Welcome Guide 2015
BA (Hons) Graphic Design: Visual Communications

Erika Baltusyte
Graphic Design: Visual Communications,
UCA Canterbury
Hello and welcome to BA (Hons) Graphic Design: Visual Communications!

We are very pleased that you have decided to study at UCA Canterbury. In this pack you will find all the information you need to help you settle in to your studies at UCA Canterbury this September.

We are confident you will have a challenging and rewarding experience on this course, making new friends, enjoying new experiences and acquiring new skills.

Visual Communication students will benefit from numerous resources such as a first class printmaking studio, Digital Printing area, Media Stores, Mac Digital suites, 3D studio and bookmaking/arts.

The first year of the course will be an introduction to the essential skills and knowledge needed to establish your practice. You will experience a range of methods and techniques, undertake an exploration of process and materials across different media, cover studio methodologies and skills development, and study history of art, communications culture and theory.

Wishing you all the best for the summer break and looking forward to welcoming you in September.

Best regards

Hugh Harwood
Course Leader

If you have any queries please contact either:

Hugh Harwood
Course Leader
hharwood@ucreative.ac.uk

Amanda Theodorakis
Course Administrator
atheodorakis@ucreative.ac.uk

Judi Batten
Course Administrator
jbatten@ucreative.ac.uk

STUDENT PROFILE

“I really love the harmony between the subject areas at UCA. With Graphic Design: Visual Communications, we can work alongside other Graphic Design courses, as well as Architecture, Fashion and Fine Art. This has helped me to create a diverse and varied portfolio of work”.

Alex Todd
BA (Hons) Graphic Design: Visual Communications, Canterbury, Year 2

ALUMNI PROFILE

“From day one we were learning the core values of how important graphic design is in modern society. With support from the staff I was able to develop my creativity and experiment with different mediums”.

David Lewis
BA (Hons) Graphic Design: Visual Communications, Maidstone, 2013

UCA CANTERBURY
Three years full-time
In this section you will find a list of activities that we ask you to complete before you arrive to start your course in September.

**PRE-ARRIVAL**

**READING LIST**

Below is a list of interesting reading material, don't feel you have to rush out and buy them all - just have a look at as many as you can.


**COURSE COSTS**

There will be some costs incurred during the course. The course will pay for materials used during inductions, specifically during printmaking inductions.

Once printmaking inductions are over you will have to pay for printmaking materials such as screens, plates, paper, etc. Professional quality Digital Printing (A4 up to large format A0+ sizes) is available through our print bureau at very reduced prices from those available commercially. There is also a very competitively priced shop where you can purchase notebooks, sketchbooks, art materials, mounting materials, papers etc.

You are not required to own your own computer for this course as we have access to extensive Mac suites.

**MEDIA**

- Fused Magazine: fusedmagazine.co.uk
- Type radio – a series of great podcasts on Typography: typeradio.org
- Creative Review: creativereview.co.uk/cr-blog
- Design Observer: designobserver.com
- Influential design group Pentagram’s new work blog: new.pentagram.com
- Graphic Birdwatching: graphicbirdwatching.com
- Social design notes: backspace.com/hotes
- The Guardian’s art and design pages: theguardian.com/artanddesign
- Unit Editions: uniteditions.com

Search iTunes for these interesting apps below:
- Meggs History of Graphic Design
- Interaction of colour by Josef Albers

**TRIPS**

This course, in the past, has made overseas trips in the second year of their studies – these will be planned in consultation with students. Students will be asked pay for these visits themselves. We will also offer one day field trips within the UK and students will be asked to make a small contribution towards the cost of these.

There is a field trip during induction week will be free of charge although you will need some cash for lunches, etc.

**SUMMER PROJECT**

This Summer Project is to encourage you to start to think like a designer. It is deliberately very open in nature and allows for many types of interpretation. Hopefully, there will be a very wide range of answers to this project. We will review the results in the first week of the course. We hope you enjoy the creative challenge and it begins your voyage of discovery!

**AN ALTERNATIVE SELF PORTRAIT**

With this piece of work you will introduce yourself to your fellow students.

If ‘Self Portrait’ sounds rather grand and intimidating, here are a few hints how to approach this brief - You could represent yourself in one of the following ways:

- as you are now
- as you once were
- as you would like to be/ hope to be
- as you never want to be
- in the way other people view you

Consider the following -

- We all have an outer, visible self (which we often shape and ‘design’, but which is also manipulated by others, such as the media (or your mother!)). We also have an ‘inner self’/a soul /a psychological self, which is not so easy to represent (symbols may come useful here). And then again, every one of us is part of a wider self, a community, such as a community of ‘Immigrants’, or ‘Redheads’, and through that we all also have social, ethnic and economic selves…. etc.

All the above aspects of who we are, are worth thinking about with respect to your Self Portrait. HOWEVER, and in all cases: don't try to represent 'EVERYTHING' about yourself, don't overload your piece. Focus on one aspect instead.

Avoid clichés and the obvious and aim to be clear in what you are trying to say.

Note: You may want to feature yourself in your artwork, but you can also represent yourself indirectly, e.g. through objects or metaphors (‘equivalents’) that replace a mirror image; or through voices/images constructed with the help of others.

You can draw, paint, collage, use type, symbols, photography, video. You can produce a book. You can work 2D or 3D.

Compulsory: a sketchbook with all your ideas/sketches/photographs/references/contexts that have lead up to final piece.

Be experimental! Take risks! Have fun!

Viewing of work will take place during Induction Week.

- Zoe Budds,
  Graphic Design: Visual Communications, UCA Canterbury

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In this section you will find your enrolment and induction timetables. Please take careful note of the dates and times you will need to attend during your first week.

If you are not able to make any of these dates, please let your campus registry contact know as soon as possible. You can find their contact details at the start of this Welcome Guide.

<table>
<thead>
<tr>
<th>ACTIVITY AND DATE</th>
<th>TIME</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>MONDAY 14TH SEPTEMBER</td>
<td>2:00pm</td>
<td>Graphic Design: Visual Communication Studio (A0.01)</td>
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<tr>
<td>Meet the Course Team, Tour of Campus, Basic Health &amp; Safety</td>
<td>4:00pm</td>
<td>Reception area</td>
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<td>Welcome to UCA Drinks. A chance for students and staff to mingle, chat and get ready for their studies</td>
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<td>TUESDAY 15TH SEPTEMBER</td>
<td>2:00pm</td>
<td>Cragg Lecture Theatre (C0.06)/ UCA Library</td>
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<td>Library &amp; Student Services IT Induction</td>
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<tr>
<td>WEDNESDAY 16TH SEPTEMBER</td>
<td>10:00am - 3:00pm</td>
<td>(A0.01)</td>
</tr>
<tr>
<td>Feedback on Summer Project</td>
<td>3:00pm</td>
<td>Cragg Lecture Theatre (C0.06)</td>
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<td>Enrolment - Please Bring ID and your Qualification certificates</td>
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<tr>
<td>THURSDAY 17TH SEPTEMBER</td>
<td>11:00am - 3:00pm</td>
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<td>Fresher’s Fair</td>
<td>4:00pm - 6:00pm</td>
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<td>International and EU Welcome Event - Come to our International and EU welcome event and meet other new students from outside the UK. The event is free and includes a welcome from a member of the leadership team as well as complimentary food and drink. If you are from outside the UK we recommend you attend this event as it gives you a chance to meet new people and make new friends during the first week of term. For more information and booking, visit: <a href="http://www.ucreative.ac.uk/international-admissions">www.ucreative.ac.uk/international-admissions</a> If you have any questions regarding the event, email: <a href="mailto:internationalwelcome@ucreative.ac.uk">internationalwelcome@ucreative.ac.uk</a></td>
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<tr>
<td>FRIDAY 18TH SEPTEMBER</td>
<td>9:00am - 5:30pm</td>
<td>London</td>
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<tr>
<td>Visit to Exhibition, Coach Trip</td>
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