

# Graphic Design & Multimedia BA (Hons)



This course combines creative ability with expertise in computer technology to develop excellent communication skills in graphic design, web design and multimedia.

Throughout, there will be many opportunities for you to work on 'live' projects and briefs set by clients in contexts such as publication design, museums and local industries. Graphic Design & Multimedia is an exciting and motivating programme, created by highly experienced and enthusiastic staff, to match evolving industry requirements.

You will be encouraged to develop your creative, imaginative and critical skills within a critical design context while gaining experience in design and professional practice.

This course will also enable you to communicate effectively to different audiences and develop all the key skills sought by employers, including written and presentation skills, research and evaluation, and the ability to work both independently and in small production teams.

## Green Graphic Design students work exhibited at the Fold Eco Cafe

In February 2010, University of Worcester Green Graphic Design students exhibited their work on the sustainable graphics project in conjunction with the Fold Eco Cafe, Bransford, Worcester.

The students involved have now completed their studies into sustainable graphic design techniques but hope to take these into their real-life practices after graduation in summer 2010. With many larger companies now asking designers to create solutions using recycled paper, card and vegetable-based inks, these students will hopefully now have a working advantage. The Green Graphic design studies undertaken at the University of Worcester are one of only a handful of such courses presently running in the UK.

## UCAS code

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

## Graphic Design & Multimedia BA (Single Honours) W210 BA/GDM

For the latest information, check the UCAS website at [www.ucas.com](http://www.ucas.com)

## Study options

It is also possible to study Graphic Design and Multimedia as a joint degree with another subject.

The combination subjects available are: [Animation](#), [Computing](#), [Creative Digital Media](#), [Illustration](#) and [Media & Cultural Studies](#).

## Get in touch

### Admissions Office

01905 855111

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

### Ree Han

Course Leader

[r.han@worc.ac.uk](mailto:r.han@worc.ac.uk)

220-300 UCAS tariff points

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

## Modules

Graphic Design: Theory & Practice (mandatory)  
Graphic Design & Typography (mandatory)  
Creative Digital Imaging  
Illustration: Image & Text  
Illustration & Printmaking  
Introduction to Animation  
Introduction to Digital Sound  
Drawing & Visualisation (mandatory)  
Introduction to Multimedia (mandatory)  
Graphic Information Design (mandatory)  
Internet & Multimedia (mandatory)  
Digital Photography & Image Manipulation  
Publication Design (mandatory)  
Research Methods for Digital Media  
Opening Sequences & Compositing for TV & Cinema  
3D Modelling & Texturing  
Creative Sound Manipulation  
Independent Study (mandatory)  
Extension Modules  
The Final Exhibition (mandatory)  
Green Design  
Illustration Genres  
Studio Photography  
Work Placement  
Negotiated Project (mandatory)  
Pressure Projects (mandatory)  
Experimental Digital Media  
Children's Book Design  
Digital Media Communication Skills (mandatory)

## Assessment

A wide range of methods: continuous assessment, reflective journal, reports, presentations and practical work.



## Andy Screen

Graphic Design & Multimedia student

“The facilities in the Digital Arts Centre are brilliant, and the tutor support, which is vital on such a flexible self-guided course, is great.

This is a course that rewards students who are motivated and enthusiastic - you definitely get out what you put in!"

## Academic department

### [Institute of Humanities & 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

Graduates from this course have gone on to work in sectors such as publishing, graphic design, web design, media and arts administration, or are self-employed. This course also provides an excellent basis for further studies.

Its interdisciplinary nature means that students develop skills that are attractive to employers. In a Destinations Survey carried out by the University of Worcester Careers Service, 94% of Design students had found work or had gone on to further study within six months of graduating.

- [\*\*Design Students Create Eco Packaging Solutions for Local Brewery\*\*](#)

Design students from the University of Worcester have been working on a sustainable packaging project to support the Wye Valley Brewery in Herefordshire.

- [\*\*Guardian Children's Book Editor Drops in at University\*\*](#)

Writer and Guardian Children's Book Editor, Julia Eccleshare, shared her experiences with students at the University of Worcester during a visit last week.

- [\*\*Student Eco-Packaging Ideas Praised by Local Cider Manufacturer\*\*](#)

Graphic Design students at the University of Worcester have been working on a packaging project with Herefordshire cider manufacturer Westons.

- [\*\*TV Foraging Expert Shows Students Hidden Food Secrets of the University Campus\*\*](#)

BBC Autumnwatch's foraging expert Andy Hamilton gave a talk to students on curious plants and their many uses that can be found on the University of Worcester's campus.

- [\*\*A Sign of Real Talent\*\*](#)

Graphic Design students from the University of Worcester have created bespoke signs for a local English Heritage property.

- [\*\*Worcester Graduates Green Design Work on Display Throughout the Country\*\*](#)

Posters designed by a University of Worcester Graphic Design graduate are being displayed at 20 other universities around the Country, encouraging staff and students to be more green.

## 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

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[Home](#) / [Discover Worcester](#) / [Academic departments](#) / [Institute of Humanities and Creative Arts](#) / [Humanities and creative arts courses](#) / [Undergraduate](#) / Graphic Design & Multimedia BA (Hons)

<http://www.worcester.ac.uk/courses/graphic-design-multimedia-ba-hons.html>