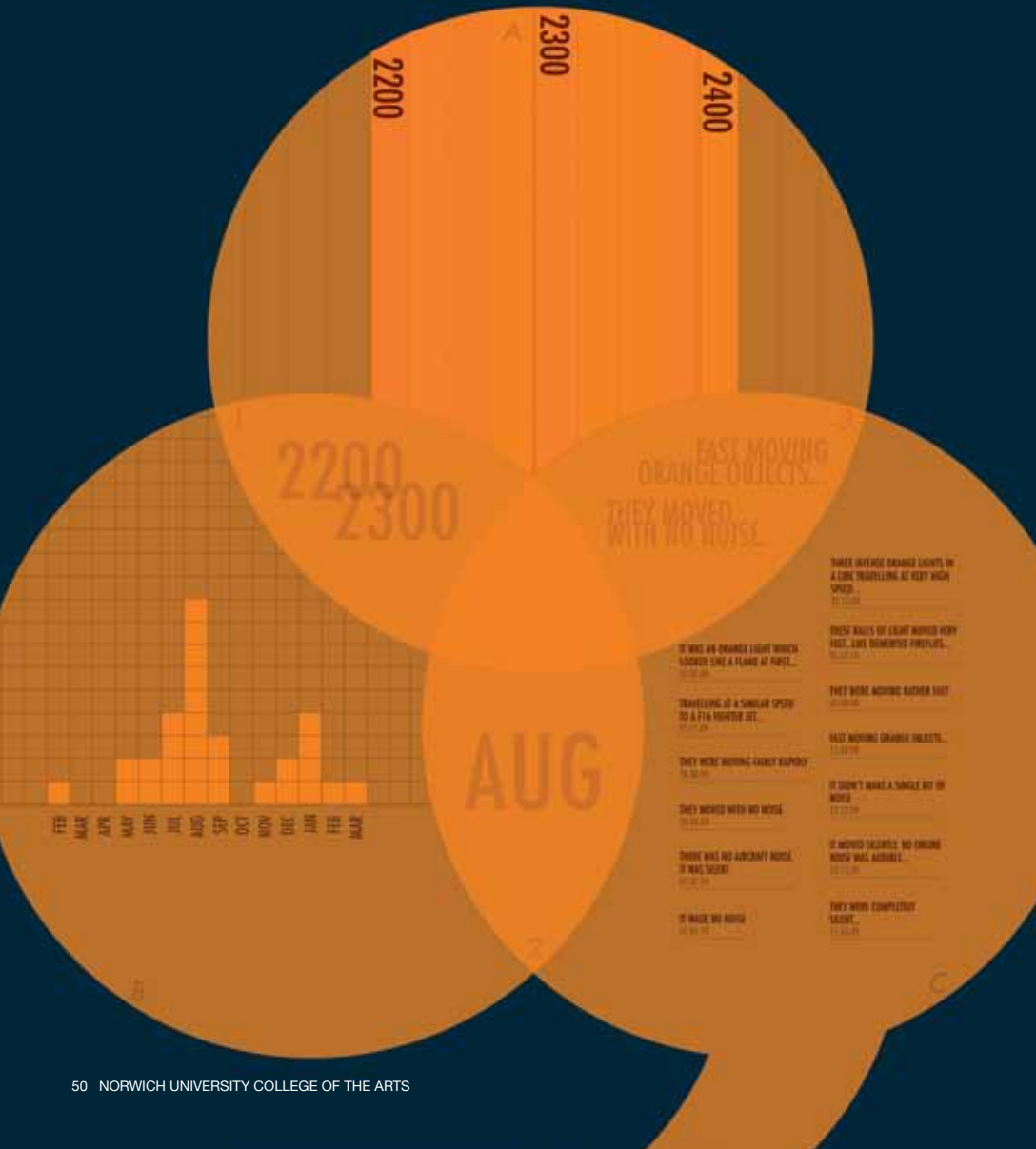


GRAPHIC COMMUNICATION



Student profile

Emily Underwood, from Luxembourg
BA (Hons) Graphic Communication



We're encouraged to work with real clients

The course really exposes us to the design industry and provides opportunities to gain proper work experience during our studies. We respond to live briefs and learn how to approach them professionally.

I originally came to Norwich to study Culture, Philosophy and Politics but I wasn't able to be expressive and wanted to study a more creative subject. I then heard about NUCA, so after reading about the course and speaking to the Course Leader, I was encouraged to apply.

It was the best decision I've ever made. Norwich is just about the right size if you're going to university and haven't lived on your own before.

I've become very confident in my design skills and Adobe Creative Suite, but the strength of this course is that we're encouraged to explore a range of methods in order to communicate a message or idea in the most effective way. There's more to it than just graphics.

See a film about Emily at: www.nuca.ac.uk/itunes

Graphic Communication

ABOUT THE COURSE

The BA (Hons) Graphic Communication course responds to the demands of the contemporary communication industries with a focus on conceptual and creative thinking, problem solving and the harnessing of research, analysis and theory to help solve practical problems. You will develop a diverse range of creative skills and flexibility in approach and attitude.

The course is predominantly employment focused and provides students with the skills and knowledge relevant to a career within the wide spectrum of creative enterprises. A balanced approach to traditional design, communication skills and principles is coupled with exposure to relevant areas of digital media, contextual studies and business awareness.

The course's overarching aim is to produce industry-ready graduates with the up-to-date skills and attitude demanded by the workplace. Work-related learning is delivered through work placements within the graphic communication industries as well as live briefs and industry-mentored projects.

The academic staff are design practitioners from industry and their teaching is enhanced by a series of both regular and invited guest lecturers who share their contemporary commercial experience and present examples of their creative work. Industry live briefs are central to the course.

HOW THE COURSE IS TAUGHT

Year One

The first year provides a broad graphic experience alongside students from other design disciplines. Introductions to research methodologies and universal design principals are linked to the study and application of conceptual and creative thinking. You engage with a range of subject skills including working with word and image through the application of type, image creation, photography, print and layout. Through both live and simulated project briefs you experience a range of disciplines including advertising, promotion, branding, information design, publishing design, web and interactive communication.

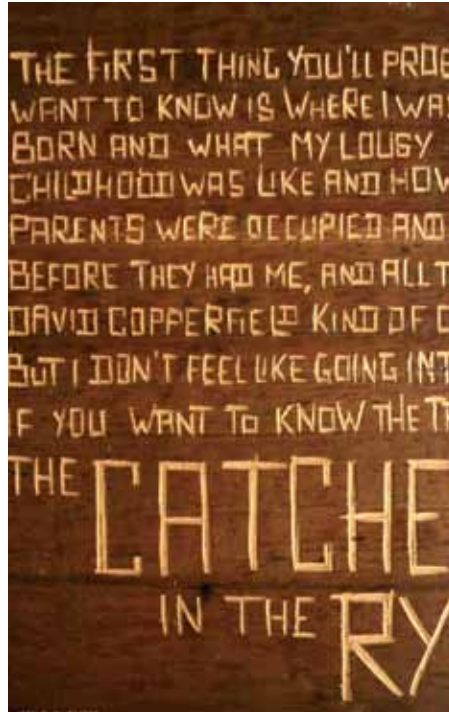
Year Two

The second year of the course sets out to enhance your intellectual, imaginative and technical abilities through integrated academic and work-based learning. Importance is placed on the continued development of research methodologies and exploration of design for different contexts.

You enjoy a greater degree of flexibility in shaping your experience according to your individual interests. There are opportunities for further work-based learning, group work, individual work placements and collaboration with other disciplines too, which continue to inform the development of your business and professional skills.

Year Three

Year Three consolidates and capitalises upon your skills, knowledge and experience gained throughout the course, providing a unique opportunity to generate a sustained body of work that will support you in your future career or further study. You utilise skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your subject practice. In addition to your studio work, you will produce a Research Report that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work.



Clockwise from top:
 Students collaborate on a brief in the Graphic Communication studio; Book design typography by David Clulow; Vivienne Westwood invitation app by Mark Fuller.

Opposite page clockwise from top:
 One to one tutorial; Textiles Degree Show promotional campaign by Billy Thorpe; Music publicity by Georgie Payne; Self promotion materials by Kerry Armstrong; Design studio at the Degree Show 2010.



Graphic Communication

RESOURCES

The course is based in a large open plan studio space close to NUCA's digital workshops, which provide extensive access to Apple computers equipped with the latest industry-standard creative software and hardware. The digital print workshop offers a wide range of black andwhite and colour printing facilities which can produce prints from A4 to 1.5m wide on a variety of media. Printmaking facilities include screen printing equipment and a laser-cutter. You are also encouraged to make use of the University College's photographic studios. Technical introductions are provided to relevant software and hardware and all workshops are supported full-time by dedicated technicians.

YOUR FUTURE

NUCA's close working relationship with industry attracts contributions from leading creatives within the region and beyond. A programme of distinguished and successful visiting lecturers has included design agencies Poke and Thoughtful, book designer David Pearson, designer Phil Baines and Laura Jordan Bambach from the digital agency LBi.

The course has been instrumental in the development of an annual design symposium, raising awareness and debate relating to industry practice and design education. This year's event, 'She Says', brought renowned female industry creatives and D&AD to NUCA to deliver lectures and workshops.

Students have been successful in securing employment in design consultancies, advertising agencies, print, publishing and packaging companies both nationally and internationally.

Students who successfully complete their undergraduate studies who wish to undertake further study before employment can progress to the MA Communication Design, which covers graphics, illustration, publishing, typography and related fields.

COURSE INFORMATION

This course is available at BA (Hons) Degree.
UCAS Code: N39
Course Code: W214
Contact: graphiccommunication@nuca.ac.uk
For further information visit:
www.nuca.ac.uk/bagraphiccommunication

Alumnus profile

Mary-Jane Hender
Editorial Designer at Archant Publishing
Graduating Year: 2010



Ideas are the real tools of our trade

NUCA taught me to use visual intelligence, thoughtfulness and playfulness in communication, no matter the medium. Although my role is to express ideas on the page, the start process is the same as it would be when creating an integrated campaign: to think first and create idea-based design.

My role at Archant is to produce magazine design that is visually relevant in tone, engages with the target audience and is aesthetically pleasing. This involves cover design, masthead creation and page layout.

I was offered this job after completing a 12 week internship, which was a NUCA and Archant collaboration. I worked on live briefs ranging from advertising campaigns to branding and guidelines.

I recently won a pitch to work on the brand identity of BBDO Hub. I loved it because I constantly thought I was in way over my head. It was invigorating to be in an environment where ideas are never too big.

View Mary's work at: www.nuca.ac.uk/alumni