

FOUNDATION DEGREE (FdA)  
WITH OPTIONAL 1 YEAR TOP-UP TO BA(Hons)

# GRAPHIC COMMUNICATION

“Global design is constantly changing. Graphic Communication at Norwich embraces this change and equips students with creative thinking and professional understanding.”

Andy Campbell  
COURSE LEADER

## ABOUT THE COURSE

**Graphic Communication is at the core of everyday life in domestic, leisure, social and workplace environments, and there is increasing demand for high quality graduates with creative skills relevant to the communication industries.**

These future designers will also need to embrace a greater awareness of the symbolic, ethical and sustainable requirements expected from the contemporary cultural and creative sector. The course stresses the importance of harnessing analysis and theory to solve practical problems, whilst also developing the creative abilities of individuals.

Rather than emphasising individual disciplines the syllabus is vocationally focused and provides students with the skills and knowledge relevant to employment within a wide spectrum of creative enterprises. The course's overarching aim is to produce industry-ready graduates with the up-to-date skills demanded by the workplace.

A balanced approach to traditional design, communication skills and principles, is coupled with exposure to relevant areas of digital media and business awareness. Work-related learning is delivered through placements within the graphic communication industry as well as 'live' briefs and industry-mentored projects.

Students who successfully complete a Foundation Degree are able to progress to BA Honours Level Three, subject to the fulfilment of the entry criteria. We also accept applications to Level Three by Foundation Degree students from other institutions.



## LEVEL ONE

Level One aims to provide you with a broad graphic communication and design experience. You will engage with a range of technical skills together with the study and application of conceptual and creative thinking. An investigation of typographic design, image creation, photography, print, layout and the application of word and image is undertaken, supported by training in relevant software.



Projects, working to real and simulated briefs, will expose you to a range of end user disciplines including advertising, promotion, corporate identity, information and publishing design, web and interactive communication and product packaging.

Through our Critical Studies programme you will develop a host of interpretive and theoretical skills such as creative thinking and

visualisation that will improve your professional outlook. There may also be opportunities for work-based learning both in the studio and through work placements within industry.

## LEVEL TWO

Level Two offers you a programme of further study that sets out to enhance your intellectual, imaginative and technical abilities through integrated academic and work-based learning. The study programme enables you to shape your experience according to your individual interests. There are opportunities for group work and further placements, which will expose you to current business and professional practice.

You will explore the context of your work from a range of job functions including individual designer, member of a creative team or as an art director.

The concluding phase of your study enables you to call the shots on study topics so that you may develop a personal focus as you create your final major project. We will explore industry case studies and other practical and professional insights to ensure you gain a cultural and economic perspective on the creation of their career-building work.

## WHAT MAKES US SPECIAL

Many of the students on this Foundation Degree get so much out of it that they choose to continue their education to BA Honours level before gaining employment in the graphic communication and creative industries. Previous students have been successful in securing employment in design consultancies, advertising agencies, print, publishing and packaging companies both nationally and internationally.

Further progression to MA level is open to students who successfully complete their Honours Degree, subject to the fulfilment of entry criteria.

**About You and Your Portfolio**  
The interview panel requires you to present a portfolio of current creative work relevant to your studies or past experiences. The portfolio may represent creative work in its widest sense and should be well presented. In the interview there will be opportunity to respond to questions about the work in the portfolio and to ask questions of the course staff.

Applicants will also be asked to bring a marked essay to assess their ability to successfully undertake the Critical Studies and other written elements of the course.

### Qualifications

For details of entry qualifications please refer to page 94.

### The Small Print

UCAS Code: N39  
Course Code: Route A: W214

For further information please email:  
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