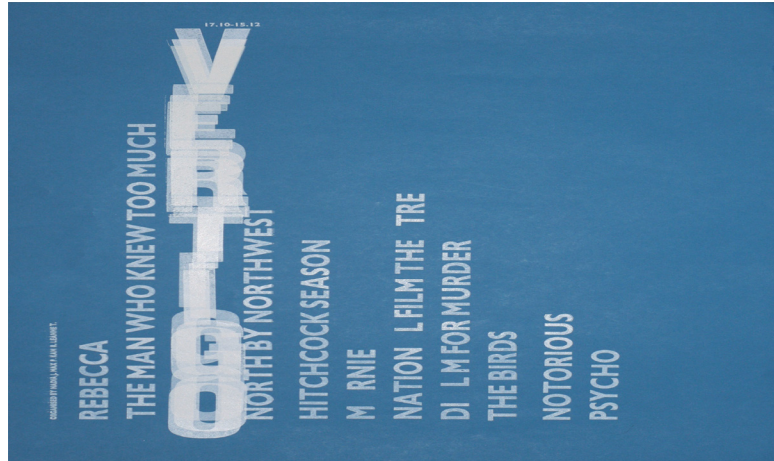


Postgraduate Diploma Design for Visual Communication



For more information
please contact:

graphics@lcc.arts.ac.uk

London College of
Communication
Elephant & Castle
London SE1 6SB

www.lcc.arts.ac.uk

All administration and
enrollment enquiries to
the Postgraduate
Admissions Office:

pgadmissions@
lcc.arts.ac.uk

Tel: +44 (0) 20 7514 6400

Level:	Postgraduate
Study Mode:	Full-time
Duration:	30 weeks
Start date:	January
Application:	Directly through LCC's Postgraduate Admissions Office
Course Director:	Vanessa Price

Course description

The Postgraduate Diploma Design for Visual Communication provides a unique learning experience across an intensive 30 week programme. The highly structured delivery of the first stage of the course places emphasis on the development of fundamental design skills. This is underpinned with the importance of visual research and the development of critical and analytical skills. During the second stage of the course you will choose from a wide range of postgraduate electives and go on to develop a self-initiated major project that focuses on individual interests.

The Postgraduate Diploma is designed to build design skills even you are relatively new to the subject of graphic design. The course provides you with a strong, vocational portfolio and is also useful in building your confidence to undertake further postgraduate study at Masters level.

The course recognises that graphic design is one of the most important and influential of what has become known as the creative industries and that it contributes significantly, directly and indirectly, to our economic and cultural well being.

Course structure

The course is divided into two stages.

Stage 1 is delivered through three units. The first is an intensive series of 'hands-on' studio workshops that develop basic design skills including visual grammar, typography, structure and the grid. The second unit breaks down the research process and encourages contextual understanding of graphic design practice. It is designed to develop understanding of research methods and to provide you with research skills that can be applied to other units on the course. The third unit encourages you to position your work within the framework of professional and/or academic contexts.

Stage 2 is also delivered through three units beginning with options from the extensive postgraduate elective program. Typical examples might include letterpress, printmaking, sound design, photography, narrative and sequence, typologies, design and politics, moving image and book design.

The final units require you to propose, research and bring to completion a substantial practical project. The major project builds on the knowledge and skills acquired in the first stage and applies these in the creation of a self-initiated design project based on extensive research, analysis, investigation and a clear research question. The major project is supported throughout with weekly seminars and tutorials.

The course, which fits within the University credit framework, comprises: tutored study, self-directed study and access to facilities. Tutored study is generally two days a week. In addition to this you are expected to attend lectures and work independently.

FAQs

How do I apply?

Home/EU students should apply directly through the College's Postgraduate Admissions Office. Download an application form from the LCC website at:

http://www.lcc.arts.ac.uk/docs/2007_2008_app_form.pdf

and send it to:

The Postgraduate Admissions Office, Room WG03, London College of Communication, Elephant and Castle, London SE1 6SB, UK.

International/non-UK/EU students should apply via the LCC International Office. Download an application form from the LCC website at: http://www.lcc.arts.ac.uk/docs/international_app.pdf

and send it to:

The International Office, Room WG03, London College of Communication, Elephant and Castle, London SE1 6SB, UK.

Is there a deadline for applications?

Applications can be made throughout the year. However, the course is very popular and reaches target numbers early each year. It is advisable to apply as early as possible — ideally before the summer prior to the course start date.

What are the standard admission requirements?

Applicants are required to have an honours degree in a related subject. Students whose first language is not English require English to IELTS 6.5. We welcome applications from non-traditional backgrounds and in particular mature students. We can assess prior experience as part of our selection criteria.

Do I need to produce a portfolio? If so, what should it contain?

Your portfolio should include:

- finished design/communication project work;
- sketch/note books; and
- evidence of written work, essays, creative diary etc.

Will I need to attend an interview?

You will be advised of interview procedures once your application has been processed. You may apply with a portfolio, or may alternatively be called for an interview where appropriate.

I don't have a degree in graphic design; can I still apply to the course?

We welcome applications from people who have a degree in a design-related area. We are also happy to receive general enquiries from anyone interested in the course who has a degree in another academic field but has demonstrable skills in visual communication.

Are the requirements different for international and EU students from outside the UK?

If your first language is not English you must demonstrate competence in English to IELTS (International English Language Testing System) 6.5 level or demonstrate an equivalent level of achievement.

Students from overseas should contact Vicky Gavulic in the International Office.

Tel: +44 (0) 20 7514 8138.

Email: v.gavulic@lcc.arts.ac.uk

How long is the course?

30 weeks

When does the course start and finish?

The course will commence at the beginning of January and finish in December.

How much time would I be expected to spend in College?

You will be expected to spend a minimum of two days a week in College. As an indication, you would be expected to undertake an additional three days of self-directed study per week, on top of time spent in classes or tutorials.

Where is the course taught?

At LCC, Elephant and Castle.

What kind of projects would I be working on?

A mixture of self-initiated and set projects, led by LCC staff and external visiting lecturers. Past examples of personal projects include: visual journals that explore a sense of place or space; a visual comparison of street signage in London; a visual exploration of layers; mapping directional devices in the city; an exploration of patterns; a typographic interpretation of transcripts; a visual notation system for decoding dreams; the promotion of a typeface; visual analysis of people flow within a private view; a typology of street sticker art; a global interpretation of the image of Jesus; a visual survey of ghost lettering; and an A–Z of Portmanteaus.

How is the course delivered?

The course is delivered primarily through workshops but also includes tutorials, discussion groups, seminars and portfolio reviews.

How would my work be assessed?

Formative assessment is designed to give you feedback on your progress through the unit and how to improve your work. At the end of each unit work is summatively assessed and given a final mark. Your work is marked against validated criteria.

What are the facilities like?

The course offers technical support for students in the form of photography, computing and printmaking, as well as providing open access to these facilities. The LCC campus is well equipped with a large library and information centre with open access computer facilities, DVDs and videos. There is an advice and information centre, exhibition galleries, lecture theatres, studios, teaching areas, a shop, refectory, coffee bar and student bar. There is also an Enterprise Centre for Creative Arts, which provides information, events and advice on becoming self-employed in the creative industries.

What equipment would I be expected to have?

Although you will have access to the College's facilities, students have found it useful to have a computer which runs the Adobe Creative Suite at home, along with a printer. The design industry predominantly uses Apple Mac computers, although currently compatibility between Macs and PCs is improving. The Faculty's computer room contains only Macs. Since you are required to document each stage of the creative process, you will find it useful to own a digital camera to help them keep a visual record. Access to the internet is advisable if you would like to benefit from the online tutorial system, which enables them to post images and gain feedback outside of classroom sessions.

Would I be expected to have any knowledge of design software?

Although many projects start off non-computer based in class, you will be expected to 'finish off' work undertaken in class on a

computer. Some prior knowledge of design software is helpful, but not a requirement for joining the course. Software skills are however NOT taught as part of the course, so if you are unfamiliar with design software, it might be useful to study a part-time software course concurrently or in advance of joining the course.

What kind of people should I expect to meet on the course?

Students on the course have previously studied: psychology; anthropology, geography, history, English, molecular genetics, architecture as well as subjects traditionally related to graphic design. Students have come from all round the world: Mexico, Brazil, US, Portugal, Belgium, Greece, Lebanon, Turkey, Syria, India, China, Thailand, Korea, Japan, Russia and Canada. They have experienced London as a unique multi-cultural resource that has influenced their personal approaches to visual communication. Projects have reflected this diversity and potential for cultural exchange. Students are offered multi-dimensional views on the world and communication beyond the limits of national borders.

I am interested in eventually pursuing a Masters degree, what opportunities exist in the College?

The College's portfolio of courses includes MA Graphic Design, MA Graphic Branding and Identity, MA Graphic Moving Image, MDes Innovation and Creativity in Industry and MRes Information Environments. More information can be found at:

<http://www.lcc.arts.ac.uk/courses/postgraduate.htm>

What are the distinctive features of the course?

- The course is part of a wider postgraduate community
- The course benefits from staff expertise in research and professional practice
- A diverse student cohort

What do students do when they leave?

Students have gone on to find employment within high profile agencies such as Frost Design in Australia; Kenya Hara in Japan; Nick Knight Photography; Studio Myerscough; and Fallon Design. They have progressed to work as art directors in advertising agencies; interactive/digital designers; identity designers; typographic designers and museum/exhibition designers. The strategy of preparing for Masters study has also paid dividends with many high performances including distinctions.

What do other people say about the course?

"The students' research capabilities and their capacity to think beyond pure aesthetics produce research that is structured, ordered and systematic. The ability to propose, test and evaluate a hypothesis is paramount to success. They learn basic compositional and typographic skills within a short period, enabling them to apply this visual knowledge to the communication of their research. The application of design principles gives clarity, order and assists the presentation of their research, and elucidates and communicates their hypotheses. They use design as a communicative tool — not as an end in itself."

(*Eye Magazine*, 2008).

Past external examiners from other notable academic institutions have reported: "An excellent level of achievement. I would expect that successful graduates from this course, given their prior educational experience as a bonus, might do extremely well in the design industry."
(Phil Gray, 2004–2009).

Graduate satisfaction remains high: "The course allowed individuals to build on their varied backgrounds enabling a highly personal progress to take place. The structure of the course encouraged the group to work together and support each other's learning making for a great work environment. The course took people from all backgrounds and created designers."
(William Humphrey, Graduate 2008).

How much does it cost? Are there any additional fees?

For information about fees visit the University website at:
<http://www.arts.ac.uk/pg-fees.htm> or call the Postgraduate Admissions Office on +44 (0) 20 7514 6000, press option 3.

There will also be an additional studio fee of around £90 payable at enrolment.

Where can I get more information?

For more information about the course email:
graphics@lcc.arts.ac.uk

For administrative and enrollment matters, please contact the Postgraduate Admissions Office on +44 (0) 20 7514 6400, email: pgadmissions@lcc.arts.ac.uk or visit the website at: www.lcc.arts.ac.uk.