolution of your initial intentions. You will make strategic choices that will equip you to fulfil your career aspirations.

Through independent study you will further investigate the interaction between making, meaning and context and create a coherent syntheses of these elements. Students are supported during the year by staff and the Visual Studies Graduate Assisted Learning Scheme wherein past students give their time to support current students.

### WHAT MAKES US SPECIAL

The University College has excellent workshops, which are available to Visual Studies students. These are all supported by technicians who can advise on processes and materials.

Graduates from the course have been successful in gaining employment and large numbers are now working throughout the UK and overseas in a wide range of disciplines including publishing, costume, graphic design, writing, museum exhibition design, illustration, photography, arts administration, education, broadcasting, art practice, curating, mental health work, performance and music. The course maintains contact with its graduates through the Visual Studies Alumni and Graduate Assisted Learning Scheme, affording current students contact with many graduates who are earning their living in the creative industries.

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.

Exhibitions of student work are regularly held. Some students opt to do work place experience with schools, colleges or commercial companies both nationally and internationally. Student work is frequently published and broadcast.

#### About You and Your Portfolio

The interview panel will look to you for evidence both of a connection with communication in its broadest sense (including curiosity, enthusiasm and an interest in people) and clear reasons why this course is your most suitable choice. Conversely this application process will also assess the course's suitability for you. You are advised that a visit to NUCA to see the course environment prior to application is very much recommended.

#### Qualifications

For details of entry qualifications please refer to page 94.

#### The Small Print

UCAS Code: N39  
Course Code: Route A: W100

For further information please email: [visualstudies@nuca.ac.uk](mailto:visualstudies@nuca.ac.uk)

