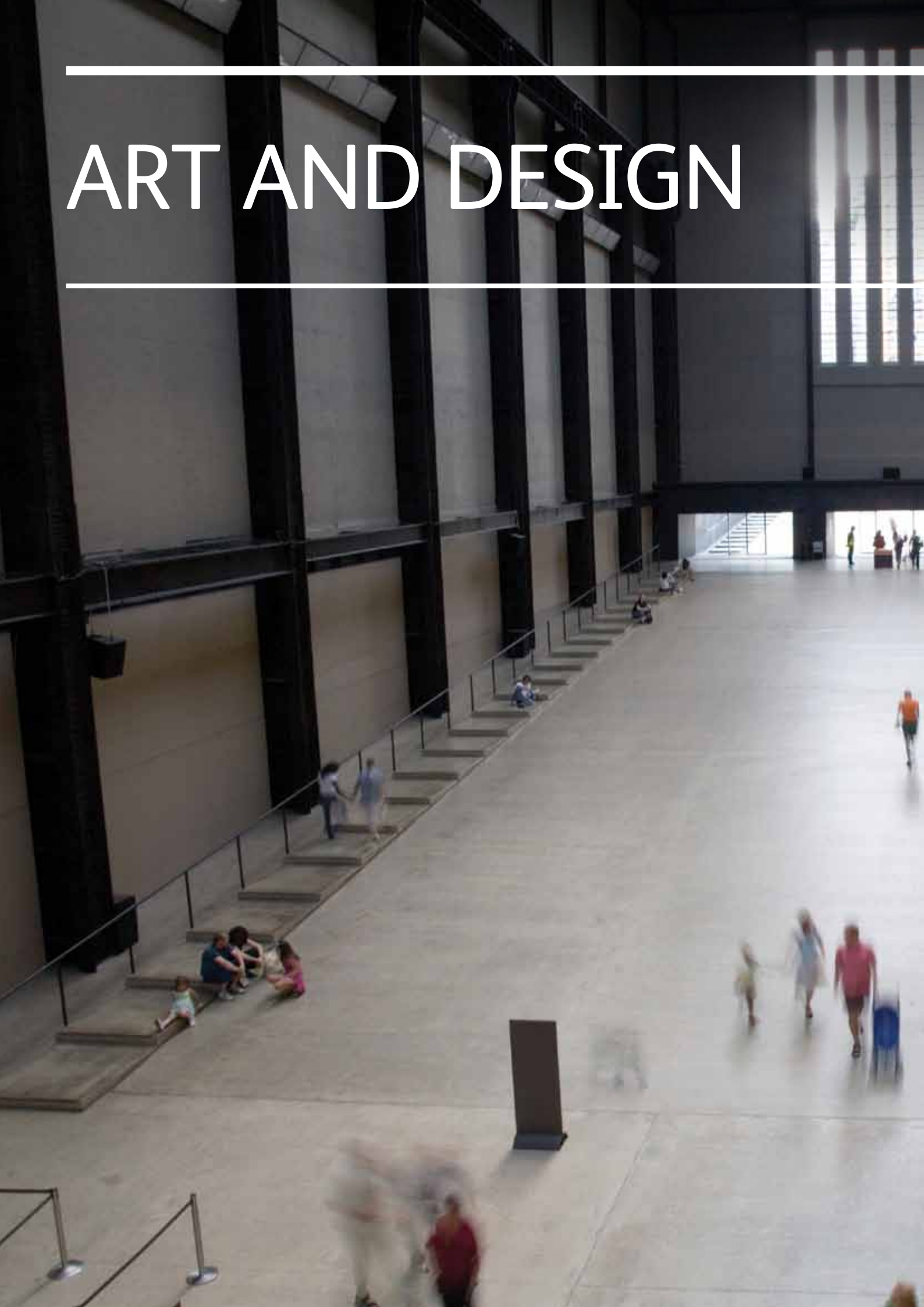# ART AND DESIGN

Located in the hub of the UK's creative and cultural industries, this is the perfect place to study art and design. We have a long history of delivering innovative courses that combine creative work and employer-friendly skills development.

Creative industries are big business, and our aim is to give you stimulating support and the best environment to develop your prowess as a 'creative'. We have close links with industry partners and our expert tutors will work to showcase your talent to help you build a rewarding career.

Course	Award	UCAS Code	Location	Page
Digital Animation	BA (Hons)	W615 BA/DAS	Ealing	46
Digital Media Production	BA (Hons)	P310 BA/DMP	Ealing	46
Fashion and Textiles	BA (Hons)	W232 BA/FTex	Ealing	47
Games Design	BA (Hons)	I600/GamDes	Ealing	47
Graphic Design (Visual Communication and Illustration)	BA (Hons)	W28C/Graph	Ealing	48
Photography	FdA	W641 FdA/Photo	Ealing	48
Photography	BA (Hons)	W642/Phot	Ealing	49
Web Design	BA (Hons)	W282 BA/WebD	Ealing	49

INTERVIEW AND PORTFOLIO

Students applying for these courses will be invited to a group interview. This will provide students with the opportunity to show their enthusiasm and commitment to their chosen subject, and to meet the Course Leaders and Lecturers. Students will also be asked to bring along a portfolio of work.

DIGITAL ANIMATION
BA (Hons)

UCAS code:	**W615 BA/DAS**
Duration:	Full-time – Three years Part-time – Five to seven years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

200 UCAS tariff points at Level 3 which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course provides students with the opportunity to study traditional animation principles using digital technology. Students will receive a thorough grounding in the principles of animation and will be encouraged to develop both creatively and technically.

Students will be supported in developing work for a range of mediums such as games, the internet, film, TV and multimedia. Traditional animation skills are tailored to a diverse range of digital media and students will gain experience in both 2D and 3D animation skills. Students will gain an understanding of the animation process as a whole and will also develop solutions through problem solving, whilst enhancing their intellectual skills.

This course will provide students with a solid foundation and command of the key concepts which will transfer across any changes in technology or industry practices.

FURTHER STUDY

Graduates of this degree can go on to study the MA New Media Art and Design, as well as other relevant postgraduate qualifications.

CAREER OPPORTUNITIES

Opportunities within animation, gaming, film and broadcasting include character and environment design, gaming, special FX, drawing and animation, creating backgrounds, producing, directing or story development.

DIGITAL MEDIA PRODUCTION
BA (Hons)

UCAS code:	**P310 BA/DMP**
Duration:	Full-time – Three years Part-time – Five to seven years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

200 UCAS tariff points at Level 3 which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course has been designed to enable students to gain practical experience in handling digital technologies used across a wide range of applications, such as digital imaging, website design, interactive multimedia, sound design, video and DVD production, design for print, 3D modelling and simulation and live performance.

Students will learn about a variety of media production tools, materials and applications and acquire grounding in the use of digital technology for the creation of a diverse range of media products. Core theoretical modules will provide a cultural and managerial context underpinning audio and visual production processes.

FURTHER STUDY

Graduates of the degree can go on to study the MA New Media Art and Design, as well as other relevant postgraduate qualifications.

CAREER OPPORTUNITIES

Graduates will be qualified to apply for jobs such as camera/video operators, sound assistants, assistant producers/directors, third, second or first production managers, multimedia/assistant designers or producers, digital effects designers, multimedia/IT trainers, assistant lighting operators/programmers, website developers/designers, and events designers.

FASHION AND TEXTILES
BA (Hons)

UCAS code:	W232 BA/FTex
Duration:	Full-time – Three years
	Part-time – Five to seven years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

200 UCAS tariff points at Level 3 which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a BTEC National Diploma/Advanced Diploma in Fashion/Textiles/Art/Design, a BTEC Foundation in Art and Design or Access to Art and Design.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course is designed to produce graduates who are fully conversant with the creative, practical and transferable skills necessary for employment in a demanding and competitive industry. The focus is on the integration of vocational industry-based skills for cutting-edge fashion and textiles with the creative and intellectual development of the individual graduate. The course enables students to negotiate a balance of study in relation to fashion design and development, printed textiles and knitwear design. It recognises the need for flexibility and ensures that students' creative development is directed at producing a design portfolio and major project appropriate to future aspirations.

The course maintains well-established links with industry, demonstrated by project involvement with major companies, work placement opportunities and sponsorship, and continued association with the British Fashion Council College Forum and Graduate Fashion Week.

Creative and practical studies are strongly underpinned by professional development and critical studies, which reinforce the relationship that exists between theory and practice, in relation to both the market place and the cultural context of design.

FURTHER STUDY

Graduates of the degree can go on to study a relevant postgraduate qualification.

CAREER OPPORTUNITIES

Successful graduates will be appropriately qualified to pursue a career in fashion and textiles. There are employment opportunities in design and design management in fashion, textiles, knitwear, buying, merchandising and creative pattern cutting.

GAMES DESIGN
BA (Hons)

UCAS code:	I600/GamDes
Duration:	Full-time – Three years
	Part-time – Five to seven years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

200 UCAS tariff points at Level 3 which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course explores the numerous aspects of conventional and digital gaming and is a fusion of the technical and the creative. Students will gain an understanding of the broad areas of games development, history, contextual and social issues, together with an overview of the more technical aspects of development.

Students will have the freedom and flexibility to investigate a range of subjects within the field of gaming alongside more specialised subject areas in Games Art and Games Design.

Games Art approaches the arena of gaming from an artistic viewpoint and is designed for those who wish to explore the aesthetic and contextual aspects of gaming from either an experimental or more conventional approach.

Games Design focuses on the analysis and design aspects of gaming, including character, arena and game interface design. Small-scale documentation, prototyping and testing of games concepts are a strong feature of this area of study.

FURTHER STUDY

Graduates of the degree can go on to study the MA New Media Art and Design, as well as other relevant postgraduate qualifications.

CAREER OPPORTUNITIES

Graduates will be equipped for employment in areas such as content creation across a range of media, producing educational and entertainment products, freelance work and further specialised studies specifically created for the games industry.

GRAPHIC DESIGN (VISUAL COMMUNICATION AND ILLUSTRATION)

BA (Hons)

UCAS code:	W28C/Graph
Duration:	Full-time – Three years Part-time – Five to seven years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

200 UCAS tariff points at Level 3 which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This practical course ensures that students' design work and critical thought is at an appropriate level for progression into the design industry or postgraduate study.

Students will be encouraged to focus on the creative development of concepts and approach design problems from an understanding of the underlying issues. Students will build a portfolio of work, allied with a personal understanding of the creative process and how best to harness that within the confines of a design brief.

Students will analyse and develop their own concepts and engage in critical debate as to the relevance of self and peer-group developed design solutions, as well as placing these solutions into a cultural context. Students will examine the historical and contemporary cultural context of individual disciplines and understand their value in helping to meet the creative and intellectual demands and challenges of the subject. Emphasis is given to encouraging and directing students as independent learners and, where possible, work-based learning and placements are also available.

FURTHER STUDY

Graduates of the degree can go on to study a relevant postgraduate qualification.

CAREER OPPORTUNITIES

Successful graduates will be suitable to enter employment in a chosen specialism within the design industry. Career opportunities exist in areas such as publishing, advertising, packaging, branding, website and interaction design.

PHOTOGRAPHY

FdA

UCAS code:	W641 FdA/Photo
Duration:	Full-time – Two years Part-time – Four years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

100 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course provides the skills and understanding necessary to embark on a career within the photography and digital imaging industries. It provides an insight into the techniques and technologies of a broad range of both historical and contemporary photographic practices. There is an emphasis on production and presentation, supported by conceptual development – the core skills required of a professional photographer. There is also a strong element of contextual critical theory and business/professional studies as necessary elements to underpin good practice.

The course has a strong focus on industry practice and offers a range of opportunities for students to develop their employability. These may include simulation 'practice days', 'live' projects and a period of work placement. Students will also undertake an independent project designed to meet the needs of future career or academic progression pathways.

The course reflects the changes in working practices over recent years with regard to the move from silver-based to digital capture and the influence of the web. However, the choices made in this area are concept driven, therefore students are given access to all the options in order to make informed and appropriate decisions.

FURTHER STUDY

Successful students may progress on to the BA (Hons) Photography as well as other relevant Top-up degrees.

CAREER OPPORTUNITIES

Successful completion of the course will equip students to enter careers in the photographic and imaging industries, advertising and fashion, photojournalism and documentary, portrait and social, web design, gallery, picture editing and art buying.

PHOTOGRAPHY

BA (Hons)

UCAS code:	W642/Phot
Duration:	Full-time – Three years
	Part-time – Five to seven years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course is a dynamic and exciting approach to photography which equips students with strong practical, theoretical and professional skills. The course is broad-based and, whilst focusing on contemporary photographic practice, offers opportunities for experimentation with related subject areas such as moving image and emerging digital technologies. Through cultural and theoretical studies students will gain the confidence to critically evaluate and effectively engage in contemporary photographic debates. Preparing our students for employment is one of our priorities, therefore work experience is embedded at all levels.

Students who are curious, motivated, committed, ambitious and, above all, have the desire to visually communicate through photographic practice are welcome to apply to the University. Academics provide a supportive learning environment that will nurture students' photographic interests and ambitions. Our graduates are confident and valued by the industry for their skills, knowledge and adaptability.

A strong team of established professional photographers, artists, curators and guest lecturers brings a wealth of experience to the course. London's galleries, art centres and museums also provide a wonderful resource to inspire photographic projects and stimulate debate.

The department has great relationships with industry partners, including being a member of the Nikon Foundation and a corporate member of the Association of Photographers. Students benefit from discounts negotiated with Nikon, Canon, Adobe and Apple amongst others.

FURTHER STUDY

Graduates can go on to study the MA Photography, as well as other relevant postgraduate qualifications.

CAREER OPPORTUNITIES

Graduates can expect to find work in a variety of fields in photography, in roles such as photographers, assistants, retouchers, editors and researchers. Many of our alumni return to talk to students about their experiences and continue to give support in the form of work placements for current students.

WEB DESIGN

BA (Hons)

UCAS code:	W282 BA/WebD
Duration:	Full-time – Three years
	Part-time – Five to seven years
Starting:	September
Location:	Ealing

ENTRY CRITERIA

200 UCAS tariff points at Level 3, which would normally include at least two subject areas, plus GCSE English and Maths.

This course particularly welcomes applicants with a Progression or Advanced Diploma in Creative and Media.

For international equivalences and alternative entry qualifications see page 169. We also welcome applicants with no formal qualifications. These applications will be considered on an individual basis.

COURSE OVERVIEW

This course takes a balanced line between the technical act of web production and the aesthetic elements of content creation including photography, sound, animation, typography and illustration. We consider the social web, the semantic web and the mobile web amongst other manifestations of the technology and have a number of crossplatform web servers and technologies to utilise.

Students will study the changing roles of media organisations and related internet businesses and their impact, and how creative practice is distributed beyond central authorities through established techniques such as blogging, syndication and podcasting. Students will also look at how design visualisation is central to information science and knowledge architecture, web metrics and website use analysis, visualising knowledge and finding patterns in data.

FURTHER STUDY

Graduates of the degree can go on to study the MA New Media Art and Design, as well as other relevant postgraduate qualifications.

CAREER OPPORTUNITIES

Graduates will be geared up for employment across the creative industries and in any business that needs web design and web developmental expertise. Typical jobs include web designer, webmaster, web developer, design lead, web projects lead, flash designer/developer, online game designer and online copy editor.