

# COURSE GUIDE 2020/21



# 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.

## 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 revalidation  
\* Subject to validation

For more information about any of our courses:  
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## Follow us



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## 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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## 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.

## Postgraduate Certificate/Diploma Design for Visual Communication

These courses offer an intensive vocational route into the graphic design profession and build confidence for those seeking to switch career, to return as a mature student, or wanting a bridge to Masters study. Visual language and grammar, typographic hierarchy, graphic representation, identity and information visualisation are just some of the areas you will explore. Both the Certificate (part-time) and Diploma (full-time) run for 30 weeks.

### MA Data Visualisation

MA Data Visualisation is driven by the intelligent interrogation of data and intensive practice-led research. Using a range of media, tools and techniques, you will research, interpret, critique and visualise data. You'll also develop the ability to translate data into creative narratives that a wide variety of audiences can understand. This will equip you to work with specialists including data scientists, developers, data journalists and domain experts.

### MA Design for Art Direction

This course gives visual communicators and designers the practical, critical and conceptual skills to develop their potential in the field of art direction. You'll develop cross-disciplinary research projects through the intersections of art, design, science and technology, and learn to present these ideas in educational and engaging ways. You'll learn how to develop and write treatments and proposals, how to respond to briefs, and how to structure your work in order to effectively communicate your results.

### MA Design for Social Innovation and Sustainable Futures

This course is an invitation to concentrate your creative skills on the complex global challenges of our time. You will be thinking critically, working collectively and acting courageously. The course explores the future of design practice and its interdependency with humanitarian and ecological concerns. With an emphasis on innovative practice, participatory design and real world change, this is both a practical and reflective course. Growing demand across public, private and non-profit sectors for professionals with the skills and experience developed on this course means that career options are diverse.

### MA Design Management

MA Design Management combines academic study with creative and professional practice in a project-led curriculum that draws on a range of interdisciplinary perspectives from business to the arts. The course places a strong emphasis on the development of leadership, management, communication and analytical skills. Typical employment routes include setting up your own business, design leadership roles, cultural positions and agency management jobs.

### MA Graphic Branding and Identity

Understand, translate and communicate brand stories graphically. You'll explore the strategic thinking underlying brands and look at how that strategy can drive creative expression. This course focuses on the role of visual identity within branding, with the aim of producing versatile and creative practitioners who understand design within a business, social and cultural context.

### MA Graphic Media Design

This course explores the use of graphic design as a critical tool to investigate the complexities of contemporary society. We welcome thoughtful, critical and productive individuals concerned with the effective articulation of design. Graduates initiate new directions for the practice of graphic design and secure high-profile careers in key areas of design practice, research and education.

### MA Illustration and Visual Media\*\*

Explore the creation and contextualisation of images at a time of unparalleled possibilities for engagement in visual culture. Through experimental practice-led research, you will develop a critical relationship to the contemporary image with the potential to work across a range of visual media such as drawing, painting, creative coding, VR, 3D, print, performance, photography and animation. Graduates have pursued a range of professions including practising artists, freelance image makers, art writers, curators, as well as progressing to PhD level.

### MA Interaction Design Communication

This dynamic course combines research and design practice to prepare you for work in an increasingly technologically-driven and interdisciplinary world. It will immerse you in critical, speculative and experimental practice to engage and provoke audiences with contemporary issues around topics such as new technologies, ecological concerns and politics – and how these all impact the social world.

### MA Service Design\*\*

Develop and apply service design to a broad range of societal and business challenges, working with stakeholders and experts across multiple disciplines. Beginning with current challenges at the local and user scale and progressing through to futures and systems levels, course projects can be as diverse as working on homelessness and the barriers to accessing services through to improving the employee experience of a major retailer.

### MA User Experience Design

This professionally focused, design-led course will equip you with the specialist skills to conceive, prototype and produce human-centred experiences in an interactive digital context. Putting studio practice at the centre of your work, you will learn practical skills alongside theory, all set within a critical framework that will help you to become a discerning and conscious designer.

## 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.

## MA Advertising\*\*

MA Advertising is about the future of the advertising industry. With new technologies constantly emerging, audiences becoming increasingly active, and ad fraud and ad blocking changing the landscape, the industry needs new thinking. On this course, you will develop the skills, ideas and solutions needed to shape and define the future of advertising.

## MA Arts and Lifestyle Journalism

This course will equip you with the advanced skills you'll need for a successful career in this important and growing field of journalism. Guided by tutors with professional, multi-platform experience gained at national print and online newspapers, the BBC, Sky TV and elsewhere, you will develop key practical journalistic skills and learn how to apply them to your particular area of interest. The course encourages a rigorous journalistic approach, with a focus on ethical, international and professional standards.

## MA Data Journalism

On this new practice-led course, you'll research and deliver your own journalistic project in the field of data journalism, exploring areas in news and investigation as well as in cultural, lifestyle and feature-based journalism. You'll learn how to collect, manage and interpret data in order to find and tell journalistic stories in a range of media. You'll also develop your research, community-building and narrative skills on Twitter, Instagram and other social platforms. The course will prepare you for jobs such as data journalist, social media journalist and interactive editor.

## MA Media, Communications and Critical Practice\*\*

Explore media and communications theory together with creative practice in order to develop your career as a media professional on this unique Masters programme. You will be encouraged to think critically about the role of media in the digital age, exploring problems and challenges through your engagement with key theories of media, culture and communication alongside a range of creative media practices.

## MA Photography

MA Photography at London College of Communication offers a variety of conceptual approaches to thinking, writing and exhibiting photography. As a research-led course, it will equip you for a wider inquiry into the interdisciplinary aspects of the photographic medium as you develop a single exhibition project over the 15-month duration of the course.

## MA Photojournalism and Documentary Photography

Uniting rigorous research with an expansive photographic practice, this course will help you to extend your photographic vision to create powerful stories that resonate with your audience and transcend disciplinary boundaries. Whether you want to situate your work in a newspaper, art gallery, book or a public space, this course offers you the opportunity to develop your existing skills and expand your creative practice in order to do so. The course is taught in both full-time and part-time/online modes.

## MA Public Relations

Develop the advanced skills and theory you'll need for a successful career in public relations (PR) and communications on this industry-approved course. The course will give you a framework for planning PR programmes, as well as the practical skills for delivering campaigns. You will also explore the role of research and evaluation in PR. This course will appeal to graduates already working in PR who wish to develop their careers, as well as those seeking a career move into the sector.

## MA Publishing

Gain the creative and professional tools you'll need for a career in the dynamic publishing sector. Combining theoretical and practical approaches to publishing media, you will master how content is commissioned, designed, produced, marketed and delivered across different media including books, magazines, tablets, e-readers and social media environments.

## 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\*

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.

### 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.

## MA 3D Computer Animation

MA 3D Computer Animation is a practice-led course that explores both the theory and practice of digital 3D animation in film, television, games and interactive applications. With new and emerging technologies changing how we make, understand and experience animation, you'll be encouraged to push boundaries and explore the practices of animation from a variety of critical and professional perspectives.

## MA Animation

MA Animation explores both the theory and practice of animation across a broad range of experimental visual media. With new technologies changing how we make, understand and experience animation, you will be encouraged to test boundaries and look at animation in many forms and in many ways. The course encourages an experimental and reflective practice that echoes the cross-media nature of the design, communication and media industries.

## MA Documentary Film

Learn the entire documentary film making process on this comprehensive course, which integrates theory with the practical experience of making your own short films. You can expect to be grounded in documentary direction, camerawork and editing – the key artistic and technical skills needed for a successful production team. As well as developing a unique vision, you will enhance your career prospects by gaining valuable skills and learning about pitching for funding and commissions.

## MA Film

Join this highly vocational and hands-on course to develop your understanding of the creative, commercial and practical aspects of digital film production. This is a practical course in the production of film drama, from development and finance to distribution and exhibition. It is designed for students who want a hands-on, industry-orientated course in the creative, technical and practical aspects of digital film production.

## MA Games Design

Rooted in experimental practice, this course will equip you with both the technical and critical skills needed to create games and playful experiences. The course encourages you to explore a broad range of game types by creating experiential, critical and socially-reflective games across both digital and non-digital mediums. You'll produce a high quality and diverse portfolio that will prepare you for a career in games, interaction and design professions.

## MA Screenwriting

This is one of the UK's leading film and TV scripting courses with a strong reputation in the industry. Taught by professionals with extensive experience, as well as visiting industry practitioners, the course will develop you as a writer and script editor for the film, television and radio industries. Graduates have gone on to win numerous UK and international awards.

## MA Sound Arts

Intensive and specialised, this course is designed to further the development of your conceptual and contextual understanding of sound arts practice and its discourse. You will be able to extend your portfolio within an academic context, engage in theoretical and practical research, develop your creative and critical skills, explore personal areas of interest in sound arts, and engage in practice-based research. This course will guide you towards a career in research or as a sound artist.

## MA Television

This unique course delivers the skills needed to design and make factual television programmes in all their variety. You will learn about pitching, budgeting and translating your ideas into programme production. This training in factual programme making is combined with research-based analysis of the television industry today – its economy, values, genres, development and commissioning processes, as well as the proliferating platforms available to producers.

## MA Virtual Reality

This course provides the opportunity to explore and develop the application of VR technologies across filmmaking, visual effects (VFX), animation, games and immersive augmented reality (AR) experiences. You'll experiment with new approaches to the use of these technologies, as well as explore the design and conceptualisation pipeline for these virtual experiences. The course prepares you to progress into the fast-growing VR industry, as well as into sectors that are increasingly embracing the technology such as animation, film, television, games and marketing.

## MA Visual Effects

This is a practice-led course that will develop your technical computing, animation, lighting and editing skills. Throughout the course, you will create unique media and immersive experiences, whilst developing your own distinct style. You will develop your specialist visual and computing practice to help you blend computer graphic imagery (CGI) seamlessly into live action. The course culminates in a collaborative project that will prepare you for integrated roles within the VFX industry.