

>> The School of Media, Arts and Design has one of the most varied arts and media portfolios in Europe. We prepare you not only to enter the creative industries, but to shape and lead them. Our reputation for professional and practice-based education is matched by a distinguished record in academic teaching and scholarly research, encouraging the development of reflective, critical practitioners.

>> Our courses prepare you for the career pathways and creative practices of the future. Reflecting the fast-changing opportunities in art, design and new media, our teaching programmes combine the development of professional level studio practice with the acquisition of skills, knowledge and understanding.



>> We foster new thinking, new ideas and new possibilities. You will be encouraged to collaborate across disciplines, to think in an international context, to debate theories and practices. Taught by active practitioners in a research-intensive environment, you will work alongside students from film, photography, music, fashion and journalism – a unique hothouse of creative opportunity.

>> The Centre for Research and Education in Arts and Media (CREAM) submitted the work of 16 researchers in the latest government-sponsored Research Assessment Exercise. Sixty per cent was judged to be at the very highest level – ‘world-leading in terms of originality, significance and rigour’, and received the top 4-star ranking. All the work was judged to be ‘recognised internationally’ and 90 per cent was ranked ‘internationally excellent’.



"WHEN SOMEONE  
ALREADY WORKING  
IN ANIMATION SAID  
WESTMINSTER WAS  
THE PLACE TO LOOK  
AT, I DECIDED THIS  
WAS THE RIGHT  
PLACE TO BE."

**MYLES EVE**  
ANIMATION BA HONOURS

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For more information about  
Art and Design courses visit  
the School of Media, Arts  
and Design website at  
[westminster.ac.uk/mad](http://westminster.ac.uk/mad)

## Animation BA Honours

This exciting specialist course will enable you to develop your imaginative and creative skills, while giving you a sound knowledge and understanding of animation processes, techniques and critical theory. The strong emphasis on creative practice will help to develop your skills in drawing and design, along with the imaginative development and innovation of ideas expressed sequentially. These skills, together with the professional practice aspects of the course, will ensure that you have the confidence and expertise to succeed in industry, whether as a designer, manager, producer or technician.

The course is delivered by a team of animation practitioners, staff and industry visitors, and you will work in dedicated animation studios with facilities for blue screen, rostrum animation, CGI, drawing, film, photography, set building, sound and video.

### Course content

Animators need to be flexible and able to adapt to changing cultures and new initiatives, and the course seeks to reflect this fluidity, both in the range of activities it offers and in its approach to teaching and learning. You will develop your own practice in animation through the course, and to reflect the working practice prevalent within the creative industries, you will be encouraged to work on shared initiatives. Students from animation will work with students from fashion, music or other disciplines as each project requires.

The teaching and delivery of the course are structured through studio practice, allowing for a shared-learning environment in which ideas and work can be discussed and developed. This encourages experimentation, reflection and the sharing of enthusiasms and influences. The theoretical element of the course provides a critical framework within which you can examine animation and related time-based practices.

### Year 1 (Credit Level 4)

This level introduces you to a range of concepts in animation and visual design. The practice and theory modules are project led, and involve elements of research, problem solving and experimentation with processes and ideas. You work both independently and collaboratively as each project requires. The theory modules provide a critical framework within which you are able to examine the mass media, film and animation.

### Year 2 (Credit Level 5)

At this level you are encouraged to take more individual responsibility for developing your ideas and approaches to animation. You work on both self-directed and collaborative projects, and are encouraged to enter your work for external competitions and film festivals. Practical work now has a higher conceptual demand, and you are encouraged to be innovative and experimental. You can choose from theory modules relating to electronic imaging, film and narrative.

### Year 3 (Credit Level 6)

At this level you will work on self-directed projects within both theory and practice elements of the programme. This approach enables you to focus upon your personal development, whether you plan to work as an independent animator or within a commercial context such as advertising, the animation games industry or interactive design. The Professional Practice module ensures that you develop the skills and confidence required to operate effectively in a range of professional situations and in rapidly changing market contexts.

### Length of course

Three-year, full-time

### UCAS code

W615

### Location

Harrow

### Teaching and assessment

Teaching is based on tutor-guided studio practice, supported by a structured programme of lectures, seminars and tutorials. Course work is assessed through work screenings, presentations, workbooks and essays. Work placements, visits, tutorials and seminars with professionals from a wide range of animation backgrounds are included in the course.

### Associated careers

The course ensures that you possess a range of key transferable skills, as well as specialist skills in animation. As the contexts and opportunities for animation continue to change and evolve, the course aims to develop graduates able to operate flexibly and strategically within this diverse and expanding market.

### Typical offer for September 2011

Qualification type	Grade/points
A Levels	CC
International Baccalaureate	26 points (minimum)
BTEC National Diploma	MPP

Ideally you should have passed the BTEC Foundation Diploma in Art and Design but other equivalent qualifications are welcomed. You should have a portfolio of practical work to bring to interview.

See also standard entry requirements on p206.

### Other related areas/courses you might be interested in:

- Computing – Multimedia and Interactive Systems (p75)

This highly regarded specialist course focuses on the design and communication of information, including computer graphic systems and web/hypermedia design. The course emphasises the role design has to play in the effective communication of information through the application of design analysis, research skills, and the appropriate use of graphic language and media. You are encouraged to develop your own design interests throughout the course, and will benefit from the close relationship with the BA Honours in Illustration and Visual Communication, as well as other courses across the School of Media, Arts and Design.

### Year 1 (Credit Level 4)

During this year you are introduced through workshops, practical projects and lectures to the basic skills and knowledge with which you will be working throughout the course.

### Year 2 (Credit Level 5)

Project work enables you to apply the knowledge and skills you have gained to the design and presentation of information on screen, on page, in three dimensions and in time-based media. Two theory modules enable you to understand the social implications of your practice and to place it within a critical and historical perspective. During this year you are encouraged to spend time in a professional studio environment.

### Year 3 (Credit Level 6)

You can consolidate all you have learnt through the development of major projects in the area of information design. Increasingly, students are choosing to explore the potential for communication within new media, designing screen-based information products. You will also complete a dissertation, exploring an aspect of the theory or history of information design.

Subjects of study include: Communication Design • Computer Applications in Design • Contextual Studies • Design Processes • Navigation and Mapping • Photographic Information • Sequential Information • Typolinguistics • Visual Representation of Information

\* subject to approval

### Length of course

Three-year, full-time

### UCAS code

W211

### Location

Harrow

### Teaching and assessment

Teaching is based on tutor-guided studio practice, supported by a structured programme of lectures, seminars and tutorials. Course work is assessed through work presentations, workbooks and essays.

### Associated careers

Previous graduates have gone on to work in the design departments of multinational companies such as Apple, British Airways, Microsoft, Orange and Philips, in multimedia publishing at Dorling Kindersley, and in museum and exhibition design with positions at the British Museum and the British Library. Other employment routes include design consultancy, television design and the design and publication of educational material.

### Typical offer for September 2011

Qualification type	Grade/points
A Levels	BB
International Baccalaureate	26 points (minimum)
BTEC National Diploma	MMP

Ideally you should have passed the BTEC Foundation Diploma in Art and Design but other equivalent qualifications are welcomed. You should have a portfolio of practical work to bring to interview.

See also standard entry requirements on p206.

## Illustration and Visual Communication BA Honours\*

Contemporary illustration has expanded its original contexts in print and publishing, and now seeks new markets in a diverse field of creative enterprise especially in the emerging markets of digital communication, games and film media. In this context the course offers a programme which is broad, experimental and flexible.

We encourage you to work in an interdisciplinary way, independently, or in collaboration with other students and industry. The syllabus is designed to nurture and develop you as a creative individual, while ensuring that you gain a comprehensive understanding of image media and visual communication which you can apply to employment within the traditional markets for illustration, and to the emerging markets in digital communication, the media and entertainment.

### Course content

**Drawing** – from the retinal image and observational study to conceptual, narrative, fantasy and abstract drawing.

**Illustration practice** – the understanding and appreciation of visual dynamics and language; research and visual inquiry; problem solving and creativity; and experimentation.

**Printmaking and book art** – autographic printmaking (etching, block, silkscreen) and textile screen printing; bookbinding, letterpress, typography, book design and sequential narrative.

**Digital media** – photography, animation, film, computer-generated imagery, multimedia and viral communication.

**3D** – puppets, sets, 3D illustration, installation and models.

**Critical studies** – visual/image culture, contemporary illustration and semiotics

**Professional practice** – visiting professionals (practitioners, agents and art directors), work-placements, self-promotion and enterprise.

### Year 1 (Credit Level 4)

The core illustration practice modules introduce you to the principals of the illustration process (initial investigation and research, conceptual development, experimentation and final outcomes). The creative media modules enable you to expand your skills and knowledge in specific processes such as print, drawing and digital media (animation, film, digital imaging, photography). The critical studies programme provides you with a background in contemporary art and illustration, and relates this to the media and other image-led markets.

### Year 2 (Credit Level 5)

The core practice modules examine a range of contexts for contemporary illustration, and support you in forming your unique identity and motivation in your work. The optional modules in Experimental Media accommodate a deeper investigation or expanded project. The professional enterprise module enables you to undertake a work placement or an externally initiated project (with industry or student competition). Critical studies provides a forum to discuss illustration in a theoretical context with contemporary image culture, and a framework for the dissertation module in Credit Level 6.

### Year 3 (Credit Level 6)

Two 45-credit practice modules enable you to develop a sustained and self-determined portfolio, embodying your unique, creative and intellectual response to illustration, and its expanded contemporary cultural and media context. The dissertation gives you the opportunity for in-depth investigation of a subject of your choice, usually relating to your practice. The preparation for this writing commences at Credit Level 5.

\* subject to approval

### Length of course

Three-year, full-time

### UCAS code

W220

### Location

Harrow

### Teaching and assessment

We offer students the opportunity to work in dedicated, high-specification studios, supported by established tutors with practices in illustration, visual communication, film and fine art. Teaching includes individual tutorials, seminars, technical and professional workshops, lectures and off-site visits. Assessment provides you with an indication of achievement in context with the course learning objectives and national standards.

### Associated careers

Our graduates work in a diverse field of employments including freelance illustration, advertising, art direction, curatorial practice, education, marketing, multimedia communications, publishing, television and the film industry. We recognise this broad professional practice by offering opportunities for exhibitions, work placements, collaborative projects with industry, professional contacts and publication of work online and in print. The course has membership with the Association of Illustrators and Design & Art Direction.

### Typical offer for September 2011

Qualification type	Grade/points
A Levels	CC
International Baccalaureate	26 points (minimum)
BTEC National Diploma	MMP

We interview and offer places to students from BTEC (Foundation courses) and directly from A Level. For your interview you will need a portfolio of practical art work and a marked essay. Interviews will take place in March 2012.

See also standard entry requirements on p206.

This course brings together the experimentation of contemporary art practice with the opportunity for you to explore the broad range of disciplines that are relevant to fine art. It covers areas such as painting and photography, installation to video, sculpture to site specific and digital applications, critical and cultural theory, curation and work experience. It provides a critical and theoretical context for these practices, and offers practical experience of exhibition, curation and related work opportunities.

### Course content

The course initially provides you with the opportunity to develop work in a number of different fine art territories, and from these initial encounters you negotiate a programme to support your own approach to practice. The course enables you to work across disciplines or within the more traditionally defined areas of practice, in keeping with the contemporary approach to fine art practice. Relevant critical and theoretical debates are referenced to support this.

### Year 1 (Credit Level 4)

You are introduced to subject areas including painting, photography, sculpture and video, within which issues of installation, presentation and curation, and web-based and other digital applications are considered. An introduction to the sources of contemporary practice is offered via lectures and seminars. Individual studio practice begins in Semester Two, along with some specialist study choices. Issues of contemporary practice are discussed to support this in theory lectures, seminars and presentations.

### Year 2 (Credit Level 5)

Major modules in studio practice continue throughout Year 2 (Credit Level 5). You discuss your aims with both personal and module tutors, and develop your work in the studios. You also choose from a range of theory options, undertake a work placement and are introduced to curatorial issues through exhibitions both within the University and outside.

### Year 3 (Credit Level 6)

You work on major studio practice modules preparing for your degree exhibition; you discuss your work with the course team, but work in an increasingly self-directed way. You undertake a substantial piece of written investigation in the dissertation, and complete your studies with a launch pad module, preparing you to present your work in the public arena.

Subjects of study include: Painting • Photography • Printmaking • Sculpture • Site Specific • Video and Audio • Visual Installation • Web-based Practice

### Length of course

Three-year, full-time; five- to eight-year, part-time day

### UCAS code

WP23

### Location

Harrow

### Teaching and assessment

Teaching is based on tutor-guided studio practice, supported by a structured programme of lectures, seminars and tutorials. Course work is assessed through work presentations, sketchbooks, journals and essays.

### Associated careers

Many graduates continue to exhibit their work, often combining this with opportunities in curation, public arts projects, museum and gallery work, education, and related fields such as web design and event co-ordination.

### Typical offer for September 2011

Qualification type	Grade/points
A Levels	CC
International Baccalaureate	26 points (minimum)
BTEC National Diploma	MMP

Ideally you should have passed the BTEC Foundation Diploma in Art and Design but other equivalent qualifications are welcomed. You should have a portfolio of practical work to bring to interview.

See also standard entry requirements on p206.