This is a three-year programme aimed at preparing students to become professional graphic designers. Flexibility and creativity are only two of the skills required in order for students to negotiate their way through their exciting future careers. You will be taught by passionate and seasoned graphic design professionals who have worked in some of the best design agencies in the UK. Their dedication to helping you bring your projects to life will give you the confidence and knowledge to follow your ambitions and choose a path that fits with your academic aspirations and career goals.

Who Is This Course For?
There is a strong emphasis on detail and commercial awareness throughout this programme. Students will be able to generate ideas and high-quality outcomes for visual identity packages such as product packaging, websites and cross-platform advertising campaigns.

Why Take This Course?
We will not only help you to develop crucial skills for the workplace but encourage you to enhance your creativity and enterprising ideas in order to become successful leaders.

Our varied modules and teaching expertise will help you become more independent as a learner and more confident in your discipline expertise.

What Will I Experience?
Distinct elements of this course will focus on: pursuing creative solutions to graphic design problems using a broad and adaptable approach, self-authorship, ability to direct a range of different outcomes, multi-disciplinary confidence and accomplishing communication tasks across a range of media and client bases.

Learning Outcomes
• Provide a diverse programme of study supported by workshops, lectures and studio practice for both traditional and contemporary image-making.
• Assist students in contextualising their work with reference to social, historical and aesthetic constructs, while developing critical self-awareness, visual development skills and sound research methodology.
• Develop each student’s capacity for independent learning, as well as the ability to work as part of a team.
• Present and communicate information, ideas, problems and solutions to a professional graphic standard and justify their own work convincingly.
• Use tools, materials and technical equipment relevant to the profession safely and effectively.
• Make decisions in complex and unpredictable contexts across a broad range of design situations.

*Please note that learning outcomes listed here are a sample of a wider list of outcomes.

Key Facts
Campus London
Awarding body Buckinghamshire New University
Duration 3 years
Delivery Full-time
Intakes October
Fees UK/EU £9,250 (SFE Funding Available)
Additional Costs £500 per year for materials and travel to external events
Validation Buckinghamshire New University
UCAS Course Code GDLC
Campus Code P

What our students say
“I’m originally from the Netherlands and I study communications with a specialisation in advertising and concept development. As soon as I read about the graphic design and visual communication course, I was sold. This is exactly what I was looking for.”
- Lana Addams, Student

Career Progression
LCCA provides careers advice and guidance to students along with workshops and career fairs. The Career Management Service support our students to become informed and self-reliant individuals who are able to plan and manage their own careers. Here are some routes you can pursue:

• Graphic designer
• Branding/corporate identity designer
• Packaging designer
• Editorial designer (for both print and digital)
• Exhibition designer
• Web designer
• App designer
• User experience designer
• Art director
• Video director
• Visualiser or visual creative
• Opportunities in related creative industries.
Entry Requirements

Age
• Minimum 18 years or above

Qualifications
• GCSE English Language Grade A*-C, level 2 Key Skills or Functional Skills
• Level 3 qualifications which attracts a minimum 80 UCAS tariff through one or more of the following:
  ◦ BTEC National Diploma
  ◦ A-level
  ◦ Access to HE Diploma
  ◦ Foundation Diploma in Art & Design
  ◦ Other level 3 accredited qualifications
  ◦ Non-UK level 3 equivalent qualifications confirmed through NARIC

Language Proficiency
• Students who do not have English as a first or other language should have IELTs 6.0 or equivalent. (minimum 5.5 in each component).

We also require
• Complete application form
• Scanned copy of passport / ID card
• Personal statement

All students will be required to attend an interview with a portfolio of work that demonstrates creative ability or talent.

Course Structure

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Assessments

You will be given opportunities to test your understanding of the subject informally before you complete the formal assessments that count towards your final mark. This may take the form of practice or ‘formative’ assessments for which you will receive feedback from your tutor. Formative assessments are developmental and any marks you receive do not count towards your overall module mark.

There is at least one formal or ‘summative’ assessment towards the end of each module. The marks from summative assessments do count towards your overall module mark. We will assess your work through: project presentations, research and developmental work, design portfolios, written essays and reports.

London College of Contemporary Arts
9 Holborn
London
EC1N 2LL

+44 (0) 20 3535 1155
info@lcca.org.uk
www.lcca.org.uk