



**University of
Central Lancashire**
UCLan Cyprus

BA (Hons) Graphic Design

In recent times, the field of Graphic Design has undergone rapid evolution, mirroring global trends in the transition of business and communication to the digital realm. The BA (Hons) Graphic Design programme with optional Professional Placement, acknowledges the dynamic nature of the contemporary creative landscape, combining timeless artistic principles with cutting-edge technological advancements. This fusion not only addresses the demands of the digital age but also opens up a multitude of opportunities for aspiring graphic designers worldwide.

The course places a strong emphasis on fostering creative problem-solving skills within the realm of visual communication. Students engage in a comprehensive exploration of both traditional and digital media, honing their abilities in print and digital design. Core disciplines include typography, editorial design, branding, and packaging, providing a well-rounded foundation for aspiring designers. Moreover, students delve into the dynamic world of digital platforms, gaining expertise in areas such as moving image creation, interface design, and photography.

A distinctive feature of the programme is its commitment to real-world application. Students actively participate in tackling challenging live briefs, navigating projects with genuine deadlines that simulate the fast-paced nature of the professional graphic design landscape. Our University's robust industry connections facilitate valuable opportunities for students to embark on placements with top agencies, offering a firsthand experience of the professional graphic design environment.

The BA (Hons) Graphic Design programme not only equips students with technical proficiency but also nurtures their creativity, critical thinking, and adaptability. Through a curriculum designed to reflect the ever-evolving industry, graduates emerge as versatile professionals capable of navigating diverse challenges in the graphic design field. The programme's dedication to practical, industry-relevant experiences ensures that graduates are well-prepared to make meaningful contributions to the global creative landscape.

Also offered by UCLan in Preston, UK, the BA (Hons) Graphic Design programme stands as the oldest Graphic Design course in the UK, with a prestigious legacy spanning over 50 years. This remarkable milestone signifies not only the programme's historical significance but also underscores the invaluable experience garnered over decades. The course has consistently evolved, aligning with industry needs and embracing technological advancements, ensuring a curriculum that remains at the forefront of contemporary design education.



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BA (Hons) Graphic Design

YEAR 1

S E

COMPULSORY

Typography Fundamentals	YL	10
Academic Writing	YL	10
Drawing and Illustration	YL	10
Aesthetics and Visual Composition	YL	10
Introduction to Visual Media Technologies	YL	10

OPTIONAL

Advertising and Marketing Communications	1	10
English for Academic Purposes	YL	10

YEAR 2

S E

COMPULSORY

Communication Craft Skills	YL	10
Design Context 1	YL	10
Creative Thinking	1	20
Introduction to Graphic Communication	2	20

YEAR 3

S E

COMPULSORY

Design Context 2	YL	10
Applied Graphic Design	1	20
Graphic Communication in Context	2	20

OPTIONAL

Professional Practice	YL	10
Information Design	YL	10
Publishing and Advanced Editorial Design	YL	10

SANDWICH YEAR

S E

OPTIONAL

Arts and Media Placement	YL	60
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**notional credits*

YEAR 4

S E

COMPULSORY

Design Context 3	1	10
Graphic Design Set Project	1	20
Graphic Design External Project	2	20

OPTIONAL

Graphic Design Self-Initiated Project	2	10
On-Screen Graphics and Typography	YL	10

CAREER OPTIONS

Graphic design is a creative profession that always remains in strong demand, due to the ways that its underpinning principles inform almost all visual communication which in turn can be applied in almost any other area. Job openings related to graphic design, typography, illustration, and digital design are now being published more often than ever before. This employability potential is anticipated to be even higher in the future as fields related to arts in general and design in particular expand into new frontiers. With the rapid advancement of design technologies, qualified and skilled professionals are becoming more and more essential for almost all industry sectors.

The programme's knowledge and skill diversity will equip graduates with the necessary expertise to be employed in different sectors (industry, private or government) and as part of different departments including graphic design, digital media, marketing, e-commerce or multimedia. Additionally, they can be employed in design agencies, design studios, digital agencies, advertising agencies, multimedia agencies, marketing agencies, consultancy firms, or even start their own independent graphic design company.

Employability is also embedded in the programme, which contains several features with emphasis on continuous learning and personal development, reflective practice, teamwork skills, industry work and problem-solving skills, through hands-on applied projects. The broad applicability of the programme's curriculum, combined with the personal capability that the programme engenders, creates highly competent individuals whose value can be recognised by employers.

ENTRY REQUIREMENTS

The minimum requirements are:

- > Apolytirion or High School Leaving Certificate or 96 A' Level points (new Tariff system) in relevant subjects, or other international equivalent.
- > Proof of English Language knowledge to a score of at least IELTS 5.5, or other equivalent according to the Common European Framework of Reference for Languages (CEFR).

Applicants can submit a work portfolio for further consideration.

✉ admissions@uclancyprus.ac.cy

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S: SEMESTER / E: ECTS / YL: YEAR LONG

The University reserves the right to make amendments to programmes in order to improve the quality of learning content and outcomes.