

SCHOOL OF **ART, DESIGN ⊕ MEDIA**
AT DUNSTABLE COLLEGE

BA (HONS)
**GRAPHIC DESIGN FOR PRINT
& NEW MEDIA**

This course is expressly designed to provide the edge when it comes to securing that vital first position in a highly competitive world. On completion of the programme, you should be able to: demonstrate a thorough understanding of design business procedures and standards of professional practice; demonstrate a high level of business acumen; be able to set up and manage a small business or prove to have effective management skills within an existing company; be able to plan, manage and develop business strategies and budgets; work effectively both independently and as a member of a team; be able to manage projects from initial briefing, through the design process to production and implementation; and make a dynamic and professional contribution to the design world.

Progression

You may progress on to careers in design or advertising management, e.g., studio manager, account handling and new business development, or to careers in the print/digital reproduction business. Alternatively, you may wish to use your skill to set up and develop your own business.

Course modules include:

- Print production for graphic design for new media
- Communications, strategic planning and promotions
- Art and design dissertation – double module
- Graphic design major project – triple module

Entry requirements

HND/FdA in Graphic Design, BA Level Two in Graphic Design or related courses.

Assessment

Assignments, tutorials.

Length

One year, full-time.

Apply via UCAS

UCAS course codes:

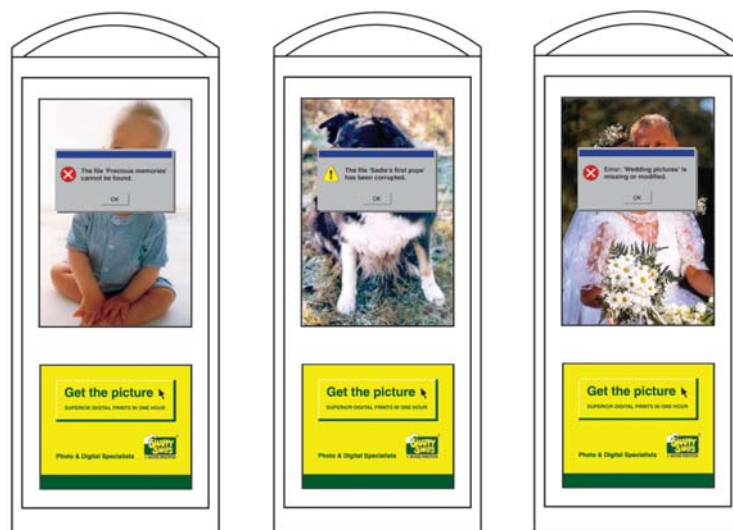
Institute code name: Luton

Institute code: L93

Campus code: C

Course code: WP24

Short form of course code: BA/GDBP



*D&AD Brief.
Designer: student Adam Hack
Published in the D&AD
Student Annual 2004*



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