



## Course Information

### BA (Hons) Design: Advertising (3rd year top-up)

<b>Subject:</b>	Arts & Design
<b>Type:</b>	HE
<b>Qualification level:</b>	6
<b>Duration:</b>	1 Year (FT)
<b>Division:</b>	Arts and Design
<b>Attendance:</b>	Full-time is usually 2 days per week

<b>Location:</b>	Somerset College
<b>UCAS Code A:</b>	P240
<b>Mode of study:</b>	FT
<b>Mode of delivery:</b>	College-based
<b>Start date:</b>	September 2010
<b>How to apply:</b>	UCAS
<b>Awarding body:</b>	University of Plymouth

#### Who is this course for?

This well respected programme enjoys an excellent reputation for producing highly employable students and many win national and international awards. It gives you the opportunity to develop skills necessary to work professionally in the fast, exciting and ever changing world of advertising. During this year a series of briefs, some set by our industry advisors, will give you the opportunity to put your creativity to the test and benchmark yourself against the expectations of the industry.

#### Description

The course will build on your previous graphic design education at either Foundation Degree (available at Somerset College) or HND level, and encourages you to generate the original ideas necessary to organise and promote a well planned campaign or product launch. You will be encouraged to deliver unconventional answers to conventional briefs and to push the boundaries of the design process to the limit. You will look at innovative ways to promote anything from well known food brands to charity campaigns, to radio station launches and public health campaigns. During this year you will benefit from:

- Opportunities for work placement in some of the UK's leading agencies.
- Specialist lectures from leading figures in the industry.
- Advice and guidance on your portfolio from members of our advisory panel.
- The chance to enter your work in a number of national and international design competitions.
- The experience of exhibiting your work at D&AD New Blood (London) where you will make

## Course Information Continued...

contact with potential employers. • Exhibiting your final work in the Somerset College Degree Show. • A visual culture programme which will help you place your design work in a professional context. To download the course leaflet click [here](#).

### Teaching and Assessment

Assessment is based 100% on your coursework and we undertake continuous modular assessment in accordance with the Art & Design Partnership at the University of Plymouth. Studio based assignments continue throughout the course, complemented by lectures, seminars and workshop presentations.

### Career Opportunities

This course prepares you for a range of opportunities in the advertising industry. Previous graduates have progressed to employment with national and international agencies. Many of our students have gone on to set up their own agencies or progressed to postgraduate study.

### Entry Requirements

Foundation Degree or HND in Graphic Design or similar or completion of the first two years of a relevant degree programme. We also require students to have GCSE English at grade C (or equivalent). Students whose first language is not English will be required to attain IELTS (International English Language Testing System) Level 6 with a score of 5 or more in the writing test. Note: Mature students without formal entry requirements are welcome to apply. Interviews last approximately 25 minutes. Normally there are two interviewers. This is a valuable opportunity for you to show and discuss your work and demonstrate your personal skills. Your portfolio: Your portfolio should be well ordered and display a good range of skills, including photography, 3D work, graphics, drawing and personal sketchbooks etc. Your use of colour and different media will be considered together with clear evidence of design thinking and problem solving.

### Cost

£3225 per year (for 2009/10)

Fees for 2010/11 will be confirmed in March 2010

### Contact

Tel: 01823 366 331; Email: [enquiries@somerset.ac.uk](mailto:enquiries@somerset.ac.uk)



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