

# London College of Communication

is for the curious, the brave and the committed: those who want to transform themselves and the world around them.

Through a diverse, world-leading community of teaching, research and partnerships with industry, we enable our students to succeed as future-facing creatives in the always-evolving design, media and screen industries.

## Undergraduate courses 2021/22

### Design

#### BA (Hons) Design for Art Direction

This unique course will develop your practical, conceptual and managerial skills relating to design, art direction and creative direction. The course takes a multi-disciplinary approach to art direction, giving you the opportunity to develop your understanding and application of graphic design, moving image, photography, and exhibition and set design.

#### BA (Hons) Design for Branded Spaces

Become a leader in the field of spatial experience design. This professionally focused design course will equip you with the specialist skills and knowledge needed to create unique experiential spaces, 3D installations and creative events. You'll learn to design 3D experiences for a broad range of commercial, cultural and public spaces. You'll also explore cutting-edge and sustainable practices while developing your professional and international networks.

#### BA (Hons) Design Management

BA (Hons) Design Management offers a creative and experiential approach to the study of design, problem-solving, business and leadership, global cultures, innovation and sustainability. We apply design thinking to live industry collaborations, addressing complex problems with empathy, insight, collaboration, agility, ethics and contextual intelligence. With highly employable students and graduates, we are organisers, designers, researchers, thinkers, doers and makers, motivators, facilitators, provocateurs, life-long learners, strategists, activists and entrepreneurs.

#### BA (Hons) Graphic and Media Design

This course builds on the long history of excellence in design and communication at London College of Communication. Starting with core graphic and visual design skills, the course expands to cover a huge range of experimental processes, platforms and technologies meaning that you will build a strong portfolio that demonstrates rigorous design skills and innovative practice. You'll also have the opportunity to take an optional year in industry to expand your network, gain work experience and open up career opportunities.

#### BA (Hons) Graphic Branding and Identity

This course is designed to produce strategic thinkers and creative communicators. The course will equip you with the tools to become a professional practitioner within this expansive industry. You will gain valuable insights into all aspects of the subject, from its historical, social, cultural and commercial contexts, through design practice relating to brand and identity expression.

#### BA (Hons) Illustration and Visual Media

This studio-based course aims to produce creative and innovative illustrators who are used to taking risks with their work. The course offers you the intellectual and creative space to examine existing definitions of illustration whilst exploring future directions. You will develop your skills in a range of digital and print based visual languages including drawing, painting, installation, sculpture, typography, photography, film, animation or a combination of all of these.

#### BA (Hons) Interaction Design Arts\*\*

Create. Experience. Communicate. BA (Hons) Interaction Design Arts is a practice-led, dynamic and exploratory course examining the relationship between people and experiences through experimental technologies and processes. You will work with interaction, narrative and moving image, alongside processes such as design prototyping, film-making, coding and physical computing.

#### BA (Hons) User Experience Design\*\*

This is a practice-led and digitally focused course that explores the various dimensions of designing for user experience. You will learn to use code, data and other digital materials alongside traditional design methods to realise your creative ambitions. This will prepare you for numerous roles in an emerging and expanding professional field in the creative industries.

### Media

#### BA (Hons) Advertising

BA (Hons) Advertising is a multi-award-winning course with students gaining accolades at the British D&AD awards, the Young Creative Network, Cannes Future Lions and The One Club New York amongst others. On this course you will develop a very personal approach to advertising from strategy and research through to ideas generation, creative execution and client presentation. You will graduate with a strong portfolio of work and the essential skills you'll need for a successful career in the advertising industry.

#### BA (Hons) Contemporary Media Cultures\*\*

This course explores what it means to study media and culture in a contemporary context and through a critical perspective. It also investigates the role that media, cultural and creative processes play in shaping today's world. The course draws on a range of new academic perspectives and combines them with the making of media, such as film, photography, audience-specific writing and digital content.

#### BA (Hons) Journalism

Kickstart your career in the media industry with BA (Hons) Journalism at London College of Communication. You'll specialise in either print and online, or audio and video in Years 2 and 3. In your final year, you'll work within our dedicated newsroom to produce Artefact magazine and its website. You'll be encouraged to develop your own authentic and individual journalistic voice in your chosen medium, building up a portfolio of original work.

#### BA (Hons) Magazine Journalism and Publishing\*\*

BA (Hons) Magazine Journalism and Publishing is a unique course that combines the practical and technical skills of journalism, editing and production with a professional understanding of the business of publishing. Mixing writing and commissioning with the hands-on experience of producing magazines across print and digital media formats, you will acquire the skills to manage the publishing process from idea to publication.

#### BA (Hons) Media Communications\*\*

With an emphasis on the social and cultural impact of digital media forms, this course examines the technologies, practices and policies that drive modern media communications. You will gain critical thinking and writing skills, and develop your ability to create content across digital media, moving image, photography and podcasting.

#### BA (Hons) Photography\*\*

BA (Hons) Photography at London College of Communication is an innovative course that encourages you to develop a distinctive approach to photography. This multi-genre, award-winning course celebrates all areas of photography through an expansive curriculum that includes creative and technical skills, contextual studies (photographic history, philosophy and relationship to art history) and professional development. The course has a track record of producing highly skilled professionals working across the creative industries.

#### BA (Hons) Photojournalism and Documentary Photography\*\*

This exciting course is rooted in professional photojournalism and documentary photography as practiced today. You will acquire the academic knowledge and essential skills to become a professional photographer, equipped to produce work for a range of outlets including newspapers, magazines, digital platforms, galleries, books and picture agencies.

#### BA (Hons) Public Relations\*\*

Prepare for a successful career in the dynamic Public Relations (PR) industry. Discover how to communicate ideas, products and services to diverse audiences, and how reputations are formed and maintained in a digital environment. Learn how to create, collaborate and communicate in the highly diverse international media environment. This course is accredited by the Chartered Institute of Public Relations (CIPR) and the Public Relations and Communications Association (PRCA).

#### Graduate Diploma Photography\*\*

This course will help you enter the field of photography and work at the cutting edge of contemporary practice. You will build a foundation of technical skills, from analogue to the latest digital technologies, and develop professional skills through set course projects. You will finish the course with a high quality portfolio and a strong conceptual approach and personal identity to your practice.

### Screen

#### BA (Hons) Animation

BA (Hons) Animation is a practice-led course, enabling you to choose one of four specialist pathways that reflect industry specialisms: Animation Arts, 3D Computer Animation, Visual Effects (VFX) and Games Arts. You'll gain entrepreneurial skills, develop expertise in the whole production process and learn how flexibility can help you deal with the challenges of a professional animator.

#### BA (Hons) Film and Screen Studies

This course teaches the historical, theoretical, cultural and critical analysis of film and screen to the next generation of filmmakers, commissioners, distributors, curators and influencers in the film and screen industries. You will develop your critical thinking through an extensive programme of film screenings, delivered alongside contextual analysis. Your employability will be enhanced with the option to co-curate a student-led film festival in your final year.

#### BA (Hons) Film and Television\*\*

This course combines intensive hands-on practice in a range of genres, forms and formats from experimental film-making to mainstream TV. You'll gain an in-depth understanding of the key movements, makers and theories that have shaped film and television in the 21st Century. BA (Hons) Film and Television is designed to develop your career aspirations and prepare you for a successful career in the film, television or related media industries.

#### BA (Hons) Film Practice\*\*

Designed to develop the creative, technical, commercial and practical skills required in digital film production, BA (Hons) Film Practice is geared towards industry. You'll take on roles such as assistant director, cinematographer, production designer, sound designer, editor/VFX, director and producer, and gain key skills in script supervision, lighting, assistant camera, sound recording and production management.

#### BA (Hons) Games Design

Build. Test. Play. BA (Hons) Games Design will teach you how to take the software tools used in games design and development to create new gaming experiences from original concept to finished game. You'll explore skills sought by industry, such as storyboarding, coding and play testing, which will enable you to translate your ideas into playable games.

#### BA (Hons) Music Production\*

Designed and delivered with support from the music industry professional body JAMES (Joint Audio Media Education Support), this course prepares you for a career as a highly-skilled producer of music and audio. Offering a balance between creativity and technology, the course will develop your skills in studio and live recording, mixing, mastering, acoustics, psychoacoustics, songwriting and composing for a wide range of media applications including film and television, virtual reality and games. You will study and apply current music production techniques at the cutting edge of creative industry developments.

#### BA (Hons) Sound Arts

This course explores the diverse ways that sound is used creatively in the contemporary world. You will explore a wide range of sound art and design areas including: fine art, installation and gallery practices, sound design for film, animation, game environments and virtual reality, creative coding, interactive media, and experimental musical work. Your increasing technical, creative and theoretical knowledge will help you to develop a professional portfolio. This course has recently gained accreditation from the music industry professional body JAMES (Joint Audio Media Education Support).

#### BA (Hons) Virtual Reality

Virtual Reality (VR) is a rapidly growing industry, producing experiences across art, design, entertainment, film, games, heritage and simulation. With access to industry-standard production technologies, you will have the opportunity to test and work with new immersive and interactive tools. This course offers you the chance to design and shape the future of the VR field.

#### Level 3: International Introduction to the Study of Design, Media and Screen

This one-year course for international students is a practical and theoretical preparation for undergraduate courses in Design, Media, and Screen at London College of Communication. The course supports applications to a range of undergraduate courses including: Graphic and Media Design, Games Design, Advertising, Journalism, Design for Branded Spaces, Illustration and Visual Media, Animation, Film Practice, and Photography.

#### Certificate in Higher Education: Preparation for Design, Media and Screen

For international applicants only, this exciting and challenging course allows you to develop your creative, academic and professional potential in design, media and screen. The course's blended learning approach combines online and workshop learning modes. Choose from a range of pathways including: graphic design, advertising, journalism, branded spaces, public relations, illustration, animation, film, and photography. Successful completion of this course will guarantee the offer of a place on an undergraduate course at London College of Communication.

\*\* Subject to reapproval  
\* Subject to validation  
^ Course not recruiting until 2022/23

For more information about any of our courses:  
[arts.ac.uk/lcc](https://arts.ac.uk/lcc)  
[lcc.contact@arts.ac.uk](mailto:lcc.contact@arts.ac.uk)  
+44 (0)20 7514 6599

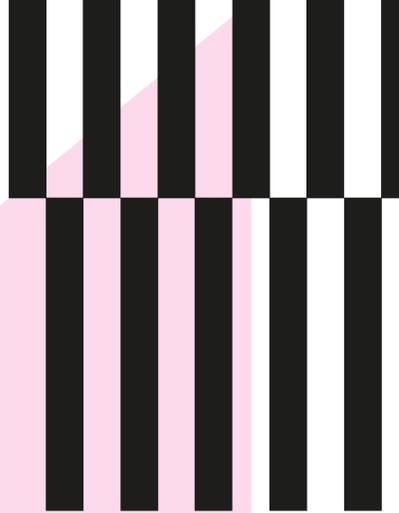
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London College of Communication  
Elephant and Castle, London SE1 6SB

#### Important Information

Information provided by the University is accurate at the time of first publication. Courses, however, remain subject to change. Changes may be necessary to improve the quality of educational services, in order to meet the latest requirements of a commissioning or accrediting body, in order to bring course content in line with best practice activities across the Higher Education sector, in response to student feedback, and/or due to a lack of student demand for certain units or options. Events may arise outside of the reasonable control of the University which lead to changes to courses. Such events may include industrial action, civil disorder, severe weather, and changes in applicable laws and/or safety requirements. If you have accepted a place on a course, we shall notify you of any changes as soon as reasonably practicable.  
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# UNDERGRADUATE COURSE GUIDE 2021/22

