

BA (HONS) ADVERTISING

UCAS: W211 (BA) / N732 (FE)

2016 TIMES HIGHER EDUCATION AWARD WINNER FOR EXCELLENCE AND INNOVATION IN THE ARTS.

OUR STUDENTS REGULARLY WIN NATIONAL AND INTERNATIONAL AWARDS. IN THE 2017 D&AD NEW BLOOD AWARDS DESIGN STUDENTS WON 6 PRIZES.

UCLAN HAS STRONG LINKS WITH AGENCIES IN LONDON AND THE NORTH WEST PROVIDING OPPORTUNITIES FOR WORK PLACEMENTS INCLUDING A SANDWICH YEAR IN INDUSTRY WHICH IS INVALUABLE TOWARDS FUTURE EMPLOYMENT AFTER GRADUATION.

British creative advertising is recognised as being amongst the best in the world, owed much to an educational infrastructure that supplies the industry with a constant stream of fresh talent. This Advertising course is taught in small year groups in studio environments that mimic the creative departments in advertising agencies. Students will be taught to generate and deliver creative ideas on a wide range of briefs for products and services across all media. From one-day, quick turn around briefs to long term projects resulting in highly finished presentations.

The programme deals exclusively with generating ideas and solving problems. Students will be taught all the skills needed for a career as a Creative, Art Director or Copywriter, by tutors who are currently working in the business or have had extensive experience at major advertising agencies. Throughout second and third year students work on real, live briefs set by guest lecturers from the advertising industry in London and Manchester, providing key contacts for the future.

We are looking to recruit a diverse group of individuals who have three things in common – a passion for ideas, an excitement in exploring the challenges of working in new media and a commitment to executing their concepts to the highest standards. Students will be taught how to write and art direct advertising for all forms of broadcast, print and digital media and how to present and defend their work effectively. The course culminates with an end of year show in Preston and at the D&AD New Blood exhibition in London.

Every year the course holds a Design Conference Week with various national and international guest speakers from all areas of Graphic Design, Branding, Advertising, Illustration, Media and Digital Design.

COURSE CONTENT

Year 1

Creative Thinking
Introduction to Graphic
Communication
Communication Craft Skills
Historical Contextual Studies

Year 2

Applied Advertising
Graphic Communication in Context
Professional Practice
Contemporary Contextual Studies

Year 3

Advertising Set Project
Advertising External Project
Advertising Self-Initiated Project
Contextual Studies – Futures

FACILITIES

Students will be taught in a friendly and competitive studio atmosphere which helps to develop problem-solving and creative skills. Our studios feature Mac suites loaded with the latest industry software including Adobe Creative Suite.

In addition, students will have access to facilities within the department including digital print workshops, traditional printmaking workshops and wood and metal workshops. This will allow greater flexibility and opportunity when creating and developing work.

Claire Watson - Advertising Graduate

“My course was a great preparation for the real world, the range of projects, the emphasis on ‘the idea’, the realistic workload and the craft/presentation skills I acquired over the three years has been of great benefit to me. It wasn’t all hard graft either, the studio atmosphere was lively and at times hilariously funny.”

EMPLOYABILITY

This course places a strong emphasis on employability and students are encouraged to find work experience opportunities to boost their portfolio. There is chance to prepare for a career on an international stage - either by studying abroad or on an international study visit.

Our design courses have an enviable list of industry contacts. Many of our graduates go on to secure roles in leading the creative departments of the world’s top advertising agencies such as TBWA/Chiat Day, JWT, M&C Saatchi and VCCP.

Twitter - @UCLanADF

Instagram - @UCLanADF

University of Central Lancashire
Preston PR1 2HE

01772 892400
cenquiries@uclan.ac.uk
www.uclan.ac.uk