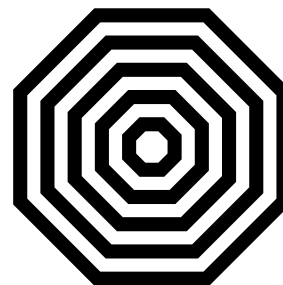# VISUAL COMMUNICATION

Creative Arts
at Birmingham
Metropolitan College

UAL
DIPLOMA & EXTENDED DIPLOMA IN ART, DESIGN AND COMMUNICATION - LEVEL 3

Course Type
16-19 Full-Time

Location
BMet College
Matthew Boulton Campus
1 Jennens Rd
Birmingham
B4 7PS

Start Date
07/09/2020

Course Length
2 years

Teaching Team
Mo.Islam@bmet.ac.uk
Tamsyn.Preedy@bmet.ac.uk
Sarah.Honnor@bmet.ac.uk
Will.Parslow@bmet.ac.uk

Contact
0121 446 4545
Ext: 8014

Entry Requirements
The minimum entry requirement to study for a Level 3 qualification is 4 GCSE's, at 4 or above, including Mathematics and/or English or equivalent.

Or a Level 2 Diploma qualification in Art and Design with a Merit grade.

Learners with a Pass grade will be considered subject to an additional assessment and/ or supportive reference from their tutor.

"Designers actually can change the world for the better by making the complicated simple and finding beauty in truth."

- Michael Bierut
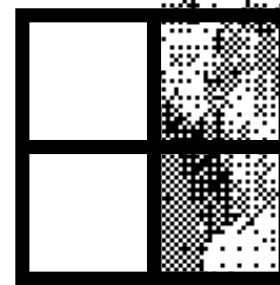
Q&A

What is UAL?
UAL is the University of the Arts London.

What is the Diploma?
This is a two-year, Level 3 qualification, designed for young people who want to study Art, Design and Communication full time. It has been developed specifically to support students who wish to go on to study an art or design related subject at university or seek employment in the creative industries.

The qualification is broadly equivalent to 3 x GCE A levels or a BTEC Extended Diploma.

Why should I choose the Diploma?
The Diploma in Art, Design and Communication has been designed by UAL Awarding Body in collaboration with leading art colleges and universities across England to provide you with an alternative route into art and design higher education.

Why specialise in Visual Communication?
The most important reason to study Visual Communication is because you enjoy it! Feedback from our recent graduates stated they thoroughly enjoyed their time at college and are proud of what they achieved.

Many of our ex students have become successful graphic designers, illustrators, game designers, architects and product designers.
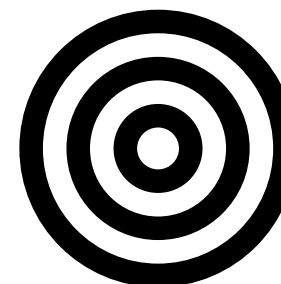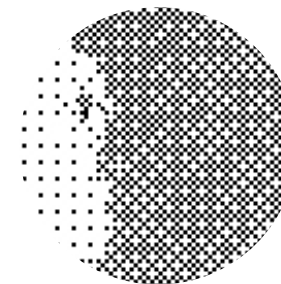
Visual Communication is a powerful medium used to persuade, advertise or inform. It is about relaying information of any kind through the use of image, symbols, colour and language.
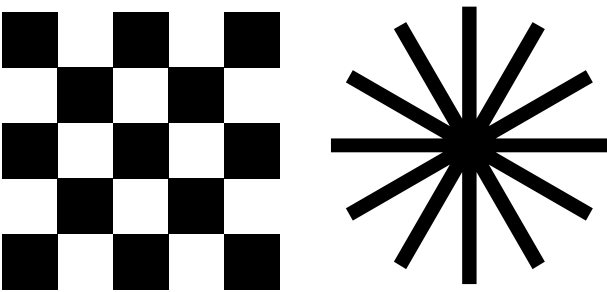
What will I study?

The course offers the opportunity to create exciting work for both print and the moving image. You will investigate traditional skills alongside learning industry standard digital software such as Adobe Photoshop, Illustrator, InDesign, AfterEffects and Blender.

You will develop skills on the course using both digital and traditional techniques. You will explore drawing, print making and photography, as well as design for print, illustration, communication graphics, branding, packaging design, multimedia, game design, motion graphics and design for film and television.

There is a programme of gallery/seminar visits and guest speakers.

UNITS

Year 1 - Level 3 Diploma

You will be introduced to the underpinning processes and principles of Visual Communication practice, practical skills and theoretical understanding.

Year One units are:

1 The Creative Process

2 Developing Creative Practice

3 Responding to a set Brief

Year 2 - Extended Diploma

Year Two is designed to stretch and challenge you and enable you to develop your knowledge and understanding of Visual Communication. There will be an increasing level of independent learning in preparation for study at degree level or employment. You will also prepare portfolios for university or job interviews.

Year Two units are:

4 Researching a Specialist Industry Practice

5 Specialist Technical Skills Development

6 Specialist Creative Outcomes

COURSE AIMS

The Qualification aims are to enable you to:

1 Have a critical and contextual awareness of different perspectives and approaches within visual communication.

2 Research, analyse and evaluate relevant information and ideas in order to develop creative solutions.

3 Understand, adapt and safely use appropriate and practical methods and skills for creative production.

4 Solve complex problems through the application of art, design or related practical, theoretical and technical understanding.

5 Critically review the effectiveness and appropriateness of methods, actions and results.

6 Use evaluative and reflective skills in order to take responsibility for your own learning, development and decision making.

7 Take responsibility for the research, planning, time management and actions to access progression opportunities.

8 Effectively present yourselves and your work to appropriate audiences.

THE INDUSTRIES

Are there job opportunities for creative graduates?

Throughout the world the creative industries are booming. In the UK alone they contribute more than £100 billion to the economy and employ more than 2 million people. This number is growing faster than any other part of the economy. As working practices and technologies evolve, jobs in this sector will be some of the most resilient in the face of increasing automation. The creative industries encompass a huge diversity of roles, employers and skills. At their heart, however, they involve skills that are highly useful for study at HE level and are increasingly in demand from employers.

The Art, Design and Creative Practice Diplomas are designed to give you every possible chance to develop the skills, competencies and knowledge that will lead to a successful future in the creative industries, or the many industries that require creative talent to support their business or enterprises.

PERSONAL & PROFESSIONAL DEVELOPMENT

The qualifications will enable you to demonstrate a range of transferable skills that will benefit you in other subject areas. These include:

initiative, independent inquiry, creative thinking, reflective learning, team working, self-management, effective participation, social responsibility, environmental awareness sustainability, problem solving, numeracy, digital, research, literacy, communication, presentation

PROGRESSION & THE FUTURE

Progression to a wide range of universities and courses including: HND and Degree courses in Graphic Design, Multi Media, Web Design, Game Design, Product Design, Architecture, Interior Design, Theatre Design, Advertising, Illustration and Animation. Appropriate entry level roles, training programmes and apprenticeships.