



## SCHOOL OF ART, DESIGN ⊕ MEDIA

AT DUNSTABLE COLLEGE

# FOUNDATION DEGREE (FdA) GRAPHIC DESIGN AND ADVERTISING

This new programme prepares young creatives as graphic designers, conceptual art directors and copywriters for work in the graphic design and advertising industries.

Year one establishes the ethos of the course through to a common core studies programme and through learning essential techniques and skills. Some of the specialist modules include:

- Introduction to graphic design
- Design process
- Computing for graphic designers
- Creative typography
- Advertising
- Professional practice for designers
- Critical design study
- Digital imaging
- Visual communication
- Photography

Students are encouraged to develop their own pathway in year two by gaining an understanding of the culture of graphic design and advertising. Throughout the programme, project briefs will be integrated with live and competition briefs. The culmination of the course is an independently developed practical project through which students can showcase their work and creative practice to potential employers. This course is also offered as a part-time programme.

### Progression

Students may progress to the BA(Hons) Graphic Design Business Practice degree programme (one year) at Dunstable College. For more information, please contact the College for an HE course guide.

Students can also go into design-related employment such as advertising agencies, design consultancies, publishing houses, publicity/promotions departments and television or set up their own design business or become freelance graphic designers/illustrators.

### Entry requirements

Applicants will need either a National Diploma in Graphic Design or GAD, a Diploma in Foundation Studies in Art and Design, an Access qualification, GNVQ Advanced in Art and Design or relevant A levels. Students with no formal qualifications but who have an appropriate background, interest or industrial experience will also be considered.

### Applicants need:

- to be 18 years old or over
- an aptitude and enthusiasm for art and design
- to present a portfolio of work at an informal interview

### Assessment

Student will be continually assessed through assignments.

### Length:

Two years, full-time

Apply via UCAS.

UCAS course codes:

Institute code name: Luton

Institute code: L93

Campus code: C

Course code: WNF5

Short form of course code: FdA/GDA



*Part of student Donna Baitey's Young Creative Network award winning work*



University of Luton



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*This course is validated by  
the University of Luton*