

GRAPHIC DESIGN & ADVERTISING

Foundation Degree & BA (Hons)

graphicsandadvertisingmcr.co.uk

“It doesn’t get
better than this”

Genna Gardner | External Examiner

“We were blown
away by your students”

Caroline Roberts-Cherry | BBC



Manchester
Metropolitan
University

UCEN[®]
MANCHESTER
FIND YOUR FUTURE

// Real Projects for Work Skills

// 100% Tutor Contact

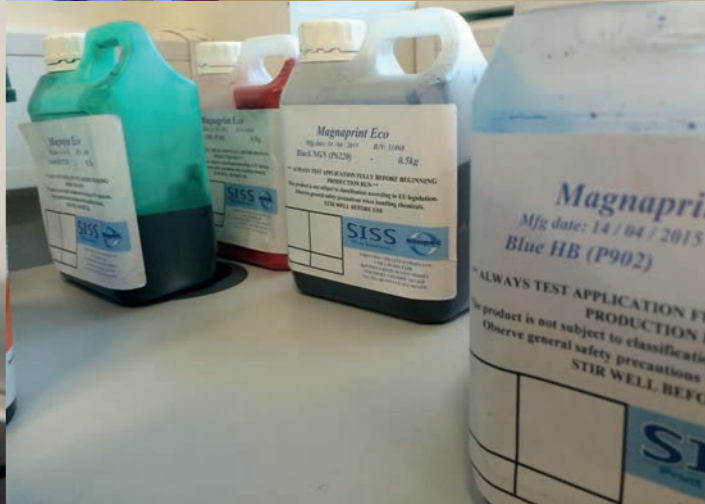
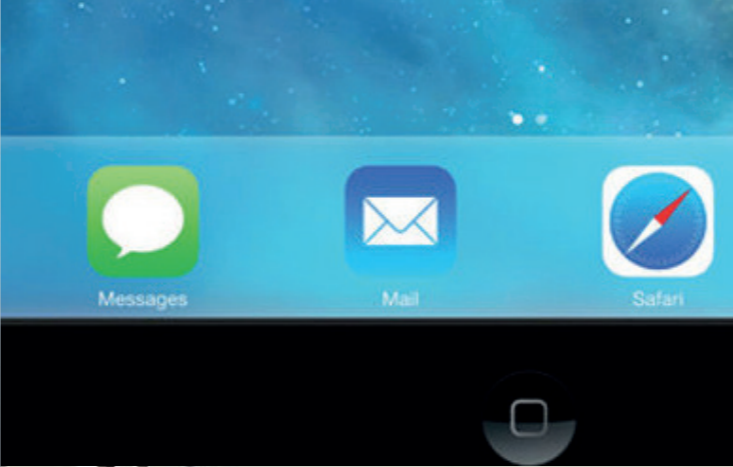
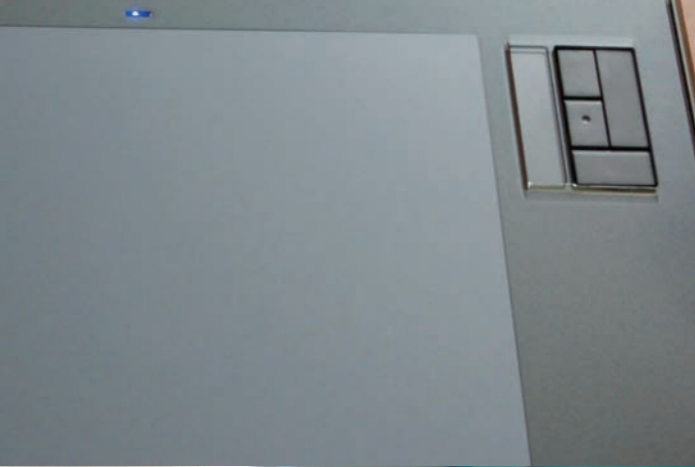
With a strong focus on creative direction and real-work experience with excellent industry connections, this Foundation Degree in Graphic Design & Advertising & BA top-up is the perfect course for anyone with a passion for idea generation, creative thinking, and visual designs.

In an personal setting with valuable tutor support and one-to-one time you'll learn all about the importance of typography and composition within graphics, focus on how to develop creative ideas, and explore the relationship between the two. Looking at a range of advertising techniques and branding principles, you'll discover how to generate effective ideas and turn them into a contextual piece of work, developing your expertise in print & screen layout, specialised artwork and imagery, and the use of the Adobe suite of software.

Benefiting from a wealth of connections with international advertising agencies and world-leading companies, you'll work on live design and advertising briefs for real clients and enjoy placement opportunities in a number of prominent businesses. You'll also work in a fantastic studio environment and pick up first-hand knowledge from renowned guest speakers. This course is validated through Manchester Metropolitan University.



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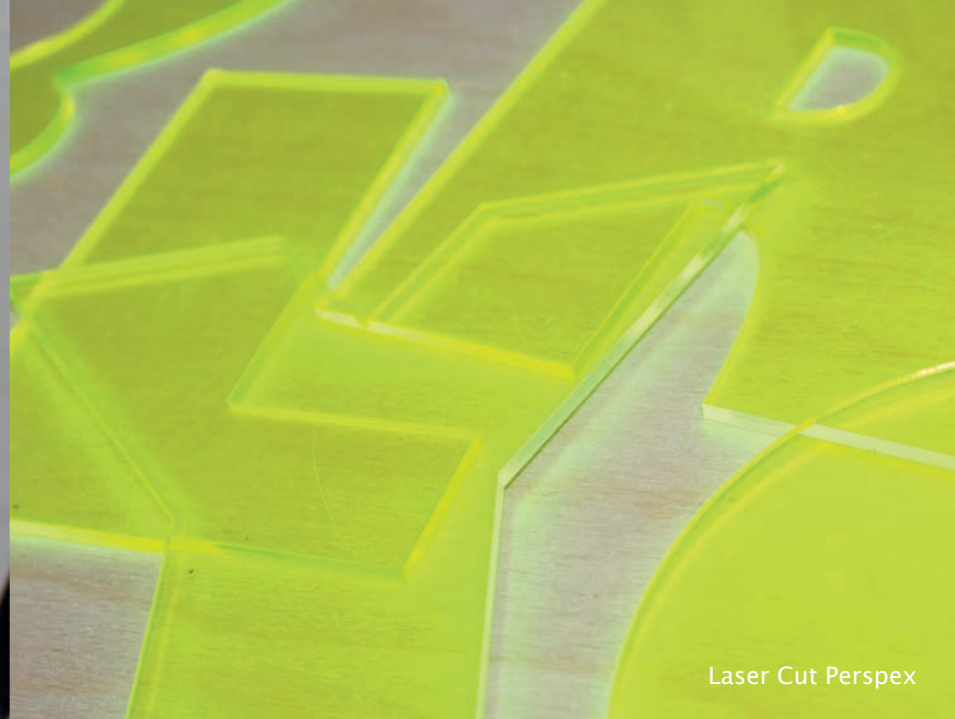




Laser Cut Vinyl



Laser Cut Wood



Laser Cut Perspex



Laser on Gloss Art



Laser Print on Fabric



Letterpress on Card



Screen Printing on Hessian



Coloured Sweets



Spray Paint



Hand Sewn Fabric



Laser on Card



Screen Printing



4 Designers



Roses Awards



E.E. Chrisp Letterpress



Amaze



Ahoy



Superunion



Amaze



Badly Drawn Boy



Mercedes



Unity Radio



Stop The Traffik
Photo by: hannahbeatrice.co.uk



Chartered Status Award



Longfella Poet



Heaton Press



Thumbfood



Tweeted by Timbaland



Textbook Studio



JD Sports

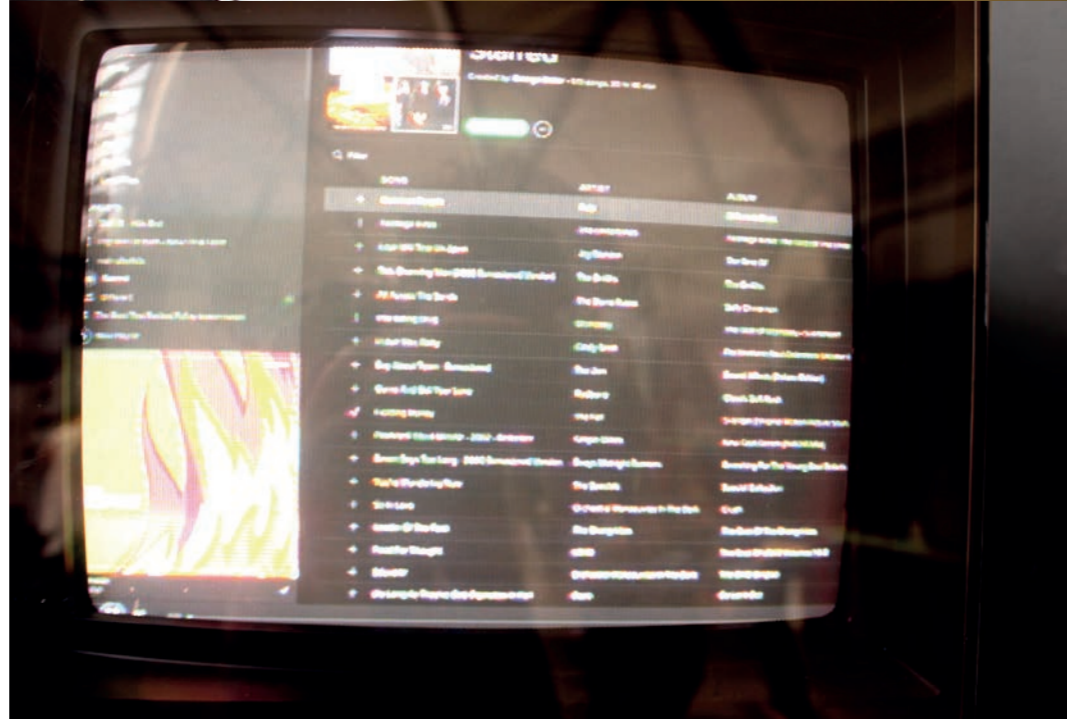
**Nicholas
Michael-Hanna
Langley Holdings
PLC**

Outgoing and confident Nicholas was nearing the end of his second year when he saw an opportunity literally land right in front of him. A British billionaire (owner of the globally engineering and industrial company Langley Holdings) landed his helicopter on the housing site where Nicholas lived. Nicholas grabbed his C.V. (a clever print job with the image of a £50 on the front – an attention grabbing idea) and he stuck it to the door of the helicopter. A few days later he got a call from said billionaire, offering him an interview, which lead to him securing a full time job. A great example of always being ready to take advantage of a situation.



George Slater Placement at Amaze

George is a confident and imaginative designer, with a strategic approach to communication and a keen eye for colour. Having won several internal briefs, George was focused on winning a placement opportunity at Amaze at the end of his Foundation Degree. With a passion for music he created an idea for an online vinyl shop promoting community activity and celebrating the unique qualities of vinyl. Following the End of Year Show Amaze judged the entries and offered the placement to two deserving students... George was pleased to be one of them.





Leanne McLaughlin Degree 53

Leanne, graduated from the BA top-up with a successful show demonstrating strong, confident, left-field design work. During her studies she worked on the re-branding of Moston Campus' restaurant, the Purpose placement brief and developed her own zine which featured heavily at her show. Since graduation Leanne has secured a job with the award winning, 45 strong, digital agency Degree 53 whose clients include Sofaworks, Betfred Lotto & football Acca.



MIDNIGHT
MEMORY
WALK



Cameron Scott Amaze

Graduate, Cameron, has secured a job with global digital marketing agency, Amaze. Cameron graduated with a first class degree after studying at the Fielden campus for three years. He did a two-year FdA Graphic Design, followed by a one year BA Hons Creative Media & Visual Communication, specialising in graphic design. It was while Cameron was studying his final year that he met the Creative Director at Amaze, who works with the course on placement briefs he was so impressed with Cameron's work that he invited him to apply for a job.





**Ian
Renfrew
Self-Employed**

Ian is a highly creative and entrepreneurial designer, who gained high grades throughout his study and won the competitions he entered. Equally accomplished conceptually and technically Ian's designs are solution driven, crisp and powerful. He has now set up his own business managing a collection of small to medium enterprise clients in the North West.

Course Application

Entry Requirements

You should have either an A-Level, a BTEC Level 3 Diploma with a Merit, Pass, Pass grade (or above), or a BTEC Level 3 Certificate with a Merit, Merit grade (or above) to enrol on this foundation degree.

We require a minimum of 64 UCAS tariff points, and you should also have a portfolio of creative work along with these qualifications. If you're 21 or older, you should be able to show us the relevant skills or knowledge you've learnt during employment or vocational experience, in order to apply as a mature applicant.

Fees & Costs

Please visit www.tmc.ac.uk for up to date fee costs. There are ongoing costs associated with this course. Please see example below:

Additional Costs:

Equipment list: £150-£200

Printing & Extras: 1st yr £50+ / 2nd Yr £250+ inc. End of Year Show

Optional Trip Cost: £300+

Creative Cloud: Provided on campus. Home use = £16 p/m



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