



Course Information

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

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

Location:	Somerset College
UCAS Code A:	JW52
Mode of study:	FT
Mode of delivery:	College-based
Start date:	September 2010
How to apply:	UCAS
Awarding body:	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. Emphasis is placed on the whole nature of packaging - for example, clothes are the packaging for people, corporate identities are packaging for companies and books are packaging for words. 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 training at either Foundation Degree (available at Somerset College) or HND level and give you the confidence to generate original ideas and the skills required to execute a well-planned 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. Packaging is at the leading edge of marketing and retail strategy and during this year you will gain a thorough insight into current packaging and design philosophies. You will become confident enough about the present, to make the innovative leaps that are tomorrow. Emphasis is placed on the whole nature of packaging from corporate identities to book jackets and food packaging. 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) and Candid Arts Gallery (London), where you will make 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 wide range of opportunities in the packaging industry. Previous graduates have progressed to employment with companies both nationally and internationally. 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 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 30 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

Full Time Fees: £3225 per year (for 2009/10 start)

Fees for 2010/11 will be confirmed in March 2010

Contact

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