

## GRAPHIC DESIGN



## Student profile

Rhianne Janssen, from Lincolnshire  
BA (Hons) Graphic Design



### I wanted to be different from my friends

**Most of them stayed in our local area, I was more interested in experiencing the difference of somewhere new. Norwich has lots of culture, galleries, an independent cinema and the Norfolk Broads.**

I've been interested in graphics since high school and am drawn in by how this method of communication can be witty, serious, complex, dynamic and iconic. I'm inspired by the film posters of Saul Bass, Boots' Soap & Glory products and Apple's iTunes adverts.

My teachers said NUCA offers one of the strongest Graphic Design courses. It's an ideas-based course that offers a broad experience of design disciplines.

In Year Two I did work experience at a design agency which made me realise the pace you have to work at. It builds confidence to go into the real world and my ambition is to get experience outside of England. You learn so much in new countries and in graphics you can never stop learning.

See a film about Rhianne at: [www.nuca.ac.uk/itunes](http://www.nuca.ac.uk/itunes)

# Graphic Design

## ABOUT THE COURSE

**The BA (Hons) Graphic Design course places emphasis on your studio practice, which provides the framework for your entire study. Your learning experience will integrate contextual research, professional interaction and personal development within workshop-based projects to support creative decision making and practice.**

Students across all three years are based in an open plan graphics studio, which encourages collaborative discussion and the sharing of influences. Studio teaching is largely based around project briefs within small group settings, where you are required to analyse and respond to other students' work and their feedback on your own work.

The academic staff are all graphic design practitioners from industry and their work is enhanced by a series of invited guest lecturers who share their commercial experience and present examples of their creative work. Recent speakers include Harvey Bertram Brown (commercial director, fashion designer and set designer), James Webb (Senior Designer, Webb & Webb) David Pearson (David Pearson Design), Peter Silk (Creative Director, Silk Pearce), Gordon Beckett (Design Editor, The Sunday Times) and Simon Loxley (author of the acclaimed book Type: The Secret History of Letters).

NUCA's digital workshops, photographic studios and printmaking facilities are available for you to explore different techniques and media. Through the series of project briefs, some individual, some group, some involving collaboration with other courses, you will develop an approach to graphic design built on creative problem solving, lateral thinking, using wit as a design tool and understanding typography in depth.

At all times the fundamental cornerstone of the course is the development of ideas.

## HOW THE COURSE IS TAUGHT

### Year One

During your first year you are introduced to Graphic Design in its broadest sense in order to develop an understanding of universal design principles and an awareness of the disciplines that share them. Studio brief-led practice and creative workshops encourage you to sharpen your thinking skills, software knowledge and critical self-awareness, while tuition and lectures focus on the history and context of the industry. As you gain an awareness of graphic design and design for publishing you will arrive at an informed choice as to the specialisation you would like to follow.

### Year Two

You spend your second year gaining the skills and ways of thinking that are required to excel in your chosen area. Continuing to follow a project-based mode of working, you develop creative partnerships through group briefs or even working with students from other courses. You become increasingly familiar with industry approaches and terminology, possibly becoming involved in live projects from real-world clients.

Professional skill development, including making presentations to clients, prepares you for undertaking a work placement either locally or at a London-based agency or publishing house such as Carter Wong, Design Bridge, Axis Publishing or Pearlfisher.

### Year Three

The focus of your final year is on building an industry-ready portfolio of work through developing a range of projects, some of which are personal choices. An early concentration on career preparation guides the direction of this work, which includes a Research Report into a topic that serves as a personal inspiration. Tutor and peer feedback helps you to focus on strengthening your ability to communicate your ideas effectively and further developing your business and professional skills in preparation for a career in the creative industries.



*This page, from top:*  
Senior Lecturer sets a brief to students; Book design by Louise Evans which won Best Student Book at the Book Design & Production Awards 2010.

*Opposite page clockwise from top:*  
One to one tutorial; Editorial images by Alex Ecob; Packaging design by Dave Jenkins; Student work on display in the Guntons Building.

## Graphic Design

### RESOURCES

NUCA's digital workshops 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 and white 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, while 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 have constant technician presence and support.

### YOUR FUTURE

Live projects with real-world clients and work placements with agencies and publishers encourage you to recognise the importance of developing professional and business skills alongside your creative skillset.

Graduates have gone on to work in all the nationally recognised London-based creative agencies and notable alumni have founded agencies such as Hat Trick, Carter Wong and The Click.

Students and graduates regularly earn industry recognition. Every year NUCA students put in strong performances at the prestigious D&AD awards, in recent years winning three major awards known as Yellow Pencils. In the last year students have also achieved notable successes in the International Society of Typographic Designers Student Assessment Scheme, the PaperCo awards, the YCN student awards and the Book Design & Production Awards.

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: W210  
Contact: [graphicdesign@nuca.ac.uk](mailto:graphicdesign@nuca.ac.uk)  
**For further information visit:**  
[www.nuca.ac.uk/bagraphicsdesign](http://www.nuca.ac.uk/bagraphicsdesign)

## Alumnus profile

**Zoe Bennett**  
**Designer at Campbell Books**  
**Pan MacMillan**  
**Graduating Year: 2007**



## The course was a great foundation

**NUCA had a lively, buzzing atmosphere. The course was fun, challenging and enabled a smooth transition from studying to entering the industry.**

I design children's books aimed at the pre-school age range. A lot of our books have a high novelty element which includes pop-ups, mechanisms and touch and feel. I have the freedom to develop a book from early concept to final product, which is very exciting and means that I'm heavily involved at every stage of its progression.

After coming up with the initial concept, the next step is to research and choose a suitable illustrator for the project and guide them through to final artwork.

I have to take into consideration all production costs but still create an engaging and innovative book. Although this is quite challenging, it is also very rewarding.

View Zoe's work at: [www.nuca.ac.uk/alumni](http://www.nuca.ac.uk/alumni)