

# GRAPHIC DESIGN & ADVERTISING

Foundation Degree & BA (Hons)

[graphicsandadvertisingmcr.co.uk](http://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**<sup>®</sup>  
MANCHESTER  
FIND YOUR FUTURE

# Real Projects for Real Work Skills

**Up-To-Date Digitally / Totally Print Savvy / 100% Tutor Contact**

On this fast paced, cutting-edge, industry focused Graphic Design and Advertising course @ UCEN Manchester you will work closely with a variety of industry practitioners and specialist tutors supported by ex-students who return yearly to share their experiences, achievements and up-to-date practices in digital and traditional based media.

Studying in Manchester offers an array of exciting opportunities and strong industry links such as, live briefs and teaching from AmazeRealise, our in-house alumni event and the annual visit to 4Designers London... ensuring our students have their fingers on the pulse of the design world.

In our fully equipped studio, you will be encouraged to push your creative boundaries on assignments focused on real world problems including competitions, client and industry set briefs, often concluding in pitching and feedback sessions from industry.

Witness your confidence grow as you master specialist industry software, learn how to pitch ideas, compete in national competitions, manage clients and present your work in the final year showcase. Alumni locations include digital and branding agencies: AmazeRealise, Ahoy, Studio North, W12 Studios, Degree 53, BooHoo, McCann, BDP.



**UCEN**  
MANCHESTER  
FIND YOUR FUTURE



### **Up-To-Date Digitally**

Digital Design is moving very quickly. AmazeRealise bring two decades of digital innovation providing direct input on practise and skills within the digital design & advertising field. They will support your learning, running skills workshops (on specialist software) and studio visits in the second and third year ensuring you remain ahead of other graduates in this fast passed industry.

### **Totally Print Savvy**

Print is alive and well having found its place in the digital age. Designing and preparing for print is a specialist skill involving fluid use of multiple applications. We have nearly 60 years experience in this area and you will be encourage to produce real print using real supplies, building relationship through industry visits to printers and design agencies.

### **100% Tutor Contact**

Truly industry ready designers are born from excellent support and mentoring. We believe you should have greater access to tutors not less! Our classes involve direct learning in small groups and you will have 100% tutor contact during your timetabled curriculum. Whether up-skilling or returning to education we aim to directly support your creative growth in preparation for work.

Specialist  
Equipment

Graphics Tablets



Powerful Macs



Messages



Mail



Safari

Mac & Android Tablets

Screen Printing

EBA  
MADE IN GERMANY

4855

Industrial Guillotine

hohner 

Book Making



Fabric Design



Digital Printing



Large Format Printing



Colour Systems



Heat Press



Exposure Unit

Student  
Work



Leanne Kennedy



Alex Cullen



George Slater



William Mottershead

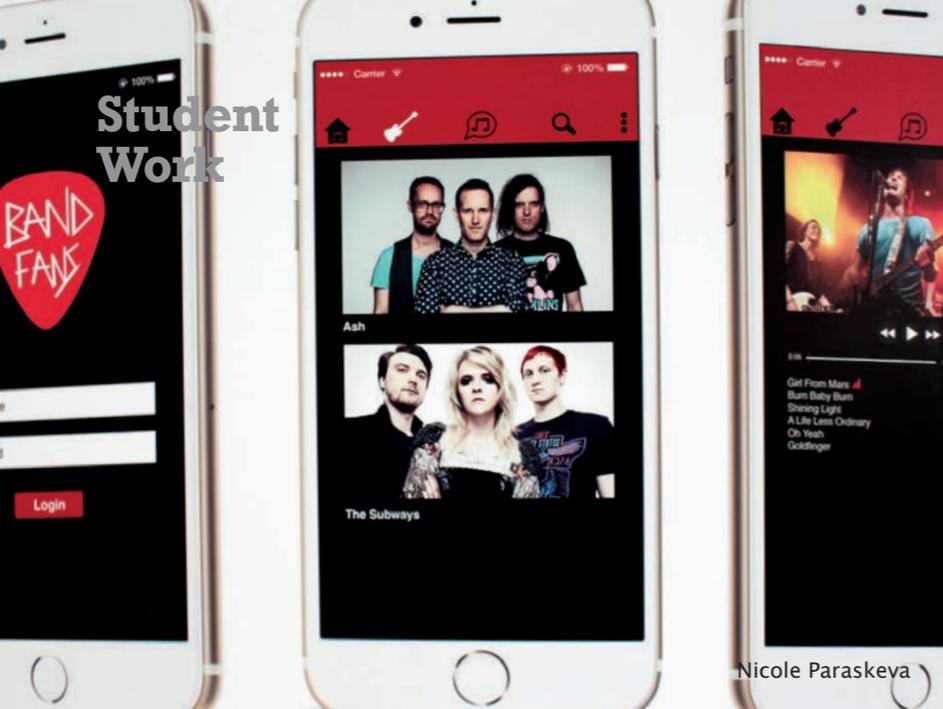


Harry Moses



James Keeble

Student Work



Nicole Paraskeva



Michael Hawkins



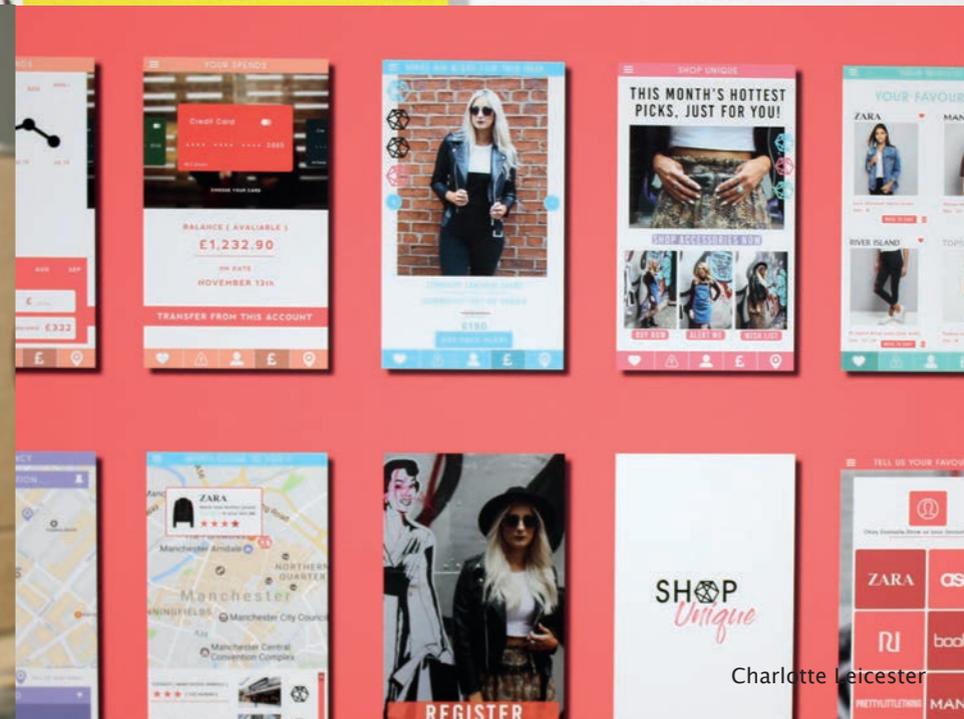
Leire Martin De La Fuente



Alexander Crangle



James Keeble



Charlotte Leicester

# Employer Engagement



4 Designers



Roses Awards



E.E. Chrisp Letterpress



AmazeRealise



Ahoy



SuperUnion

# Employer Engagement



AmazeRealise



Badly Drawn Boy



Mercedes



Unity Radio



Stop The Traffik  
Photo by: hannahbeatrice.co.uk



Chartered Status Award

## Case Study

### Nicholas Michael-Hanna Langley Holdings PLC

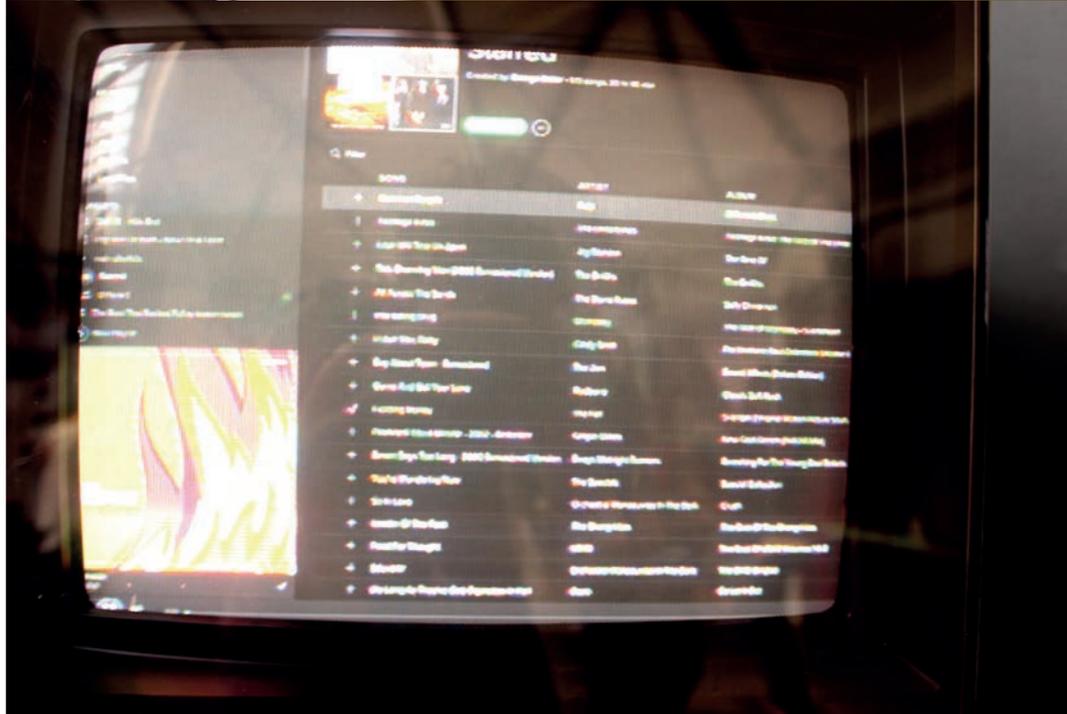
Outgoing and confident Nicholas was nearing the end of his second year when he saw an opportunity literally land right in front of him. A British billionaire (owner of the globally engineering and industrial company Langley Holdings) landed his helicopter on the housing site where Nicholas lived. Nicholas 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 led to him securing a full time job. A great example of always being ready to take advantage of a situation.



## Case Study

### George Slater Placement at Amaze, Working at Skills Network

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.



## Case Study

### 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.



## Case Study

### Cameron Scott Amaze / W12

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.



## Case Study

### 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](http://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



**Graphic Design & Advertising  
Foundation Degree & BA (Hons)**

[akomlosy@ucenmcr.tmc.ac.uk](mailto:akomlosy@ucenmcr.tmc.ac.uk)

T. 0161 611 7401

Fielden Campus

Barlow Moor Road

West Didsbury

Manchester M20 2PQ

[@BAFD\\_GdA](https://twitter.com/BAFD_GdA)

[graphicsandadvertisingmcr.co.uk](http://graphicsandadvertisingmcr.co.uk)