### Design

design



University of Sunderland

- \_ Outstanding student experience
- \_ Live briefs from industry professionals
- \_ Staff are well established practitioners
- \_ Individual work stations
- \_ Teaching supported by internationally renowned speakers and visitors
- \_ State-of-the-art hardware and software
- \_ Specialist staff, such as qualified Maya and Adobe Certified Instructors
- \_ Courses are industry linked
- \_ Everything you need for design in one building
- \_ A challenging, innovative and creative environment
- \_ Creativity, innovation and originality are what drives us
- A corporate member of the Design and Art Directors Association (D&AD)
- \_ A global reach our students come to us from all around the world
- Opportunities for study trips to destinations like New York, Barcelona and London

## design



#### University of Sunderland

The student experience at Sunderland is one of the best around because you are at the heart of everything we do. This philosophy has led us to receive the coveted Times Higher Student Experience Award 2010.

The state-of-the-art facilities, contemporary programme content and specialist teaching at the University of Sunderland really help prepare you and give you an edge in what is becoming a competitive job market.

We provide opportunities including volunteering, becoming ambassadors and mentors, or undertaking work placements with our many industry contacts. We also equip you with skills in team working, leadership and communication to give you the best chance when you leave us to take up your chosen career.

#### Who we are

Design makes an impression on us all every single day and our courses are here to help you develop your creative talents so that one day you will make an impression on design. Our students have seen great success in the past and to show you what we mean, we have put this brochure together using work produced by our students.

We are proud of our students and their successes, which is reflected in the fact that our design courses have one of the best graduate employment rates in the UK of over 90%.

Our students are closely connected to 'real world' design experience, through national and international design conferences and festivals, visiting speakers, competition entry, work placement and tuition from staff and the preparation of our students for employability.

Don't be surprised at our confidence in your future when you choose to study on one of our courses, be it animation, graphics, digital new media, calligraphy, illustration, advertising, fashion or interior design.

#### What we've got

We are based at the newly refurbished Design Centre, complete with gallery, on the City Campus. Our state-of-the-art building attracts high quality students and staff, whilst emerging as a major force in design research. Professionals in the design industries are regular visitors, engaging with our students on projects and with staff on research. Our students continue to win national and international prizes, whilst our graduates are succeeding in their employment or setting up their own design business. The facilities available include:

- \_ 3D scanner
- \_ Rapid prototyping
- \_ Laser cutter
- Industry standard hardware and software
- \_Arts and Design Library
- \_ Design Gallery
- \_Reg Vardy Gallery
- Suites of open access Apple Macs

#### How to study Design

There are a number of ways you can study design with us, from Foundation to PhD. Flexibility is key to our students' experience of studying at Sunderland, so our courses are available on both a full-time and part-time basis.

Our full-time undergraduate courses are taught on a modular basis over a period of three years, so we can help you choose a pathway that suits your career aspirations. The 'elective module' at each level will give you the opportunity to follow an additional subject of personal interest. This could be photography, illustration, journalism, television and film, or indeed any subject offered by the University as long as it fits with your programme of study.

We run a Foundation Degree (FdA) in Media Publishing at South Tyneside College. Check out our website www.sunderland.ac.uk for more information.

The courses listed in this brochure include:

- \_ Foundation Degree in Calligraphy with Design
- \_ BA (Hons) Advertising and Design
- \_ BA (Hons) Animation and Design
- \_ BA (Hons) Design: Multimedia and Graphics
- \_ BA (Hons) Fashion, Product and Promotion
- \_ BA (Hons) Graphic Communication
- \_ BA (Hons) Graphic Design Top-Up
- \_ BA (Hons) Illustration and Design
- \_ BA (Hons) Interior Design
- \_ MA Animation and Design
- \_ MA Design: Multimedia and Graphics
- \_ MA Illustration and Design
- \_ MA 3D Design Innovation
- \_ MA Design Studies
- \_ MPhil and PhD













Foundation Degree in Calligraphy with Design

#### UCAS Code W150, Campus Code KENP2

This course offers you the unique opportunity to study calligraphy within a fully equipped studio in Kensington Palace, West London. You will receive specialist skills-based training in calligraphy and design, blending traditional craft based letter-making with knowledge of the latest tools for digital communication and design.

You will have the opportunity to study This course provides you with an introduction to formal calligraphy using Roman upper and lowercase letterforms, visual studies (museum and studio based), book production in manuscript and typographic form (including training in the use of digital media), the development of rhythm and flow in writing, italic letters and other historical manuscript studies and an introduction to traditional skills using quills, gold and vellum. You will also develop a portfolio of work, planning and executing work on real projects applicable to your chosen career path.

This course will provide you with the opportunity to develop a career working in a design studio or to develop your own freelance practice as a calligrapher or lettering artist. Following successful completion of this course, you will automatically be offered a top-up year within a Design degree course of your choice at the University of Sunderland, which can be followed by studying calligraphy at MA and PhD level.

How you can study Calligraphy You can study this course full-time over two years, or parttime options are available (minimum four years). The course runs in three ten-week terms from September to June. You will spend two days working with a tutor and the rest of the week working on projects and course assignments. The course has a strong emphasis on professional practice and work-orientated leaning in the final two terms.

Dr Manny Ling Programme Leader and Admissions Tutor manny.ling@sunderland.ac.uk Tel: 0191 515 3816

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#### Foundation Degree in Calligraphy with Design



Lettering using colour pencils



Digital calligraphy



Lettering using watercolour

Digital calligraphy

Work from Writing 2009 International Calligraphy Symposium



Lettering on cloth with gouach and brush

BA (Hons) Advertising and Design UCAS Code W220

On this course you will learn about the language and practice of creative advertising design and how to apply this knowledge creatively through a range of advertising media.

You will have the opportunity to study Through visualising and idea generating skills, you will produce work that is technically competent and conceptually creative. Following the introductory module in advertising, you will study the significance of 'brand', 'position' and 'identity' followed by 'the campaign'. You will construct and write the brief and develop strong ideas that can be articulated through a variety of media outcomes, including copywriting.

We have developed good relationships with local and national advertising industries and many of our students and graduates gain work placements in London and abroad. We have very strong links with BBH, Red Brick Road, W+K, Wundermann, Fallon and DDB.

Our students have recently been announced as winners in the Young Creatives Network and the International Crowbar Awards. Our students also exhibit their work at the D&AD New Blood exhibition in London, which showcases graduate work from all over the world to an audience of professional talent scouts.

How you can study Advertising and Design Teaching is mostly practical and studio based, supported by lectures and seminars both in groups and on a one-to-one basis. Your studies will be put into context by lectures in design and the history of art and design. The contextual studies are assessed by essay and presentation and there is a compulsory dissertation at Level 3. There are no formal examinations and all work from core or elective modules is assessed continually throughout the academic year.

#### BA (Hons) Advertising and Design



Ernest Wiyanto Advertising campaign for Bovril 2008

The Economist reader is too busy to take notice of this advert.

BA (Hons) Animation and Design

You will have the opportunity to study UCAS Code W221

If you are creative and have the ambition to succeed in animation, then this course will teach you all the skills and experience to do just that.

This course will teach you a range of animation skills and techniques, including cut-out, 3D stop frame, claymation, pixilation, smudge and click, 2D traditional, 2D and 3D computer animation, direct on film, cell animation, abstract and experimental techniques. You will also have the opportunity to learn about all areas of film production, from scriptwriting and storyboarding to editing sound and character development.

Using industry standard hardware and software, you will develop your technical competence, individual creative style and your ability to draw and design in a way that expresses your ideas effectively. To help you experience the 'real world' and give you an employment advantage when you graduate, you will be encouraged to enter competitions, make entries to animation festivals and participate in live projects.

Our graduates gain employment in a variety of roles in film, special effects and the computer games industry - such as director, visual effects engineer, storyboard artist and modeller. Recent graduates have gone on to work for some of the world's leading animation companies including Aardman, creators of Wallace and Gromit, and Pixar, creators of Toy Story, Monsters Inc and Finding Nemo.

How you can study Animation and Design This course is primarily studio based, supported by contextual lectures in design and the history of art and design. The contextual studies are assessed by essay and presentation and there is a compulsory dissertation at Level 3. Educational visits include the Bradford Animation Festival as well as visits to studios and professional animation companies. Our students benefit from the expertise of world-class visiting speakers, such as a merchandising illustrator for Disney and Warner Bros, animation director Barry Purvis, who has worked on films from Mars Attack to King Kong, and Liza McCarron of Aardman Animation. All of these experiences build towards not only a professional experience but also one that our students say is great fun to be a part of.

#### BA (Hons) Animation and Design



David P James Peter and the Chameleon 2008



Sabine Goldschmidt My own World 2008



David Hutchinson The Old Man and the Bee 2008

BA (Hons) Design: Multimedia and Graphics

You will have the opportunity to study UCAS Code W280

This course develops expertise in all of the main areas of creative design: web; multimedia; graphic design; 3D modelling and animation; motion graphics; typography; digital video and sound.

This 360 degree view of design will enable you to see the links between different types of media, encouraging you to think 'outside the box', draw inspiration from a wide range of sources and produce work that contains the vital ingredients of creativity and originality.

What makes this course distinct is the breadth and depth of teaching - it is one of the few courses in the country where design for the screen is taught alongside design for print. This is demonstrated by the huge number of prestigious prizes our students have won in competitions across the world, both in screen and print design, including winning the biggest multimedia competition of them all - The Europrix.

This course will allow you the freedom to establish your own individual voice and approach to design, before entering the world of work. Top selling magazine 'Computer Arts' described this course as having: "The longest period of continuous achievement of any UK design degree course".

Our graduates have established their careers in all aspects of the design industry, from web and interactive design right through to graphic design for print. We are proud to boast a graduate employment rate of over 90% - one of the highest rates of relevant graduate employment in the UK arts and design sector.

How you can study Design: Multimedia & Graphics This course is primarily studio based, supported by contextual lectures in design and the history of art and design. The contextual studies are assessed by essay and presentation and there is a compulsory dissertation at Level 3.

#### BA (Hons) Design: Multimedia & Graphics



Quin Yang Book Illustration



Thuy Tran - first year project using Adobe Illustrator only



Adam Hartwig - Web Design www.visitmyworld.co.uk



Kjetil Bendiksen - Music promotion



Annie Charnley - Motion Graphics

#### BA (Hons) Fashion, Product and Promotion

You will have the opportunity to study UCAS Code WN25 This exciting new course focuses on designing specialist fashion products and the development of new strategies for the fashion promotion and branding industry.

You will cultivate specialist skills across a broad base of disciplines, ranging from design, product development, product promotion, visual communication and branding strategies, facilitating true industry needs for employment. You will experience a unique combination of key skills including: fashion illustration; photography and styling; jewellery and glass; surface textiles; screen print and digital design and print; product promotion and realisation in garments; accessories; packaging; and fashion media. In your first year, Level 1, you will be introduced to a broad base of subjects that are intended to stimulate your interest in a specific area. Level 2 will elevate your knowledge and develop your personal design identity, always furthering your interest in specialisation. Level 3 encourages you to complete an independent specialised design and promotion journey, guiding you to a product specific outcome that provides a platform for your future career. Our aim is to provide a contemporary experience developing essential skills in design and communication. Work placements and practical industrial experience are encouraged and, where possible, we will give you live projects to work on through collaborating with industry and national competition briefs.

On graduation you will have a wide variety of fashion careers to choose from including: product development; product design; photography and styling; textiles and print; accessories and jewellery; fashion graphics; branding; promotion and marketing; merchandising and retail buying; media and journalism; trend and forecasting; consumer analysis; and in store concepts, or visual merchandising.

How you can study Fashion, Product and Promotion The majority of your studies will be based in the studio and your work will be continuously assessed through the production of personal sketchbooks, design diaries, research and participation in studio tuition sessions. Your studies will be supported by contextual lectures in design and the history of art and design, which will be assessed by essay and presentation and there is a compulsory dissertation at Level 3. BA (Hons) Fashion, Product and Promotion



Images courtesy of Alan Scott, Senior Lecturer in Fashion

#### BA (Hons) Graphic Communication

UCAS Code W210

This course, described by one design group as at the cutting edge of the industry, will not prescribe the approach you take as a designer, or the media you choose. Through designing for screen and print, we will teach you what you need to know to make your mark in this fast moving industry.

You will have the opportunity to study This course will teach you the language and practice of creative design applied through a variety of media from print and screen based work to 3D media. You will learn how to develop creative, conceptual and responsible graphic communication that seeks to both enrich the design and cultural environment we inhabit, as well as being highly relevant to the graphic design industry. You will develop an understanding of how creative, conceptual and responsible design skills relate to the culture and society in which, and for which, it is produced.

This course also aims to develop your transferable skills, such as problem solving, communication, organisational skills and self-reliance. You will be encouraged to reflect on your practice by analysing and critically evaluating both your own and the design work of others.

How you can study Graphic Communication This course is primarily studio based, supported by contextual lectures in design and the history of art and design. The contextual studies are assessed by essay and presentation and there is a compulsory dissertation at Level 3. The course also encourages contact with the industry through lectures, conferences and in professional practice based work. Previous speakers and professional visitors have included Jonathan Bambrook, Patrick Collister, Ken Garland and speakers from all aspects of the design industry.

Recent study visits have included a design conference in New York and events in central London. We have also coproduced a symposium on contemporary graphic design, hosting some of the country's most exciting designers and the Design and Art Directors Association (D&AD).

We aim to prepare you for employment in a wide range of creative graphic communication industries such as publishing, design consultancy, museums, visitor interpretive centres, advertising or even the option of being self-employed. Alternatively, you may decide to continue your studies with a postgraduate or teaching qualification.

#### BA (Hons) Graphic Communication









Sazina Latiff Newborn 2008

#### BA (Hons) Graphic Design Top-Up

UCAS Code W214

If you already hold a relevant Higher National Diploma, Foundation Degree or Associate Degree, then you can enrol on this course to 'top-up' your qualifications to degree level. For full-time students the course takes one year (two years part-time) and offers opportunities for developing both creative and technical graphic design skills.

You will have the opportunity to study Graphic design is the use of ideas, words and images to create visual communication across a range of media and in doing so it responds to and generates a range of visual and cultural stimuli.

To simulate the studio environment and professional working methods you will work in teams and on your own. Examples of graphic design you will work on include corporate identity, packaging, environmental graphics, web design including related topics such as copywriting, art direction, and print/production processes. On this course you will develop a dissertation/design research project based on a contextual topic relevant to your studio work. You will also negotiate your final project, which will form the backbone of your professional portfolio.

You will be taught by practicing graphic designers with the emphasis very much on developing and refining your portfolio and professionalism. Live studio projects will be used when appropriate and this will lead to rewarding employment in the design industry or postgraduate study. It is an intensive, but enjoyable course that will ensure you can compete in the demanding world of commercial graphic design. The creative industries of publishing, design consultancies, advertising, museums and visitor interpretive centres provide the main areas for employment.

How you can study Graphic Design Top-Up This course is also available in Hong Kong. If you wish to apply you need to present a portfolio of creative work and have achieved TOEFL 550 or band 6 on the IELTS scale, or an equivalent qualification. We have an office in Hong Kong that you can contact directly to find out more details. Contact: hkoffice@sunderland.ac.uk Unit 1901, 99 Hennessy Road Wanchai Hong Kong Tel: +825 2521 6785 Fax: +852 3010 3099 BA (Hons) Graphic Design Top-Up





#### BA (Hons) Illustration and Design

You will have the opportunity to study UCAS Code W215 This course will give you a fantastic start to your creative illustration career.

This course involves creative image making and problem solving to develop illustration for editorial purposes, children's books, natural history, packaging or advertising. On this course you will learn about drawing, design history, publishing, building creative concepts, digital image making, printmaking and the use of relevant software using the most up-to-date methods in the industry. Our teaching is supported by internationally renowned visiting speakers, including Claire Malinsky and Fig Taylor from the Association of Illustrators.

How you can study Illustration and Design This course is primarily studio based, supported by contextual lectures in design and the history of art and design. The contextual studies are assessed by essay and presentation and there is a compulsory dissertation at Level 3. We have developed excellent links within the industry and our students benefit from our connection with the Association of Illustrators, such as some of our students' work being selected for their prestigious Annual 'Images 31'. This is especially true in your final year when you can have your portfolio assessed by a professional consultant. We arrange international trips to places like New York and to London for the International Council of Graphic Design Associations (Icograda) event. You will be encouraged to enter competitions (Lloyds TSB The Art of Nurture and Macmillan Children's Book Prize) and participate in live projects (Tyne and Wear Metro).

Our graduates have gone on to work in a variety of illustration and design roles, such as: freelance illustrators for Oxford University Press and Hallmark; design studios at the Open University; and Virgin's design department. Through this course our students are on a fast track to getting their work in print, for example one of our graduates works for publishing house Bun-ichi Sogo Shuppan, Japan, dealing with the design and illustration of children's wildlife books.

#### BA (Hons) Illustration and Design



Helen Coldwell Weather or not



UCAS Code W250

If you are passionate about all aspects of lifestyle and interiors and wish to develop the communication and design skills that underpin this exciting profession, then this course is for you.

You will have the opportunity to study This exciting degree takes a creative and conceptual 'lifestyle' approach to interior design. You will develop skills in colour selection and forecasting, materials and textiles alongside creative approaches to architectural space, form and function.

You will be taught skills in the design of furniture, lighting and aspects of construction, as well as developing drawing and modelling techniques to communicate physical and digital ideas. You will have the opportunity to study the following subjects:

- \_ Design Theory
- \_ Printed Textile Design
- \_ Spatial Design and Visualisation
- \_ Materials Models and Creative Concepts
- \_ Creative Lighting, Colour and Lifestyles
- \_ Virtual Interiors
- \_ Interiors for Competitions
- \_ Negotiated Interior Design

How you can study Interior Design This course is primarily studio based, supported by contextual lectures in design and the history of art and design. The contextual studies are assessed by essay and presentation and there is a compulsory dissertation at Level 3.







#### Postgraduate Degrees

We have a suite of practice based, taught Masters (MA) courses that are underpinned by contextual studies in design. These courses present you with an opportunity to reflect upon and develop your individual practice and portfolio further.

You will have the opportunity to study You will be able to negotiate the content of your course depending on your research interests and goals. Self directed learning is supported by practical and theoretical lectures, critiques, discussions and seminar presentations.

How you can study Postgraduate Degrees Our Design MAs operate in close collaboration, which supports the flexibility to allow you to combine two or more disciplines, as well as providing a vibrant culture for the development of critical debate. Our MA courses include:

- MA Animation and Design: One year full-time (CID713) or two years part-time (CID714)
- \_ MA Design: Multimedia and Graphics: One year-full time (CID11) or two years part-time (CID382)
- MA Illustration and Design: One year full-time (CID123) or two years part-time (CID383)
- MA 3D Design Innovation: One year full-time (CID166) or two years part-time (CID384)
- \_ MA Design Studies: One year full-time (CID156) or two years part-time (CID381)

Contact: Dr Manny Ling manny.ling@sunderland.ac.uk +44 (0)191 515 3816

#### MPhil and PhD

A higher degree by research involves training in research methods and the execution of a piece of supervised research. This involves the systematic high-level study of a problem, question or topic and the presentation of the results in the form of a written thesis. In design this will often involve the submission of practical creative work as well as written work.

To obtain the degree of Doctor of Philosophy (PhD), a candidate is expected to investigate a topic and to make an original contribution to knowledge. Research at Master of Philosophy (MPhil) level should represent an extension of existing knowledge, although the demands of originality and sustained systematic enquiry are less than those required for PhD. The minimum registration period for MPhil is 18 months full-time and 30 months part-time, for PhD it is 30 months full-time and 42 months part-time. In practice, however, most candidates take longer than the normal minimum periods.







#### Try us out

The best way to find out about studying design at Sunderland is to see for yourself, and that's exactly what you can do at one of our Open Days. There are numerous Open Days throughout the year, but if you are unable to attend one of the dates then get in touch as individual tours can be arranged.

Register on-line to become a VIP and you will get a personalised web page with all the information you need about us and the subjects you are interested in. This is the best way to keep up to date with everything we're up to, from course information to Open Days and the latest news and events.

Check out our website for more information, become a fan of our Facebook site or follow us on Twitter. www.sunderland.ac.uk/design www.facebook.com/pages/Sunderland/University-of-Sunderland-Faculty-of-Arts-Design-and-Media/134547938579 www.twitter.com/UniOfSunADM

To view our animation show reel www.sunderland.ac.uk/faculties/adm/study/subjectareas/design

# How to apply Once you have decided which undergraduate course you want to study you must submit your application through the Universities and Colleges Admissions Service (UCAS). We use the 15 January application deadline for all of our arts and design courses. For all courses, you'll also be asked to attend an interview, this will usually be displayed in Track on the UCAS website. You can accept the invitation in Track, or if you are unable to attend, you can request a different date. When completing your UCAS form please use the UCAS course codes and our institution code S84.

If you apply for arts and design courses with different deadlines, you can submit your application before 15 January for courses with that deadline, then add further choices before the 24 March deadline using Track. UCAS will send your application to each of your chosen universities and colleges and you can wait until you have received a decision for each choice before replying to any offers. For further details go to www.ucas.ac.uk or call +44 (0)871 468 0468.

We normally ask that all undergraduate applicants have at least two 'A' Levels and may have successfully completed a Foundation course in arts and design. To find out the tariff points for your chosen course check out our website. If you are a mature applicant without the prerequisite qualifications you will still be considered providing that your portfolio and interview demonstrates skills sufficient to begin a degree course. For postgraduate courses, or if you would like to study one of our courses part-time, contact one of our admissions tutors or our external affairs officer.















#### Interview and portfolio preparation

All applicants will attend a portfolio interview as part of the application process.

Here are some suggestions to help you prepare your portfolio:

- \_ Drawing: examples of observed drawing and exploratory drawing
- Projects: evidence of project work in the area of creative problem solving and visual communication together with your roughs and developmental work
- Self-initiated work: that you have done out of personal interest
- \_ Research: examples of various forms of investigation undertaken for projects
- \_ Writing: examples of various kinds of writing, reports, essays or journals

Generally your portfolio should be organised and well presented. Finished work should be simply mounted and accompanied by preparatory work. Sketchbooks are an important feature of your preparatory work and should be included. 3D and large 2D work is easier to bring if photographed, although in some instances the actual 3D work may be brought if feasible. Digital and screen based work may be brought on CD, DVD or other digital media. It may be best to save the work as a PDF file as this will allow it to be opened through Acrobat. If you are an international student you can send your work on CD.

At interview you can expect to be seen for about twenty minutes by one or two tutors. The interview gives both you and us the opportunity to find out about each other. We are interested in: your approach to your work; your awareness and understanding of design and the specialist subject for which you are applying; your enthusiasm; interests; influences and experiences. We would also like to know your plans for the future and the research you have done to find a suitable course. Of course the interview is a good way for you to impress us with your aptitude, commitment and potential, but it is also an opportunity for you to ask us questions. Partners, friends or parents are welcome to join you for a tour of the building and then take a break for refreshments while you are in the interview.

#### Contact Us For more information about our courses check out our website www.sunderland.ac.uk/design

#### our facebook page

www.facebook.com/pages/Sunderland/Universityof-Sunderland-Faculty-of-Arts-Design-and-Media/ 134547938579

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Arts & Design publications available from the Faculty of Arts, Design & Media, University of Sunderland.

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