



Are you a creative thinker? Do you want to know how to apply design theory and skills in practice? If so, this Graphic Design programme will aim to develop your understanding of the core principles of design and its potential across a range of sectors. You will delve into traditional and contemporary technologies to produce innovative and aesthetic designs as well as form an understanding of the critical, conceptual and historical background of art, design and visual culture.

Through the courses assignments you will build up a portfolio of work or set of 'Digital sketchbooks and final outcomes' to evidence the skills and knowledge you have gained.

Modules are:

Level 4

Typography and Image Creation

This module takes you back to basics. You will get a solid grounding in drawing, typography, logo, and image adjustment spanning traditional paper based skills and digital software. Since digital technology and graphic communication shape how we experience the world, these foundation skills are essential to all designers. Once you have these basic skills, you will be able to adapt them to navigate the constantly changing software and tools of the design industry.



Design History & Critical Thinking

Back to the beginning – from cave paintings to alphabets, to the birth of digital design and virtual reality, it is important that you can appreciate the history of art, design and visual culture. In this module you will look at a variety of sources to understand the key aesthetic concepts and movements that have shaped design practice and debate, and think about how your own work might fit into this.

Design and Layout

In this module you will develop your core basic skills further. Exploring layout, composition, words, images and typography, you will focus on the exploration of a broad range of practical techniques and approaches. You will have the opportunity to consider industry standard

conventions which have real life application to anything from book covers, magazines spreads, flyers, posters, web pages, packaging and corporate identity.

Illustration and Animation

Time to pick up a pencil and paper – you will start this module by creating conceptual illustrations that you can then develop into original storyboards with a clear narrative. Moving sequences will be in the form of stop motion, illustration, cell animation and vector 2D animation with the option to create 3D paper model animations. You will be expected to carry your prior learning through to complete a few mini projects to showcase your design thinking and practical skills.



Design Vocabulary

If you are going to work as a graphic designer – whether that is digital, analogue, 2D or 3D, it's essential that you can speak the language. In this context it is a visual language that you will be exploring. You will pick up a media toolbox of transferrable skills that you can apply across all projects that you undertake. The principles that you pick up are the foundational building blocks of practice, in any media and you will be assessed by 2D and 3D graphic design work.

Digital & Analogue Moving Image

The transition from analogue-to-digital has widened the horizon of graphic design and extended its capabilities to

infinite dimensions. The aim of this module is to broaden your spectrum as a graphic designer from print, and digital screen work to incorporate pre and post production techniques in moving image. You will develop story board techniques and learn to present ideas and concepts, working in groups.

Level 5

Studio Practice I

Here is where you get to take responsibility for and address a specific design problem from an industry-level brief. Developing individual practice and gaining the skills to create a professional design presentation will be invaluable in your future career. You will pull together all of the skills acquired at level 4, combining design methods and principles,

word, image and narrative and sequence to produce work that is innovative and creative – and completed in a timely manner!

Studio Practice II

In this module you will develop the creative experimentation from Studio Practice I, producing concepts and visual outcomes across a range of practical, industry-focussed projects. This is your chance to produce professional work that shows off your individual design flair. Managing your own learning means that you can demonstrate independence and initiative to future clients and employers.

Reading Images I

Here is where you will need your knowledge and research skills as this module focuses on how to read and understand images and text. The aim is to lead you to an understanding of the relationship between theory and practice, and you have the chance to apply your knowledge and understanding of these critical methodologies through image-analysis tasks, and discussions of key questions.





Reading Images II

In this module you will tackle a broader examination of design and visual communication in the context of key theoretical and critical debates. You will consider a new range of perspectives on how to decipher the meanings of images and text.

Self-Promotion and Packaging I

This is your introduction to self-promotion in a digitally enhanced world. It's a highly industry relevant topic and very practically focused. You will create a series of artefacts through graphic design, web, film/video and/or moving image to showcase your work to an audience, as well as testing via social media networks. You will develop a business plan to generate work, network and connect with clients, producing quotes,

managing finances and drafting contracts.

Visualising Concepts

This module asks questions such as: Where is design seen? Why is it important? Who is it for? You will apply your growing theoretical knowledge in a practical context, highlighting the relevance of engaging with design theory to improve to develop your design skills. You will prove your understanding through practice-based studio briefs.

Level 6

Self-Promotion and Packaging II

Having been introduced to the basic principles of Self Promotion and Packaging I, you will further learn how to promote your individual qualities and strengths through a series of design outputs showcasing your skills and abilities.

Industry Competition Briefs

This module is the culmination of all your prior practice. You will tackle industry-focused design briefs around issues such as branding and corporate identity, advertising campaigns, illustration and packaging and editorial design. A successful student will complete high quality research, consider appropriate approaches, generate ideas and complete a good execution.

Dissertation

The dissertation involves developing a substantial written text of 8-10,000 words on a subject of your choosing relating to what you have studied on the course, and within the fields of Graphic Design.

Final Major Project

After completing your degree you will be thinking about entering the workplace and this transition can be difficult for those who haven't developed a self-motivated attitude towards work. This module gives you the opportunity to respond to your own self-set problem rather than a client's. Examples might include: designing a book for an unpublished text, designing a poster and other print materials for an imagined museum, making a short documentary on a topic of public concern, or creating a web site.





Course duration and hours of study

This varies depending on your rate of progress - you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find out more information on the course page, visit www.arden.ac.uk. Alternatively, please call our admissions team on:

+44 (0) 2476 515700 or

0808 231 2472 for more details.

Entry requirements

To be eligible for this course you must have either:

Two subjects at GCE A level or equivalent, plus passes at grade C or above in three subjects at GCSE level or equivalent; or completed a recognised Access Programme or equivalent.

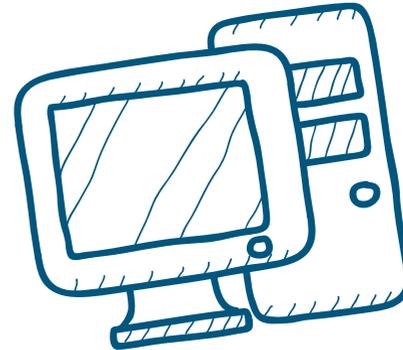
For students whose prior learning was not taught in English:

IELTS 6.0 or equivalent.

We'll ask you for a personal statement that demonstrates your ability to study the course. We'll also ask you for references and evidence of relevant work experience.

If you have work experience

We're happy to consider an application from you if you can show us you have the motivation to study the programme.



How to apply

Visit: www.arden.ac.uk

Email: admissions@arden.ac.uk

Call: 0800 231 2472