

## Level 3 Digital Graphics

*The Digital Graphics Diploma is designed to help you understand fundamental design practices and develop skills in various areas of Digital Graphics.*

*On the programme you will explore areas including logo design and branding, editorial layout and photography, advertising, gaming and multi-media platform design*



## Who we are and what do we do?

**The Course Leader for the Digital Graphics Level 3 Diploma is Heather Warren. Before Heather started teaching she worked as a Design Manager & Graphic Designer for a design company in London. She worked for a number of varied clients including Nickelodeon, Disney, St Tropez, M&S, Next, Liberty. Prior to that Heather worked in advertising for Saatchi & Saatchi on accounts including Head & Shoulders, Olay and Ariel.**

**Other tutors with similar professional backgrounds bring different skillsets to our course and teach a range of perspectives including traditional 2D drawing, printing and image making.**

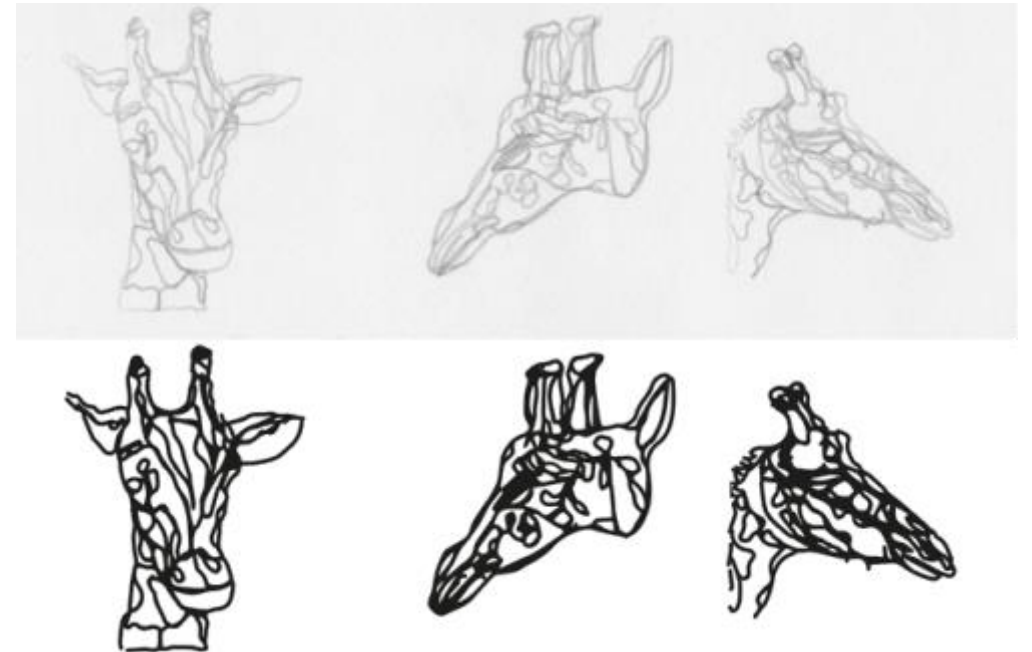


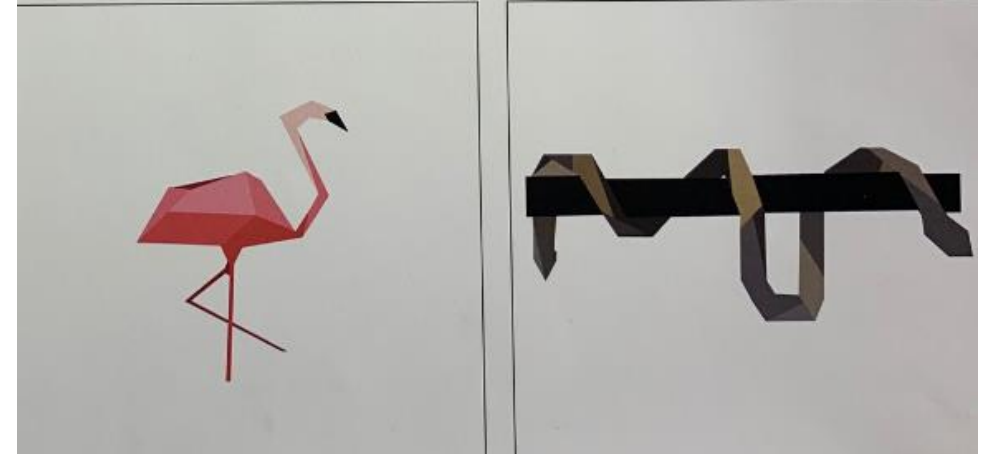
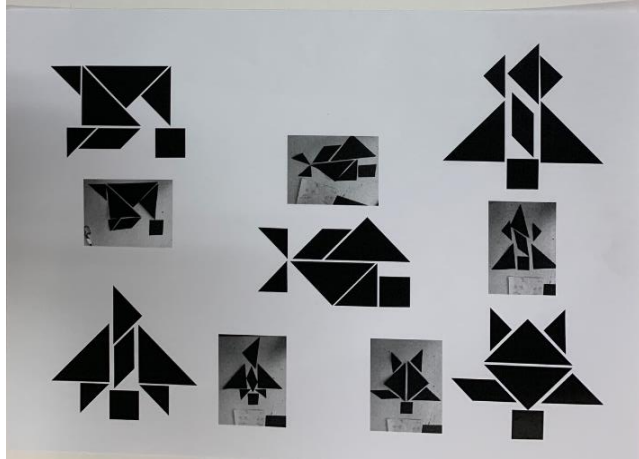
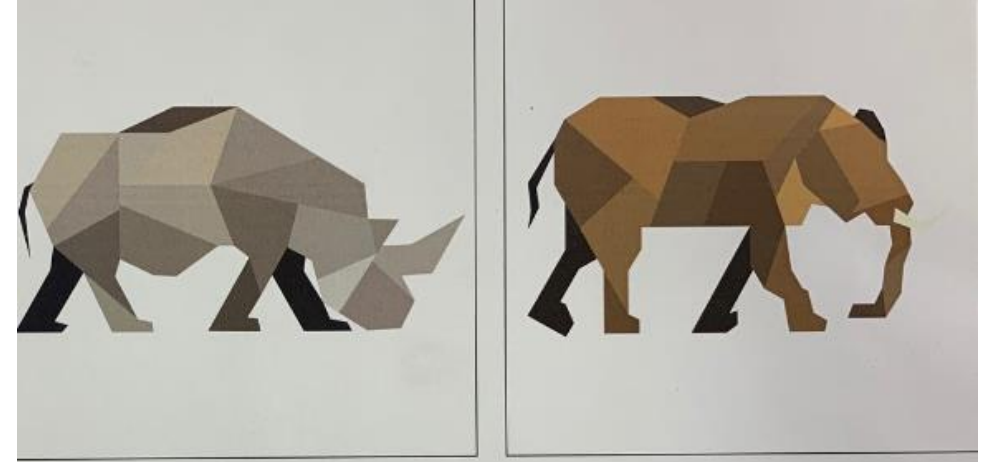
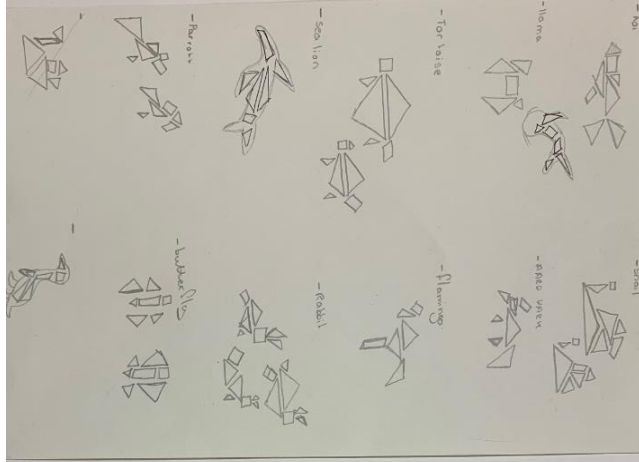
## What type of lessons might I have?

**During the course you will have the opportunity to learn and develop knowledge through industry-led and practice-based projects. You will combine both analogue and digital techniques to develop your technical skills.**

**To help you do this you will learn about the history of graphic design and digital approaches. You will be introduced to digital techniques and will learn how to understand a creative problem, and develop engaging solutions via multi disciplinary experiences and projects.**

**You will learn how to record and develop your ideas and be introduced to digital methods of producing professional portfolios.**





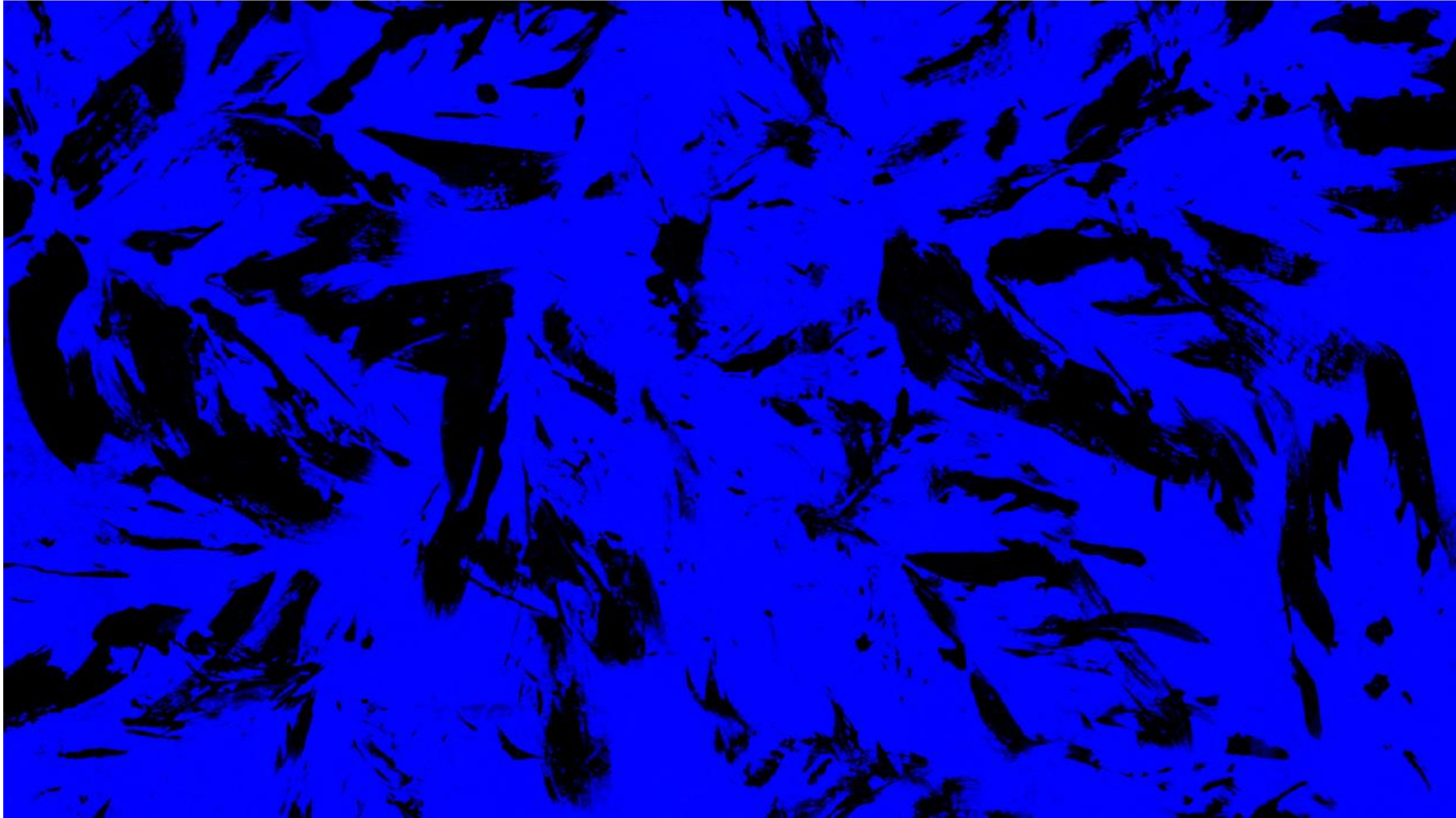
## Where you will be learning

**Study spaces are different depending on the learning activity. It's likely that you'll be learning digital skills in one of our specialised Mac suites. You'll also spend time developing practical skills in our Print, 3D and Ceramics workshops.**

**Some sessions take place in general purpose design studios where you have the freedom to explore drawing and mixed media techniques. Some of your learning, for example contextual studies and group tutorials may take place online.**



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**Better Careers** Begin Here

# Personal Development & Tutorials

**As part of the Digital Graphics course you will attend a programme of Group Tutorials led by the Art & Design Progress and Destination Tutor, Leon Carter.**

**During the tutorials you work together to learn about careers in the Creative Industries, British Values, current events and work experience opportunities.**

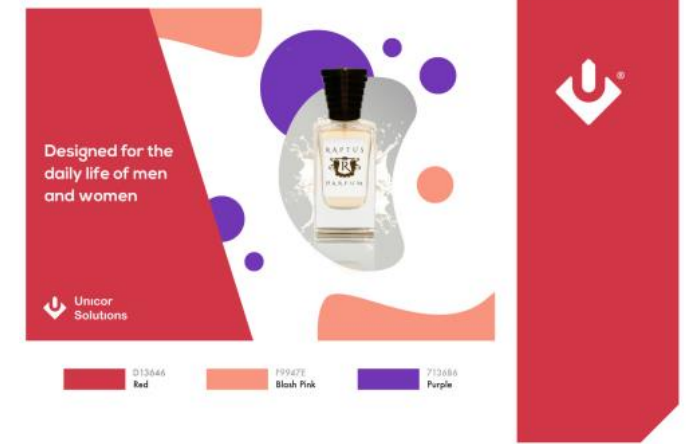
**These sessions will help you to broaden your understanding of the world and support you to make informed decisions about our future.**



## What's next?

**New statistics reveal the Creative Industries sector is growing more than five times faster than the national economy\*. Hardworking students with good Animation & Illustrative skills are highly prized and a high proportion of our students choose to develop their potential by progressing to Higher Education. In recent years our students have gone on to study on courses such as Graphic Design, Graphic Comms, Digital Design at universities such as Kingston, UAL, NUA and University Centre Colchester.**

\* [www.gov.uk/government/news/uks-creative-industries-contributes-almost-13-million-to-the-uk-economy-every-hour](http://www.gov.uk/government/news/uks-creative-industries-contributes-almost-13-million-to-the-uk-economy-every-hour)





## Where are they now?

**George O’Byrne, completed the Diploma this year and is going on to study BA Graphic Design at Camberwell College of Arts, he says:**

“I knew I wanted to progress to university to study graphic design, but I felt that I needed to develop my skills and knowledge that one step further. The industry based briefs were so enjoyable and varied, and my digital skills have improved massively giving me much more confidence in designing and producing my work. The tutors helped me develop my knowledge and prepare me for the next stage in my studies“



## What kit will I need?

To study Digital Graphics you'll need a small kit of tools and materials. This should include:

- USB memory stick at least 128GB
- Black A4 Pocket display book (not ring bound) 40 pages
  - Smartphone or digital camera for recording work
- A good quality sketchbook (not ring bound as these often do not last / stapled or sewn)
  - Drawing pencils and eraser
  - Pens for writing!
- Small scissors and Pritt Stick

