



Level 3 UAL Diploma in Creative Practice (Graphic Design)

Dates:

Locations:

This UAL accredited course is designed to progress further your creative and practical graphic design skills.

Explore graphic design through inspiring challenges and project briefs and learn how to communicate information and visuals through the power of graphic design. You are encouraged to contextualise your creativity through guided research activities. You will develop your individual creative practice and experiment with a range of materials and techniques, learning professional skills and creating original design solutions. This is a great opportunity to explore your creative practice and produce a unique design portfolio.

This qualification is designed to give you every possible chance to develop your skills, competencies and knowledge that are required to study at a higher level in graphic design and/or a successful future in the wider industry.

Please note: This is a year-long course that runs on Thursdays and Friday, 09.30-16.30

Entry Requirements

All applicants must have:

- An interview and assessment to confirm that the course is suitable for them
- English and maths at level 1 or GCSE Grade 3/C and above
- Good IT skills at level 1 or above.
- Good understanding and practical skills in at least relevant at least three Adobe programmes
- Evidence of a good portfolio in the subject area OR a level 2 diploma in subject area at Merit

What topics does the course cover?

You will explore creative graphic design through illustration, branding and advertising, layout and typography, animation and designing for the screen. We use the Adobe Creative Suite throughout focusing on Photoshop, Illustrator and InDesign with some experience using motion graphics such as Adobe Animate. You will be encouraged to consider your potential audience, develop

critical thinking and consider ethical and environmental concerns. We dive into the design elements and principles, materials, techniques and processes that underline graphic design. The course embeds contextual studies and analysis designed to expand your critical thinking and develop your individual voice.

In terms 1 and 2 the tutor will guide you through class exercises and several set challenges & projects. In terms 2 and 3 you will develop an independent Final Major Project. You must be able to spend additional time on your classwork and personal project work.

How will I be taught and assessed?

This course is delivered 2 days per week for one year with a combination of face-to-face, studio practical skills, online learning, plus directed study time. You will develop your comprehension of graphic design through discussion, projects, group work, demonstrations, and practical exercises.

There is no formal examination: you will be assessed on the projects and the course work you produce which will be externally verified by UAL.

Are there any other costs or equipment I need to get?

The full ADOBE CC suite and MICROSOFT OFFICE SUITE including TEAMS are available to you FREE while you remain on the course. You must have a suitable computer to run the Adobe Suite so you can complete homework and online content at home. You must be able to download, install and work via Microsoft TEAMS. You will be provided with a sketchbook, but you need to purchase a portable hard drive to back up your work (at least 500GB).

Other costs include printing, and an investment in your time to complete self-directed study outside of the tutor led activities, around 8-10 hours per week.

By the end of the course what should I be able to do?

You will improve your software skills and your ability to independently plan, deliver and present a project brief. You will have created and organise a unique portfolio of work which you can display online through web sites or social media.

In the final term you will have the opportunity to participate in the summer exhibition.

What are the progression opportunities following this course?

Many of our learners have gone on to study at the top London Universities or have gained employment as designers, art workers and in other creative jobs. You can progress on to a Higher National Diploma or a University Degree. You might also consider the UAL Extended Diploma at Level 3 or seek Apprentice or Internship positions. You may also choose to work freelance and / or set up your own business.