

Foundation Degree Arts (FdA) Graphic and Spatial Communication



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Carlo Viscione

Study mode:	Full time
Duration:	2 Years
Start date:	September/October 2011
Application route:	Through UCAS
Course Director:	Valerie Mace
UCAS code:	W280

Distinctive Features/Course content

"I discovered the FdA Graphic and Spatial Communication and saw it as a great opportunity, because it's a course that is focused on what the market is expecting of designers today - the ability to work across boundaries in both 2D and 3D," Ricardo Feijo, 2nd year student FdA Graphic and Spatial Communication.

FdA Graphic and Spatial Communication is a unique design course that integrates 3D spatial design and environmental graphics, with a strong focus on user experience.

Space is your canvas! Students on the course use space as a visual communication tool to create unique and innovative identities for commercial and public environments such as but not limited to: installations, exhibitions and leisure or retail spaces.

This integrated approach reflects significant changes in the design industry where

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design is becoming increasingly interdisciplinary. This shift in emphasis away from specialization reflects the repositioning of many design companies towards being service providers that offer clients an integrated package of 3D spatial design, brand identity and communications as a tool for differentiation. This course gives you the opportunity to experience first hand what those changes mean to design professionals by working on projects that focus on integrated communications where space forms a vital part of the design solution.

Companies such as IDEO, Why Not Associates, Studio Myerscough, Imagination, Dalziel and Pow & Fitch - who cross reference specialisms and encourage new approaches and synergies - are referenced throughout. The course intends to encourage and embrace similar approaches, helping you to think strategically across a range of media on projects that challenge disciplinary limitations and promote innovative practice.

You'll acquire a broad range of practical and theoretical skills that will enable you to confidently research and develop projects creatively and imaginatively. You'll be encouraged to re-evaluate existing practices and generate fresh approaches to visual, experiential, sensory and emotional modalities.

You will explore alternative communication strategies through spatial mapping and will create 3D compositions using form, visual scale, colour, pattern, line and tone. The emphasis is on learning practical skills and engaging with conceptual tools and research methods through a variety of teaching methods, including lectures, workshops, projects and tutorials.

The course draws on LCC's existing expertise in interior design, graphic design, information design and marketing and advertising to redefine communication beyond the limitations of the 2D context. It recognises the trend for designers to work across multiple areas and to play a strategic role in business decisions.

One of the strengths of the course is its work based learning programme, designed to help you undertake a work placement and gain invaluable work-experience at the end of year one. Live projects and briefs also provide an important part of the course curriculum and facilitate contact with potential employers and key representatives from industry.

Course structure

The course is made of distinctive yet complementary units to reflect design industry requirements and working practices.

The 1st year of the course is designed to enable you to develop core design skills, knowledge and experience. The 2nd year of the course builds on the skills, knowledge and experience gained in year one to enable you to add depth and proficiency to your practice.

Our objective is to prepare you for employment in the design industry and related professions or for progression into further study.

On the FdA Graphic and Spatial Communication you will learn to:

- Develop study skills in Higher Education.
- Develop your creativity, research, analytical and exploratory skills.
- Develop your 3D spatial awareness and key aspects of spatial design.
- Develop visual communication skills and key aspects of graphic design.
- Translate your research into appropriate design solutions.
- Visually articulate creative ideas using a range of methods (hand drawing, model making, and digital visualisation).
- Prepare digital specification documents for 2D and 3D design.
- Prepare and deliver design presentations.

- Explore contexts and theories to incorporate design language and terminology into your projects.
- Articulate graphic and spatial communication principles into meaningful experiences.
- Develop personal and professional skills such as time management and collaborative practices.
- Promote yourself and your work.

Application process

Application for this course is via the Universities & Colleges Admissions Service (UCAS) website.

<http://www.ucas.com/>

Entry requirements

You should have one A-level plus three GCSEs (grades A–C) a BTEC ND, Foundation Diploma or an Access Award. A portfolio is also required to demonstrate your ability to succeed in art and design.

Selection Process

- Applicants will be invited for an interview on receipt of their application for the course.
- Prospective students/candidates are required to bring a portfolio of range of 2D and 3D design work to their interview. As well as finished work you must include sketch books of design development, which can consist of research, photographs, 2D and 3D drawings, collage, scale drawings and 3D Models (or photographs of models).

You can also include ceramics and textiles models as well as freehand observation drawings. Evidence of essay writing skills is also desired.

Attendance requirements

Teaching on the course starts in October and ends in June every year. It is taught at the London College of Communication, London, UK and you'll be expected to spend 3 to 4 days each week at LCC as well as work independently on your projects. Occasionally workshops and seminars are held at nearby institutions such as galleries, museums or commercial environments.

Facilities

The course offers technical support for you in the form of computing for IT, digital design drawing and modeling; 3D workshops for physical model making; photography (of design work such as 3D models); as well as providing open access to these facilities. In addition you have access to the College printing facilities and other University of the Arts London campus facilities.

LCC campus is well-equipped with a large library with meeting areas and an information centre with open access computer facilities, exhibition galleries, lecture theatres, design studios, workshops, a shop, refectory, coffee bar and student bar.

Other facilities within the University also include an Enterprise Centre for Creative Arts that provides information, events and advice on careers in the creative industries, students' services, study support and a student union office and resources.

Equipment and materials

The FdA Graphic and Spatial Communication course team provides some of the equipment used in the design studio and additionally you'll be required to purchase basic drawing and model making materials as well as a USB key. You will use a range of design software, Vectorworks for CAD drawing and 3D modelling, and Adobe design software such as Photoshop, Illustrator and In-Design. Although Adobe software is available within our computer suites, including the library IT area, many students opt to purchase their own computer or laptop and take advantage of the low prices offered to students when buying design software. As a student on FdA Graphic and Spatial Communication you'll also benefit from a free 1 year Vectorworks licence, supplied by the software UK distributor, to install on your personal computer for each year of the course. We don't recommend that students accepted on the course purchase any equipment prior to the start of the course. At the start of the course, a list of essential materials and equipment will be available, including advice on software and computer specifications. Although not a compulsory purchase, many students find it useful to have a standard digital camera and you'll also be able to use professional photographic equipment from our photography department.

Teaching, learning, assessment & projects

Much of the work on FdA Graphic and Spatial Communication is project based. This approach reflects typical industry practices and projects can cover a wide range of commercial and public designs such as installations, exhibitions and leisure or retail environments. The projects simulate real life scenarios and occasionally projects briefs are supplied by industry professionals and incorporated into the course. Students can also take part in design competitions such as the prestigious D&AD student award where appropriate. At the end of the 2nd year, students are given the opportunity to prepare a self-initiated project brief or take part in a live project, to enable them to enhance the potential of their portfolio for their chosen progression route in the UK or abroad.

Examples of projects include a design installation for London King's Cross Cubitt Square, the design of an exhibition for students at LCC, an identity project for the coffee bar and meeting area at MTV headquarters in London, a 3D experience design project for BA Heathrow terminal 5, a travelling art gallery and a 3D experience design project for Honda.

There is a direct link between the projects, course units, learning outcomes and teaching. Teaching is delivered by the means of lectures, workshops, seminars, group and individual tutorials as well as external visits.

At the start of a project you'll be given a project brief and the aims and objectives of the project will be reviewed in details with a tutor during a briefing session. Lectures will provide you with knowledge and understanding of a subject while group and individual workshops will enable you to work on related activities and develop your skills. You will be expected to complement lectures and workshop activities with your own research and reading of relevant subjects, as well as practice skills outside classes.

During seminars, you'll be encouraged to review and discuss design concepts with others. Seminars often produce lively debates and are essential for students to be able to articulate design ideas. Seminars and workshops are run either by the course team or by a visiting industry professional.

Group and individual tutorials also take place at regular intervals enabling tutors to provide feedback on the work in progress and help you progress with your project.

External visits such as those to galleries, museums or commercial environments serve to enhance the contextual and cultural aspects of the course and often include on-site workshops or talks by professionals.

You will be assessed in two ways:

Formative assessment: you'll have the opportunity to make a thorough presentation of your work in progress at key stages of the project when you'll receive verbal and/or written feedback. Feedback helps you understand how well you are doing and where you need to improve.

Summative assessment: you will submit your work at the end of a project. The deadline for a project is always included in the project brief so you'll know from the start when you need to finish. Tutors assess the project and you'll receive a grade as well as written feedback.

As a project based vocational degree course the FdA Graphic and Spatial Communication is mostly hands-on. There is nonetheless a need to incorporate theoretical elements into the course.

Although the practical output prevails, you'll be required to produce theory-based written content in the form of two short essays each year as part of the visual culture and theory elements of the course.

In addition, as part of your personal and professional development, you'll be expected to write short reflective pieces linked to your design practice, prepare self-promotional material and keep an on-line blog of your work experience period.

As with the practical aspects of the course, you'll benefit from specialists lectures, workshops, seminars and tutorials to help you with the written elements of the course.

Students and Staff

Students on the course come from a broad range of cultural and ethnic backgrounds, as well as differing age groups and varying experience, representing a diversity of countries and continents.

The course is delivered by active and enthusiastic professionals from a wide range of disciplines in design and communication. The listing below includes the names of course team members as well as key subjects taught on the course:

- Valerie Mace, course director and senior lecturer: interior and spatial design for commercial and public environments, CAD and digital modeling.
- Karl Foster, senior lecturer: graphic design, environmental graphics, drawing and illustration.
- Mirsini Trigoni, visiting lecturer practitioner: exhibition design, model making.
- Katy Oswald, visiting lecturer practitioner: branding and identity.
- Sara Wilkins, visiting lecturer practitioner: environmental graphics, signage and way finding.
- Helen Elder, visiting lecturer practitioner: drawing and visualisation.
- Isabella Lockett and Adriana Eysler, visiting lecturer practitioners: visual culture and theory.

- Gregor Garber: 3D workshop technician.
- Graham Goldwater: photography studio technician.

Career prospects

FdA Graphic and Spatial Communication is part of the Faculty of Design at London College of Communication, where graduates are continually sought after by employers for their talent and attitude, developed during their period as a student at LCC.

As a Foundation Degree program, FdA Graphic and Spatial Communication is designed to equip you with intellectual skills, practical 2D and 3D design skills, industry experience and opportunities for you to pursue a career in your chosen area:

- Careers in the commercial and public interior and spatial design sector: retail, leisure and hospitality, exhibition, events, experience, installations and display.
- Careers in environmental graphic design: 3D graphic design, signage and way finding systems.
- Careers as a multi-disciplinary designer.

Additionally, as a result of the multi-disciplinary nature of the course and its relevance to industry practices, students on the FdA Graphic and Spatial Communication are able to secure work experience at high profile consultancies in the UK and abroad:

Carlo Viscione worked for Inks Associates, a UK based architecture and interior design consultancy:

'I spent three months at Ink working on different projects from creating concepts to detailed fixtures within a retail space. Most of the work they do is for a retail environment and it was impressive to see the speed and level at which the designers worked. It showed me how important the first contact with a client is when presenting ideas. Being able to be present and actively involved in such meetings with high profile clients was definitely a privilege.'

Ricardo Feijo worked for Softroom, a UK based architecture, interior and exhibition design consultancy:

'I'm doing a work placement at Softroom Architects. I'm mainly working on their graphics, such as brochure, presentation boards and brand identity, but I'm also helping them with some 3D visualisation for a hotel interior. It's a great experience to be working with architects and interior designers and being able to sneak in and see how they work.'

Marina Rohrbach worked for Dyer-Smith & Frey, a multi-disciplinary design consultancy in Switzerland. Her role and responsibilities included: the refurbishment of restaurants, the layout of a fashion design website and furniture development.

Charlotte Hamilton worked with the in-house design team of the world famous Selfridges & Co. London department store. Her role and responsibilities included: preparing presentation boards, helping generate design ideas for the store displays and merchandising, sourcing materials, attending team meetings, project visualization and overseeing implementation.

Carla de Navas worked on a freelance commission for Maguen, a fashion brand

launching its store in Madrid, Spain. Her role and responsibilities were to design the whole brand image in terms of business cards, documents, clothes bags, store logo and logo for clothing.

Contact details

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