

BA (Hons)

CONTEMPORARY CREATIVE PRACTICE: GRAPHIC DESIGN/ILLUSTRATION /PHOTOGRAPHY



GENERAL INFORMATION

- Degree: BA (Hons) Contemporary Creative Practice: Graphic Design/Illustration/Photography (Awarded Staffordshire University)
- Duration: 3 years (Full-time)

KEY FEATURES

Students will have the option to choose from 3 individual degree streams: Graphic Design, Illustration and Photography. Each course is designed for students to explore and develop skills to meet the needs of the Creative Industries in their chosen specialism. Students will gain practical skills and the associated knowledge and expertise to succeed in the sector.

- Graphic Design graduates will be able to work in positions within design studios, advertising agencies, branding companies, TV, film and freelance enterprises.
- Illustration graduates will have the knowledge and skills needed to develop a career in a variety of visual communication fields including book publishing, editorial and advertising, web, animation and printmaking.
- Photography graduates will have opportunities to work as design consultants, studio managers, photography agents and many other roles across the field of photography..

PROGRAMME STRUCTURE

Intake: January and September

YEAR 1

- ✓ Study Skills for Creative Practitioners
- ✓ Visual studies
- ✓ Practical Contemporary Art Practice
- ✓ Art Practitioners in Historical and Contemporary Context
- ✓ Professional issues for Contemporary Art Practitioners

YEAR 2

- ✓ Creative Influences
- ✓ Visual Communication
- ✓ Exploring Contemporary Art Practice
- ✓ Professional Development for Arts Practitioners
- ✓ Major Project for Arts Practitioners

YEAR 3

- Graphic Designer**
- ✓ Practical Contemporary Practice in Graphic Design
 - ✓ Creative Enterprise in Graphic Design
 - ✓ Industry Investigation
 - ✓ Professional Practice in Graphic Design
 - ✓ Negotiated Final Major Project

- Illustration**
- ✓ Practical Contemporary Practice in Illustration
 - ✓ Creative Enterprise in Illustration
 - ✓ Industry Investigation
 - ✓ Professional Practice in Illustration
 - ✓ Negotiated Final Major Project

- Photography**
- ✓ Practical Contemporary Practice in Photography
 - ✓ Creative Enterprise in Photography
 - ✓ Industry Investigation
 - ✓ Professional Practice in Photography
 - ✓ Negotiated Final Major Project

ENTRY REQUIREMENT

- 17 years old and above and have both:
- Completed Year 12 (or equivalent)
- A pass in a University Foundation Year
- British University Vietnam allows direct entry to qualifications where a student has satisfied the below requirements:
Obtained satisfactory English Language with IELTS score of 6.0+ (each component must score a minimum 5.5) or TOEFL (IBT) 87 (Minimum component scores: Listening 17, Speaking 20, Reading 18 and Writing 17) or equivalent and have passed at least one of the following options:
 - 2 subjects at Advance GCE A level
 - An access program passed at the required QAA- recognized standard for entry to Higher Education
 - International Baccalaureate diploma with minimum of 24 points