

School of Design

BA (Hons) Graphic and
Communication Design



BA (Hons) Graphic and Communication Design at the University of Leeds

The University of Leeds is a top civic university in the heart of one of the UK's most fashionable and student friendly cities. Graphic design is well established at Leeds and many of our graduates are successful designers and business leaders in the UK and overseas.

Our unique BA (Hons) degree will enable you to study graphic and communication design in a stimulating and internationally renowned academic environment. You will study creative, theoretical and technical aspects of graphic and communication design, to reflect the needs of industry and commerce.

Through your studies, you will develop your ability to think creatively and to devise innovative, imaginative design proposals.

You will learn how to implement design solutions and advertising campaigns for a wide range of purposes and how to communicate with a broad range of clients and their audiences. You will acquire professional skills through your academic studies and practice and be well prepared for your future career.



Studying Graphic and Communication Design at Leeds

This challenging course develops your creativity in graphic and communication design within an intellectually stimulating learning and research environment. A framework of academic studies, delivered by experts from a range of design disciplines, gives a dynamic context to your specialist graphic and communication design studies. You may also develop complementary skills and knowledge through a choice of optional subjects and/or elective subjects offered by the School or other university departments. A wide range of discovery modules are available, in many different subjects, from across the University.

Learning and teaching takes place through lectures, seminars and tutorials, as well as one-to-one contact with tutors in studios and workshops. Practical work is assessed by visual presentations, portfolios or other appropriate documentation.

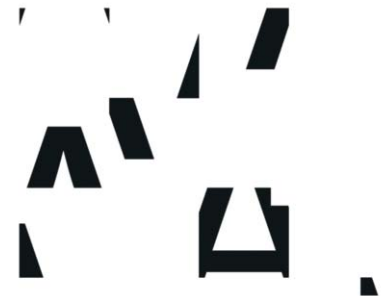


Assessment may be based on conventional written examinations, essays or other written responses to assignment briefs and the submission of practical log books or collections / portfolios of design work. A major design project is submitted in the final year and all students submit a written dissertation.

The School of Design is located next to the Clothworkers Court, at the heart of the University Campus. Facilities include: spacious, well-equipped design and art studios; purpose-built PC and Apple Macintosh computer clusters and the University of Leeds' International Textiles Archive.

Course structure

The BA (Hons) in Graphic and Communication Design is a three-year course – or a four-year course if you decide to undertake an optional year out in industry or study abroad after year 2.



In **Year 1**, you will undertake core studies in the historic, cultural and technological aspects of art and design. Alongside your academic work, you will develop a strategic approach to communications problem-solving, with a strong emphasis on visual research.

In **Year 2**, you will develop your academic understanding of the core subjects and an awareness of professional standards. You will focus your studio practice and specialise in either: graphic design, branding and advertising or animation/interactive media.

In **Year 3**, you will work towards a final exhibition of design work and produce a written investigation into a graphic and communication design subject of your choice.

Subjects studied

Year 1: Graphic and Communication Design Specialism; History and Theory of Art and Design; Patterns and Culture; Fundamentals of Imaging; optional discovery modules

Year 2: Graphic and Communication Design Specialism; Design Theory; Digital Design; Marketing Creativity and Innovation; optional discovery modules

Year 3: Graphic and Communication Design Specialism; dissertation; optional discovery modules; final exhibition.

Professional skills for your career

Through your degree studies you will actively develop a range of skills to prepare you for employment. You will develop your communication, presentation, research and analytical skills and your visual and critical awareness; together with your knowledge of the graphic design industry and related employment. You will present a public presentation of your work in your final year and will be encouraged to engage with a defined public through your designs.

Work experience opportunities

If you wish to further enhance your learning experience, the School will support you in seeking and benefiting from, an industrial placement, to take place after year 2. An increasing number of our Graphic and Communication Design students are taking this opportunity, and many secure permanent employment with their placement company as a result of their work experience.

Study Abroad opportunities

If you wish to study abroad and are suitably qualified, you may extend your course to study for a year at one of several overseas universities, including institutions in Europe, Australia and the U.S.A. Your overseas placement would take place after year 2.

Career destinations

On completion of this course, you will be equipped for a range of opportunities in employment or postgraduate study. Our students have an impressive track record as prize-winners in national





competitions and our graduates have regularly found jobs with sought-after employers in the graphics industry. Recent graduate destinations include Futurbrand, Attik, Iris, Phillips, England, Home, Walker Pinfold and Brahm.

University scholarships

The University offers a range of undergraduate scholarships and bursaries to support students from less affluent backgrounds. Please go to the University of Leeds' website at www.leeds.ac.uk for full details.

Applying to study in the School of Design

Applications should be made online through UCAS, the Universities and Colleges Admissions Service. Please go to their website at www.ucas.com, for details of how to apply. The Graphic and Communication Design course code is W290. The University of Leeds' UCAS code is L23.

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Entry requirements

The School of Design bases its offer of a place on careful consideration of information provided in the UCAS application form. Pre-A level qualifications, including GCSEs, your personal statement and academic reference are all of importance. Good performance at 'A' level (or equivalent) is regarded as essential.

You are required to have a minimum of six subjects at GCSE level to grade C or above, including English Language. Maths or a science subject and Art or Design are expected. We typically ask for three 'A' level subjects to grades A, B, B, including an art or design subject. Equivalent qualifications may also be considered.

Art and design foundation course qualifications are welcomed as an additional qualification to 'A' levels, but are not a requirement for entry.

There are normally no interviews or portfolio viewings for this course. However, in exceptional circumstances, applicants without standard entry requirements may be invited to attend for interview and to show their portfolio of work. Admissions tutors will consider the candidate's experience, skills and knowledge in relation to the academic and practical demands of the course.

The School particularly welcomes applications from **mature students** and where appropriate, interviews mature candidates undertaking a relevant validated access course in art and design.

The School of Design actively participates in the University of Leeds' **Access to Leeds Scheme**. This alternative entry scheme gives special consideration to applicants whose personal circumstances may affect their ability to demonstrate their full potential through grades alone.

Successful applicants receive an alternative, lower offer alongside a standard offer. For further information please go to www.leeds.ac.uk/ace/access/leeds or contact accesstoleeds@leeds.ac.uk.

For full details about our entry requirements, please visit the Undergraduate Study section of the School of Design website at www.leeds.ac.uk/design

Visiting the School of Design

If we offer you a place, you will be invited to attend one of our **School open days**, where you will have the opportunity to find out more about studying graphic and communication design at Leeds and the facilities available. If you want to find out more about the BA in Graphic and Communication Design prior to application, you are recommended to attend one of these events, which include presentations about the course and a tour of the School.

You will find the dates of scheduled events on our School website at www.leeds.ac.uk/design or by emailing designundergrad@leeds.ac.uk

Further information

If you wish to find out more about this course and the University of Leeds, please visit the University's website at www.leeds.ac.uk and the School of Design's website at www.leeds.ac.uk/design

For enquiries about admissions and qualifications, please email designundergrad@leeds.ac.uk or 'phone **0113 3433700**.

For enquiries about the structure and content of the course, please contact:

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