

# Creative Digital Media BA (Hons)



Increasingly, the media industries are demanding practitioners who can function as multidisciplinary experts, even if they specialise in a particular area.

Creative Digital Media is a course that has been designed to produce graduates who can fulfil this requirement.

With tutorial guidance, you will have the opportunity to choose modules that suit your particular interests and abilities and that define you as a practitioner. This offers you the prospect of an exciting cross-media experience, with expert guidance into the professional arena in the final year.

You will also gain a wide range of transferable skills such as research and analysis techniques, problem-solving, communication and negotiation. Throughout your course, you will have access to the broadcast-standard video and sound studios, and digital computer suites in the University's state-of-the-art Digital Arts Centre.

## UCAS code

Creative Digital Media BA (Single Honours) - **W212 BA/CDM**

## Study options

Opportunity to select either a specialist or a multiple-strand route in areas such as web design, digital video, digital sound, graphic design and animation

Excellent facilities, state-of-the-art Digital Arts Centre, computer suites with editing, animation and design software, broadcast-standard television and sound-recording studios.

### Joint honours

It is also possible to study Creative Digital Media as a joint degree with another subject.

The combination subjects available are: [Animation](#), [Digital Film Production](#), [Graphic Design & Multimedia](#) and [Journalism](#).

The University of Worcester's degree combinations add breadth to your studies and enhance your employability.

## Get in touch

### Course Leader

David James

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[d.james@worc.ac.uk](mailto:d.james@worc.ac.uk)

### Admissions

01905 855111

[admissions@worc.ac.uk](mailto:admissions@worc.ac.uk)

### **International Centre**

+44 (0) 1905 855146

[international@worc.ac.uk](mailto:international@worc.ac.uk)

220-300 UCAS Tariff points.

Shortlisted applicants are invited to attend for interview and to provide a portfolio for consideration.

For more information about the UCAS tariff please visit [www.ucas.com](http://www.ucas.com)

## **Modules**

Graphic Design: Theory & Practice (mandatory)  
Introduction to Animation (mandatory)  
Introduction to Digital Film Production (mandatory)  
Creative Digital Imaging  
Illustration: Image & Text  
Illustration & Printmaking  
Introduction to Digital Sound  
Drawing & Visualisation (mandatory)  
Introduction to Multimedia  
2D Animation  
Internet & Multimedia  
Stop-motion Animation  
Digital Photography & Image Manipulation  
Publication Design  
Graphic Information Design  
3D Modelling & Texturing  
3D Computer Animation  
Research Methods for Digital Media (mandatory)  
Digital Sound Production  
Digital Video Production  
Special Effects Photography  
Opening Sequences & Compositing for TV & Cinema  
Creative Sound Manipulation  
Independent Study (mandatory)  
Illustration Genres  
Extension Modules  
The Final Exhibition (mandatory)  
Green Design  
Negotiated Project  
Studio Photography  
Illustration: The Personal Statement  
Work Placement  
Multi-camera Studio Production  
Experimental Digital Media  
Pressure Projects (mandatory)  
Digital Media Communication Skills (mandatory)  
Illustration: Origin & Function

## **Assessment**

All three pathways promote creativity and independence - valuable life skills in a fast changing, technology driven world.

You will gain key skills in:

Web design  
Interactive multimedia design  
2D and 3D animation  
Digital video production  
Digital sound design  
Research and development techniques in the Digital Arts  
Managing the creative and technical balance  
Design techniques for digital media  
Effective research, analysis, interpretation and evaluation of digital media  
Interdisciplinary team working and project management  
Design that's 'fit for purpose'  
Experimental digital production and interaction  
Industrial Links

Digital media staff have extensive experience in all aspects of the subject. All staff are practising creative or digital media experts. The course will also be having visiting tutors from the profession with specific design and production expertise.

In many of the modules you will be assessed through reflective reports, practical work, tutor, peer and self-assessment. This encourages independent learning and increases your awareness of the conceptual, productive, contextual, critical, personal and interpersonal skills involved in the creative process.

## David Birch

Student, Creative Digital Media BA (Hons)

“The fact that I can ‘pick and mix’ from so many modules (from film, to photography, to art) is great, as the course gives you the chance to have a go at everything. The tutors are very knowledgeable too.”

## Academic department

[Institute of Humanities and Creative Arts](#)

“We are a lively community of scholars, researchers and creative practitioners, intent on supporting and encouraging students to expand their intellectual horizons, grow their creative and professional ambitions, and achieve their potential”

Professor Antonia Payne, Head of Institute

## Employability

Our interdisciplinary approach gives flexibility and a wider view of the world, which is attractive to employers. Graduates have succeeded in a variety of careers that include graphic design, video production, animation, arts administration, multimedia and interactive design and teaching.

This course also provides an ideal base from which to go on to postgraduate study.

## Digital Arts Centre

The [Digital Arts Centre](#) offers a range of digital media resources in specialist computer suites, visit the [Digital Arts Centre webpage](#) to find out more.

## Meet the team

[Andrew Stevenson](#)

Senior Lecturer, Graphic Design & Multimedia

[Anthony Hunt](#)

Systems Support Officer

[David James](#)

Subject Leader

[Helen Holmes](#)

Lecturer in Creative Digital Media

[Martin Woodford](#)

Senior Lecturer in Creative Digital Media

[Maureen Gamble](#)

Principal Lecturer, Head of Division: Art, Design & Creative Digital Media

[Omid Ghanat-Abady](#)

Senior Lecturer and Course Leader in Animation

[Paul Hazell](#)

Senior Lecturer in Creative Digital Media

[Piet Grobler](#)

Senior Lecturer and Course Leader in Illustration

[Ree Han](#)

Senior Lecturer and Course Leader in Graphic Design & Multimedia

## Meet our Students

[Alan Headspeath](#)

[Jonathan Kobylanski](#)

## Meet our Graduates

[Dan Nash](#)

[Denny Ellis](#)

[Balazs Pakozdi](#)

[John Coleman](#)

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<http://www.worcester.ac.uk/courses/creative-digital-media-ba-hons.html>