

Ealing School of Art, Design and Media

We offer professionally oriented courses designed and developed with input from employers and industry specialists, so you can meet the creative sector's high demands.

Teaching and learning based on experience

We've developed our courses based on the extensive experience of our high-calibre teaching staff, who have joined us from a wide range of successful backgrounds in the creative industries.

Encouraging professionalism and success

We encourage you to see professionalism as an attitude – a frame of mind that will greatly enhance your career prospects, whichever creative path you choose. We'll also help you master the employability skills to help you succeed.

A creative community

You'll join an enthusiastic and supportive community of art, design, media, music and performance students, based in the heart of West London.



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BA (Hons) Advertising

This course is characterised by a focus on providing the key skills that the highly competitive advertising industry needs in its employees. We aim to give you a head start to joining the profession as a creative, account manager or strategist.

AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
N564



Course overview

The advertising industry needs professionals that can think outside of the box. It takes people that can work successfully in teams, with a range of skills that are necessary to produce high impact campaigns. This course is designed to develop your understanding of brands, marketing, advertising strategy and creativity, in order to help prepare you for your future career as an account handler, or creative, working in the demanding worlds of marketing or advertising.

We use real briefs and techniques and work closely with specialists to ensure that our course is at the cutting edge of industry thinking. To develop your team working skills you will work closely with other students on advertising briefs, researching markets, developing strategies and producing creative campaigns.

We work with many advertising agencies and clients such as Leo Burnett, Ogilvy and Mather and Waitrose, to set our live briefs, provide guest lectures and offer our students prestigious work placements.

Highlights

Our tutors are industry professionals with excellent connections across the sector including D&AD – the association for creative advertising and art direction, as well as the Institute of Practitioners in Advertising (IPA).

Entry requirements

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview

Applicants will usually be invited to an interview. This will provide you with an opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team.

CAREER OPTIONS

The course opens a wide range of career opportunities in marketing, advertising and other related professions. Career advice is often provided by industry professionals, recruitment consultants such as Kendall Tarrant, and the in house careers service.

Our graduates also have the opportunity to undertake a variety of postgraduate qualifications in the advertising field.



Scan the QR code above for more course information or visit:
uwl.ac.uk/N564

BA (Hons) Broadcast Journalism

This course develops the knowledge and skills you will need to embark on a range of career options across broadcasting and online journalism.

AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
P500



ON AIR

Course overview

This course focuses on the techniques of contemporary journalism practices and their operation in the established technologies of radio and television and the more recent and continuing development of online formats. There is a practical emphasis on research, writing, production and presentation – the core skills required of journalists in this field. We also carefully consider the context of journalism practice, examining ethical and legal concerns as well as social, political, institutional and economic issues and their coverage in the media.

This course has a broad based approach and looks at the future concerns and development of the industry and the explosion in news and information delivery via the internet and the possibilities this opens up for employment. You will study the techniques of news and features journalism, examining areas such as current affairs, sports, arts and music reviewing.

We have a strong commitment to learning by doing and to real industry practices which includes simulated 'news days', assessed live broadcasts and a work placement. There is also the opportunity to undertake a long-term assessed role as part of the University's Blast FM radio station which is managed by students.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English at Grade B and Mathematics at Grade C or above.

English language requirement

IELTS 7.5 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview

You will usually be invited to an interview. This will provide you with an opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team.

CAREER OPTIONS

Our graduates are equipped to pursue careers in radio and television or online journalism, including production and presentation and broadcasting policy work with, for example, Ofcom. Our graduates also have the opportunity to undertake a variety of postgraduate qualifications in the broadcasting and journalism field.



Scan the QR code above for more course information or visit: uwl.ac.uk/P500

BA (Hons) Broadcasting

This course develops the creative knowledge and skills associated with careers in contemporary media production.

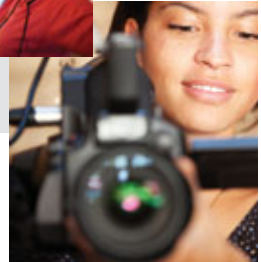
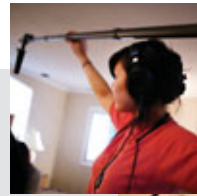
AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
P315



Course overview

Throughout the course, you will develop specific skills and techniques relating to research, writing and production of contemporary media. You will engage with the issues and debates surrounding the creative process, institutional practices and the nature of media consumption and learn to employ a high level of critical reflection at all stages of the development of a project. Teamwork is a fundamental aspect of this course and you will have the opportunity to work closely with other students and gain expertise in the development and production of live and pre-produced, factual, and music media formats.

Entry criteria

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview

You will usually be invited to an interview. This will provide you with an opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team.

CAREER OPTIONS

Our graduates will be equipped to enter a career in the professions relating to radio or television production, radio or television presentation and radio or television reviewing or media regulation.



Scan the QR code above for more course information or visit:
uwl.ac.uk/P315

BA (Hons) Digital Animation

This course has been designed to provide you with the opportunity to develop skills in traditional animation principles using digital technology.

AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
W615



Course overview

This course will support you in developing a creative and technical grounding in the principles of animation. As the sector is changing fast through the application of new technologies it's important that you have a solid foundation and command of the key transferable skills and approaches which are applicable across platforms. You will develop work for a range of formats that require animated content such as games, the internet, film and TV. With traditional animation skills tailored to a diverse range of digital media, you will gain experience in both 2D and 3D production. In addition, you will enhance your intellectual skills by learning to develop solutions through problem solving.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview and portfolio

You will usually be invited to an interview. This will provide you with the opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team. You will also be asked to bring along a portfolio of relevant work. Details of what is required in the portfolio are available on the website at uwl.ac.uk/myapplication

CAREER OPTIONS

Our graduates have career opportunities across animation, gaming, film and broadcasting which include character and environment design, gaming, special FX, drawing and animation, background art, producing, directing or story development.

Graduates also have the opportunity to undertake a variety of postgraduate qualifications in the field.



Scan the QR code above for more course information or visit: uwl.ac.uk/W615

BA (Hons) Fashion and Textiles

This innovative and exciting course is designed to produce graduates who are fully equipped with the creative, practical and transferable skills necessary for employment in this demanding and competitive industry.

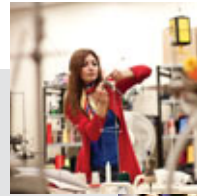
AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
W232



Course overview

The course focuses on the integration of vocational industry-based skills for cutting-edge fashion and textiles with the creative and intellectual development of each individual student. We aim to produce graduates who are equipped with the skills and competencies that the fashion industry requires.

Creative and practical studies are strongly underpinned by professional development and critical studies, which reinforce the relationship between theory and practice, in relation to both the market place and the cultural context of fashion design. We have well-established links with industry, working closely with major companies on briefs that they have set.

During the course, you will learn to negotiate the relationships and intersections between fashion design and development and printed textiles and knitwear design. Fashion is about creativity and we ensure you have the flexibility to develop your specialism in line with your aspirations in producing a major project and design portfolio that will support your future employment.

Key fact

We provide work placements and sponsorships and we have a continued association with the British Fashion Council College Forum and Graduate Fashion Week.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview and portfolio

You will usually be invited to an interview. This will provide you with the opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team. You will also be asked to bring along a portfolio of relevant work. Details of what is required in the portfolio are available on the website at uwl.ac.uk/myapplication

CAREER OPTIONS

Our graduates pursue careers across a range of professions in fashion and textiles including design and design management, knitwear, buying, merchandising and creative pattern cutting. Graduates also have the opportunity to undertake a variety of postgraduate qualifications in the field.



Scan the QR code above for more course information or visit: uwl.ac.uk/W232

BA (Hons) Film

This course provides you with an innovative practice driven approach to digital film production and a comprehensive knowledge of related industry conventions and aspects of film theory.

AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
P303



Course overview

The course has been carefully crafted so that elements of film theory complement and underpin practice at every stage. Though the emphasis is on practical aspects of content production, the theoretical material enables an in depth exploration of the subject and supports you in broadening your range of critical skills.

We are committed to a learning by doing approach to film production and we work closely with businesses and other organisations in providing opportunities for our students to work on 'live' projects usually in the form of short promotional films. Alongside your own assessable projects and our filmmaking 'challenges' there are plenty of opportunities for practical film production. Uniquely placed in West London, the course is based on a campus at the heart of the UK film and media industry and we take full advantage of this, offering a work placement that will give you an immersive experience of working alongside professionals.

Our graduates have gone on to work on independent productions, set up their own companies and have worked for companies such as Twentieth Century Fox, Sky, BBC and Endemol.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview

You will usually be invited to an interview. This will provide you with an opportunity to show your enthusiasm and commitment to your chosen subject and a chance to meet the course team.

CAREER OPTIONS

Our graduates are creative and critical practitioners who can develop careers across the TV, film and content production professions including film/video journalists, writers, directors and producers, directors of photography, production designers, editors and sound designers.



Scan the QR code above for more course information or visit: uwl.ac.uk/P303

BA (Hons) Games Design

This course has been designed to develop creative and technical skills in the design and production of games including theoretical aspects of conventional and digital gaming.

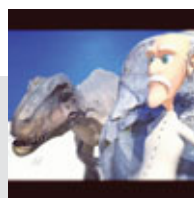
AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
I600



Course overview

The course has a strong practical focus but has been developed to also enable an understanding of broader areas of games development and design and supporting history, contextual and social issues, together with an overview of the more technical aspects of the discipline. You will also be able to investigate a range of subjects within the field of gaming alongside more specialised subject areas in games art and games design.

Games art approaches the arena of gaming from an artistic viewpoint and is designed for those who wish to explore the aesthetic and contextual aspects of gaming from either an experimental or more conventional approach. Games design focuses on the analysis and design aspects of gaming, including character, arena and game interface design. Small-scale documentation, prototyping and testing of games concepts are a strong feature of this area of study.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview and portfolio

You will usually be invited to an interview. This will provide you with the opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team. You will also be asked to bring along a portfolio of relevant work. Details of what is required in the portfolio are available on the website at uwl.ac.uk/myapplication

CAREER OPTIONS

Our graduates are creative and critical practitioners who can develop careers across the games design industry and additionally in areas such as content creation across a range of media, producing educational and entertainment products. Graduates can also go on to study a range of postgraduate qualifications in this and related fields.



Scan the QR code above for more course information or visit: uwl.ac.uk/I600

BA (Hons) Graphic Design

This course develops creative skills in, and approaches to, design conceptualisation and critical thought for progression into the design industry.

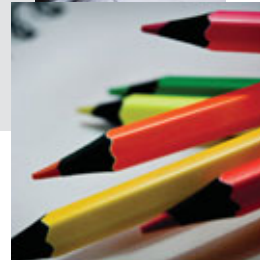
AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
W28C



Course overview

Graphic Design helps shape the way we see and interact with the world. This course has been crafted to reflect the range of possibilities that this dynamic and constantly evolving subject offers.

On the course you are encouraged to explore and express ideas through a range of relevant media. The course will enable you to develop skills in conceptual and critical thinking, typography, design drawing, illustration, screen based and digital media skills that will equip and support you in your future career. Tutor led projects, self initiated work, and national competitions are all part of the programme of study.

We offer a unique curriculum; the course philosophy acknowledges that graphic design is not only about solving problems, but also about innovation and personal authorship in which a designer's point of view and vision play a catalytic role in change. Our specialist staff provide the practical and conceptual support to help you find your creative voice.

Whilst the course is practically driven with studio and workshop teaching practice, we also provide the opportunity to examine the historical and cultural context of contemporary design disciplines and understand their value in helping to meet the creative and intellectual demands and challenges of the subject.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview and portfolio

You will usually be invited to an interview. This will provide you with the opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team. You will also be asked to bring along a portfolio of relevant work. Details of what is required in the portfolio are available on the website at uwl.ac.uk/myapplication

CAREER OPTIONS

Our graduates go into employment across a range of specialisms within the design industries in areas such as publishing, advertising, packaging, branding, website and interaction design. Graduates can also go on to study a range of postgraduate qualifications in this and related fields.



Scan the QR code above for more course information or visit: uwl.ac.uk/W28C

BA (Hons) Media Studies

This course includes some practical opportunities as well as comprehensive work on media studies and theory.

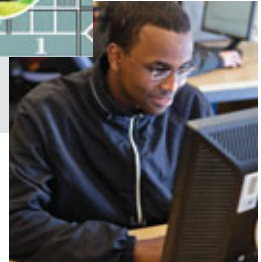
AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
P306



Course overview

Newspapers, radio, film, TV and computer software are powerful instruments of communication. This course enables you to develop your knowledge and skills to critically examine how these technologies affect our understanding of the world at a cultural, social and political level. You will study media institutions and the cultural industries, whilst developing the research, interpersonal and communication skills that are essential to the media professions.

We take full advantage of our unique situation in West London at the heart of the UK's film and media industries with study visits and guided tours to key media and cultural institutions and organisations. A work placement is a key part of the curriculum providing experience of working in a relevant sector of the industry and developing a positive profile in preparation for employment.

Entry criteria

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview

You will usually be invited to an interview. This will provide you with an opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team.

CAREER OPTIONS

Our graduates are suited for a range of careers within media organisations or to pursue teaching roles or further study in media subjects. Graduate may progress to the MA Video Production and Film Studies, as well as other relevant postgraduate qualifications in this field.



Scan the QR code above for more course information or visit:
uwl.ac.uk/P306

FdA Photography

This course develops the key skills necessary to begin a career within the photographic and digital imaging industries.

AWARD
FdA

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
two years

**UCAS
CODE**
W641



Course overview

This course has an emphasis on the production and presentation of photography, supported by conceptual development and an understanding of critical and contextual theory. The aim of the course is to introduce the core skills required of a professional commercial photographer.

The course focuses on industry practice and offers a range of opportunities for you to develop relevant key skills. These include simulation 'practice days', 'live' projects and a period of work placement. You will also undertake an independent project designed to support the needs of your future career aspirations or academic progression pathways.

Key fact

We work closely with key partners including the Nikon Academy, Magnum and the Association of Photographers to ensure that the course is at the cutting edge of industry expectations.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview and portfolio

You will usually be invited to an interview. This will provide you with the opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team. You will also be asked to bring along a portfolio of relevant work. Details of what is required in the portfolio are available on the website at uwl.ac.uk/myapplication

CAREER OPTIONS

Upon successful completion of this course, you will be able to pursue a career in the photographic and imaging industries including work in advertising and fashion, photo journalism and documentary, web content production and picture editing.



Scan the QR code above for more course information or visit:
uwl.ac.uk/W641

BA (Hons) Photography

This course takes a dynamic and exciting approach to photography and equips students with strong practical, theoretical and transferable skills in preparation for a career as a professional photographer.

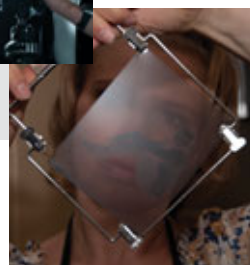
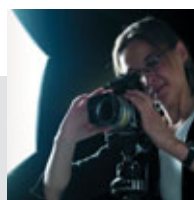
AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
W642



Course overview

The course focuses on contemporary photographic practice and offers opportunities for work and experimentation within related subject areas such as the moving image and other convergent digital technologies. Through cultural and theoretical studies you will gain the skills to critically evaluate and effectively engage in contemporary photographic debates. Preparing you for employment is one of our priorities; therefore work experience is embedded at all levels of the course.

Our academics are committed to providing a supportive learning environment that will nurture your photographic interests and ambitions. Our graduates are confident and valued by the industry for their skills, knowledge and adaptability, many of them return to talk to current students about their experiences and continue to give support in the form of mentoring and work placement opportunities. Additionally a strong team of established professional photographers, artists, and curators make a wealth of experience available to the course.

Key fact

Being situated in West London gives us access to a wonderful array of art galleries and museums to inspire and stimulate discussion.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview and portfolio

You will usually be invited to an interview. This will provide you with the opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team. You will also be asked to bring along a portfolio of relevant work. Details of what is required in the portfolio are available on the website at uwl.ac.uk/myapplication

CAREER OPTIONS

Our graduates pursue careers in the photographic and imaging industries including roles such as photographers, assistants, retouchers, editors and researchers and work in advertising and fashion, photo journalism and documentary, web content production and picture editing, art buying and exhibition curation.



Scan the QR code above for more course information or visit: uwl.ac.uk/W642

BA (Hons) Public Relations

This course offers a practical, theoretical, and imaginative approach to external and media relations, communications planning and management, and PR techniques and applications. It also covers skills such as writing and production for PR.

AWARD
BA (Hons)

STARTING
September 2013

LOCATION
Ealing

DURATION
Full-time,
three years

**UCAS
CODE**
P210



Course overview

The course develops an understanding of a strategic approach to PR, and a grounding in the techniques employed. We have close working relationship with the Public Relations Consultants Association and you will work on briefs from PR consultancies and departments and use a variety of techniques to produce communication solutions.

We are committed to learning by doing and in addition to lectures and tutorials you will take on the roles of PR personnel and write briefs, produce reports, make presentations and deliver targeted PR solutions throughout your study. The work placement gives you the opportunity to put these skills into practice in a 'live' situation with real clients.

Entry requirement

200 UCAS points at Level 3, which would normally include at least two relevant subject areas plus GCSE English and Mathematics at Grade C or above.

English language requirement

IELTS 6.0 overall and a minimum of 5.5 for each of the four components (reading, writing, speaking and listening).

For detailed information on international equivalences and alternative entry qualifications see page 145.

Interview

You will usually be invited to an interview. This will provide you with an opportunity to demonstrate your enthusiasm and commitment to your chosen subject and a chance to meet the course team.

CAREER OPTIONS

Our graduates pursue careers across the spectrum of PR practices from corporate and financial PR to consumer, business to business and not-for-profit organisations.



Scan the QR code above for more course information or visit:
uwl.ac.uk/P210