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# BA Hons Visual Communication through Digital Media

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## What is the course about?

The Visual Communication through Digital Media programme provides you with a wide-ranging experience of making innovative creative work. The course has opportunities in areas that include graphics, contemporary art, illustration, crafts, fashion, animation, and photography. It encourages innovation and enables you to achieve depth of understanding in your specialist area of interest within both traditional media such as ceramics, drawing, painting, photography, film and printmaking as well as digital technologies and practices. The structure of the programme allows you to investigate and develop their individual ideas, strengths and reach personal artistic aspirations.

## What are the entry requirements?

A Diploma in Art and Design Foundation Studies, an Extended Diploma in related art, design and media subject or access to HE in Art and Design. Students applying directly from A level will be considered. A Diploma in Art and Design Foundation Studies may be recommended as a condition.

A pre-requisite will be that you have studied part-time or full-time on the Diploma in Art and Design Foundation Studies or equivalent for a minimum of one year and are currently involved in an artistic practice and can demonstrate in depth thinking.

A minimum of 96 UCAS points (New UCAS Tariff 2017).

GCSE: a good profile, including English Language, minimum grade C.

All applicants must submit a comprehensive portfolio at interview of art, design/media work. Students are selected by assessment of the contents of a portfolio of work which convey a measure of creative, practical skill and intellectual/enthusiastic engagement in the practice of art, design and/or media.

## What subjects will I study?

The structure of the programme allows you to investigate and to develop their individual ideas, interests, strengths and personal artistic aspirations. You will undertake 'real life,' imaginative project work. Team-working, entrepreneurship and networking will allow the development of professional insights that will greatly enhance employability or to start up your own creative enterprises within the Island culture and economy and beyond.

The main features of the programme at all levels is development of skills in a range of media, the development of creative strategies within problem solving contexts, collaborative working. In the final year you will negotiate your own projects and a personal career plan, developing a personal creative identity through making art and design work of publication and exhibition quality. Consideration of audiences, opportunities and clients is present at each level of the course. The programme is flexible, with an underlying philosophy of self-directed learning that will be managed and supervised through a negotiated student learning agreement and tutorial guidance.

The programme is devised so that studio modules are delivered alongside relevant theory. Developing both practical and intellectual skills as well, as an entrepreneurial spirit, will equip graduates to set up creative enterprises and forge routes into industry, research or post-graduate education.

## How will I be assessed?

The Visual Communication programme runs over three academic years. A student would normally be registered for modules amounting to 120 credits in total for each of the three years of study.

Assessment will include coursework produced for each module and this could be in the form of logbooks, sketchbooks, written assignments, contextual journals, artwork in many formats, portfolios, presentations and dissertations. Assessment occurs through documented tutorials, presentations and clearly stated assessment points. Students receive written and verbal feedback. In some modules peer- to-peer assessment will also occur.

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### What are my progression and career options?

Graduates may expect to gain employment as freelance practitioners or pursue careers that cross the traditional boundaries of graphic design, illustration, contemporary arts, photography, advertising, corporate identity, animation, multimedia, web-design, publishing and art direction.

Graduates often go on to postgraduate study, progressing to a wide range of masters subjects or teacher training qualifications.

We also provide support for graduates starting out in the creative industries, through our graduate progression scheme, which gives you access to the facilities at UCM and allows you to build up your practice, business development activities and network with other emerging artists in a thriving creative hub.

### Who should I contact?

Please contact HE Admin on 648210 or email [ditte.smith@ucm.ac.im](mailto:ditte.smith@ucm.ac.im)