





GAMES ART  
AND DESIGN

## ABOUT THE COURSE

**Art, theory and technology are the three key defining areas of creative practice taught on the Games Art and Design course. You will be taught a range of 2D and 3D applications for games and digital arts which includes development for the iPhone, traditional art and design skills, historical and theoretical constructs and issues.**

We combine a professional vocational focus with opportunity for academic progression and strive to collaborate with professionals from the games sector and other related creative industries to provide forums and support for your professional growth and development.

Throughout the course there may be opportunities for work placements and/or live briefs or projects in collaboration with the commercial sector and other institutions. Representatives from relevant sectors will also enhance the curriculum through lectures, workshops, the setting of briefs, and other forms of direct input.

## LEVEL ONE

Level One is an intensive learning process that provides you with a solid knowledge of the fundamental skills and techniques you will need as a games artist or designer. It will give you a broad knowledge of the role of a game artist, and introduce you to the fundamental principles and techniques that inform innovative games design. You will learn the core principles of games and investigate the diversity of games culture.

## LEVEL TWO

In this level you will develop an increased awareness of personal specialism and professional practice. You will explore practice in more depth by developing your own game concept and appropriate 'assets' for it. At the end of the level you will have a coherent and polished portfolio that displays your creative and technical abilities.

Pitch and presentation skills are important components of this level and you will be guided and taught how to communicate your ideas and finished work in the most effective way.

On successfully completing Level Two you will be awarded the Foundation Degree in Games Art and Design. You can then apply to continue your studies for an additional year (Level Three), which on successful completion will enable you to graduate with a BA (Hons) Degree.

### LEVEL THREE

Level Three BA (Hons) allows you to consolidate and capitalise on the skills, knowledge and experience gained throughout the course and provides a unique opportunity to generate a sustained body of work that will support you in your future career or further study. You will utilise skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your subject practice. Students may opt to work on one project or they may decide to create a series of projects that reflect specific interests.

This can be negotiated with academic staff. In addition to your studio work, you will produce a Research Report that contextualises your practice and demonstrates your engagement with a sustained piece of written work.

### WHAT MAKES US SPECIAL

We believe in the synergy between art and design practice and new technology, as a means to opportunity and innovation.

We have gained Apple iPhone University Developers Status enabling us to make apps and games for the iPhone. We are affiliated to DIGRA (Digital Games Research Association), TIGA, IGDA (International Games Development Association) and WIGI (Women in Games International).

Representatives from EA, Codemasters, Sony Computer Entertainment, Ninja Theory, KUJO Studios and TIGA have all given advice that informed the curriculum.

We have high profile speakers and guest lecturers such as Chris Crawford (computer game designer), Mitch Phillips (art director Ninja Theory) Paul Gravett (critic & writer), as well as collaborative projects with Tate Britain, Castle Museum, Norwich and Real Projects.

Our students have gone on to work in companies such as Electronic Arts, Jagex, Frontier, Climax and on SFX for films such as Harry Potter and Prince of Persia. Students who successfully complete their undergraduate studies are also able to progress to a range of MA courses at NUCA in particular MA Moving Image and Sound.

In 2010 the Games Art and Design course and Animation course will be situated within a newly renovated and refurbished, state-of-the-art building enabling working practices to be shared by both staff and students within this area.

## QUALIFICATION LEVEL

This course is available at Foundation Degree (FdA) with optional One Year top up to BA (Hons) Degree. For further details on qualification levels please see page 17.

### The Small Print

UCAS Code: N39

Course Code: WG24

### Entry Requirements

For details of entry qualifications please refer to page 106.

### About You and Your Portfolio

You will need to show evidence of drawing, ideas for games or other products, sketches and photos. While you should be enthusiastic about games, you should display wider interests too. It is not necessary to show computer-based work, we are more interested in your ideas and sketches, but you should be confident using PC/Mac skills.

For further information please email:  
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