BA (Hons) Graphic Design:
Branding, Promotion, and Digital Design

UNIVERSITY CAMPUS
DONCASTER

Satisfy your creative thirst

University of
HUDDERSFIELD
Inspiring global professionals

UNIVERSITY
of HULL

UNIVERSITY OF
LINCOLN

Sheffield
Hallam
University

Pearson
Edexcel

DN COLLEGES GROUP

"The teaching team work above and beyond to ensure the students get the best learning opportunities both online and in the studio. The structure of the programme allows for growth of individual skill and understanding of the subject. The nature of the cohort at year one requires all the support and guidance offered by the team, which at times are above and beyond. The order of the modules along with the assessment stages have produced and provided all areas for enhancement as they progress towards graduation".

External Examiner report comments

**Opportunity. Inspiration. Creativity. Achievement.**
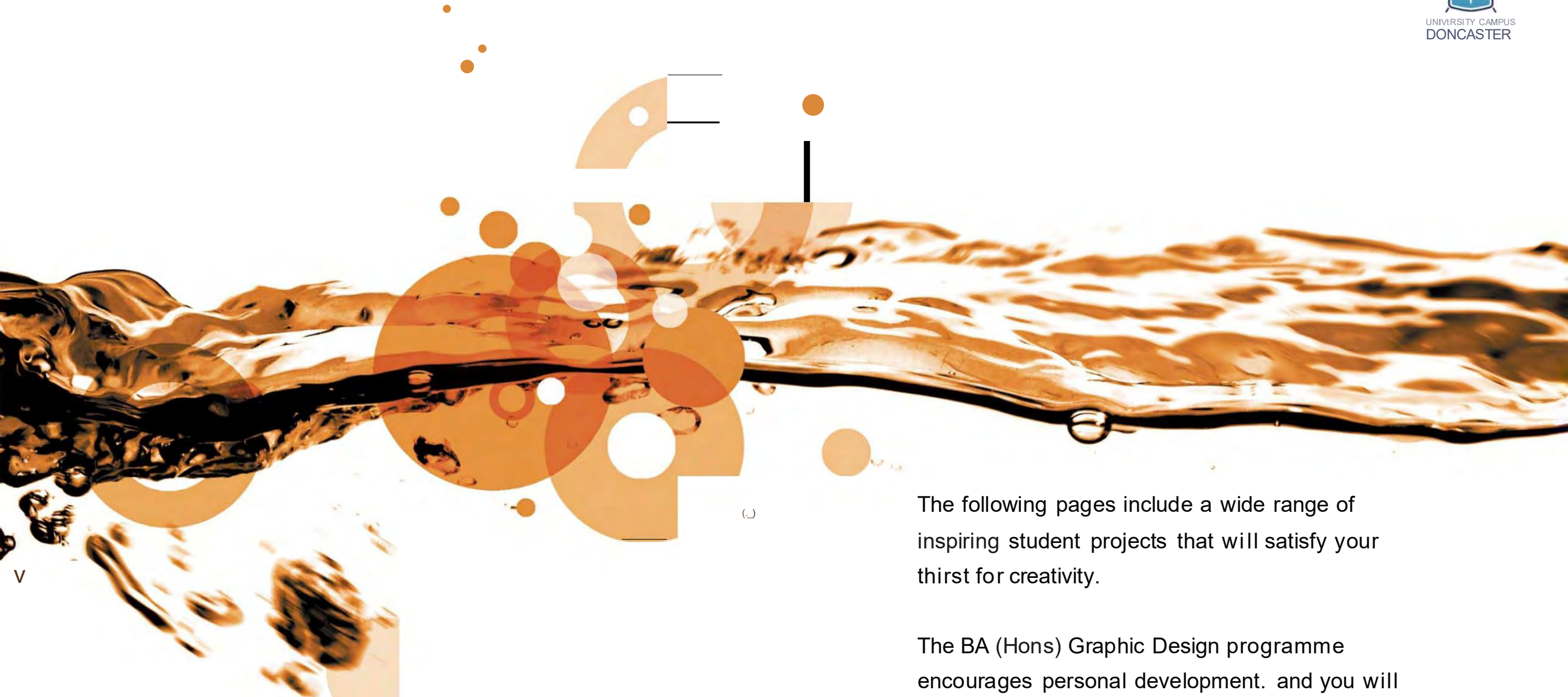
The following pages include a wide range of inspiring student projects that will satisfy your thirst for creativity.

The BA (Hons) Graphic Design programme encourages personal development. and you will have endless opportunities to produce exciting and commercially-viable work that expresses your creativity and individuality as a designer.

Achievement and a successful career in the digital design and branding industry will be the ultimate reward for your time spent studying with us.

Mouthwatering
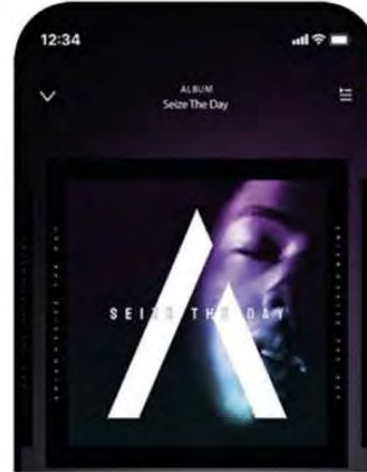
With the main focus on employability. our three-year degree programme is designed to produce strategic thinkers. imaginative producers. and commercially savvy designers. What follows is a collection of work from a range of disciplines that apply the above qualities.
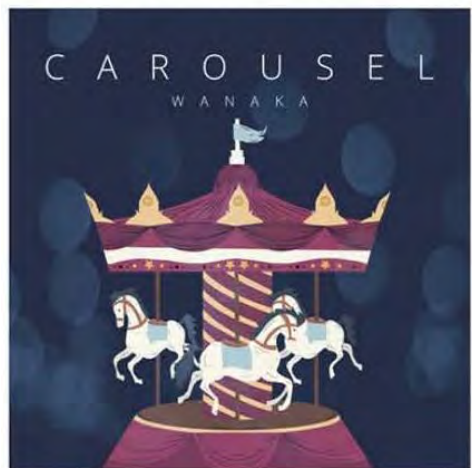
"
The Graphic Design degree has taught me a wide range of art and design **skills,** and hos given me the confidence to develop them over the post three years. The tutors ore supportive and most importantly they are always willing to be of assistance at any time and provide creative input, opinion, direction and experience regarding *my* design work and also the graphic design profession as a whole.

Leanne

1. Advertising
2. Board Game Design
3. Book Design
4. Branding and Visual Identity
5. Design Concepts
6. Design for Social Impact
7. Editorial Design
8. Illustration for Design
9. Markmaking
10. Motion Graphics
11. Packaging
12. Self Promotional Design
13. Signage / Environmental Graphics
14. Sports Branding
15. Typography
16. UX/UI/Website

01
Advertising

How do brands promote their products? How do they make their promotional campaigns stand out from their competitors? What techiques can designers apply to generate interest and increase sales? The Advertising module teaches students how to produce ideas and strategies that answer all of these questions through powerful university projects and award winning visual solutions.
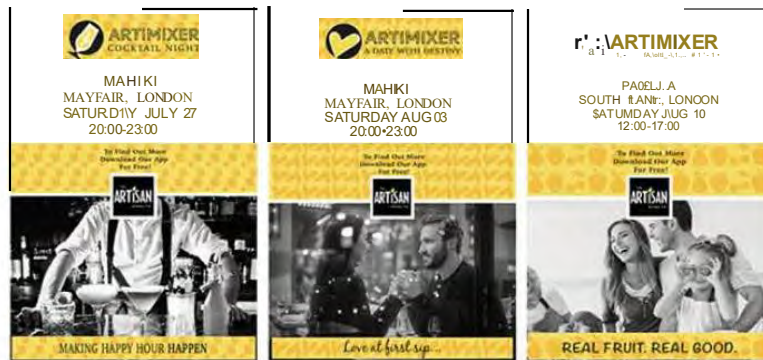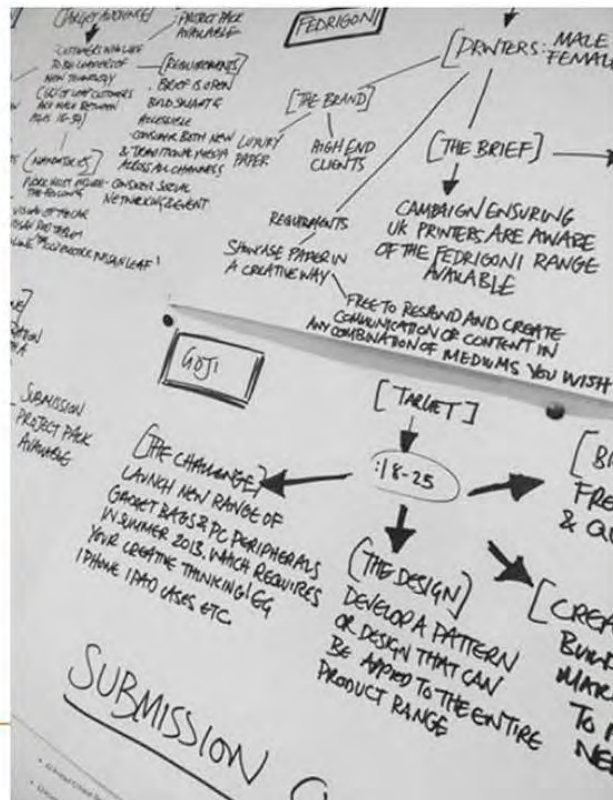
Home Page

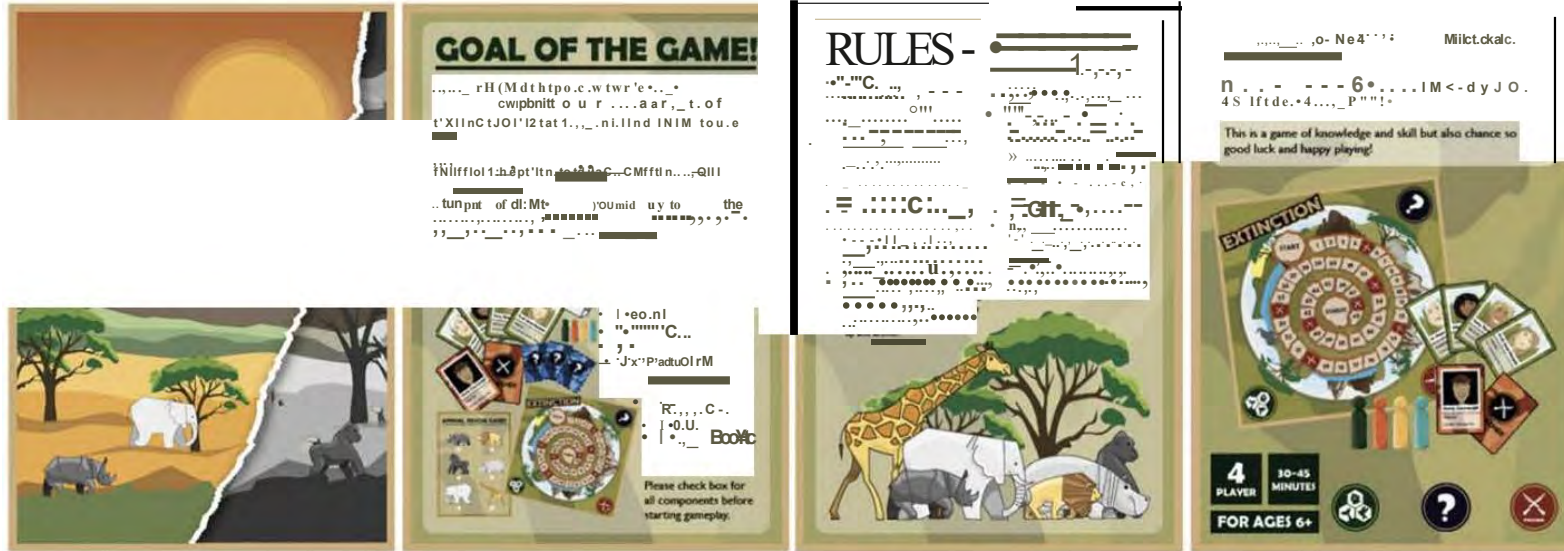Code Page

Winning Page

Loser Page

sneakerhead
superstar.

laceup

02

Board Game Design

There has never been a more urgent time to address the problems of climate change and environmental issues. The graphic designer is in an ideal position to highlight these concerns. Our exciting and informative board game project provides an opportunity for students to highlight specific themes and facts associated with a wide range of environmental dilemmas.

"
Nothing wos too much trouble for the tutors and this created on environment where everything ron smoothly and oll went well.

Bridie

GOAL OF THE GAME!

RULES -

This is a game of knowledge and skull but also chance so good luck and happy playing!

"
This project wos interesting, ond I heard o lot of universities setting board gome briefs ond I wos excited to do one. I loved the environmental twist.

Andrew

EXTINCTION

4 PLAYER   30-45 MINUTES

FOR AGES 6+

ANIMAL RESCUE CARD!

03
Book Design

Although it may seem to many that traditional print is dead. there is still a place for physical books to communicate narratives and information. The tactile quality and feel of paper can be a powerful way of drawing a reader into page content. Our students are encouraged to explore a wide range of materials and processes to engage with their target audiences. This includes eperimental text and image-based projects that promote themes. brands. products. and services in inventive ways.
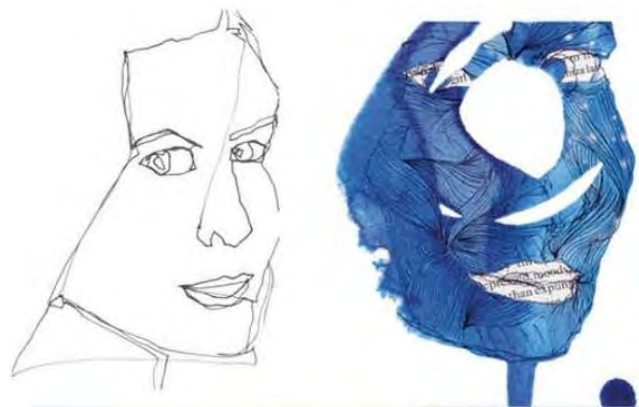
Students are encouraged to experiment with a range of materials. techniques. and processes. This starts the process of discovering personal styles that they can explore and apply as they progress through the course.

Year 1 handmade book projects provide a fantastic opportunity to experiment with format, media, and materials before students progress to more commercially focused briefs.

04
Branding and Visual Identity

In an increasingly competitive world. brands. products. and services must stand out in order to survive. They need to promote their uniqueness in engaging ways that make use of printed and digital communications. Designers have to find inventive ways of representing brands that make exciting use of design elements such as format. colour. type. and images to attract attention. We set a wide range of branding projects that will increase your knowledge and allow you to apply what you have learnt in the production of exciting visual identity designs.

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05
Design Concepts

The starting point of our set projects and briefs will require you to produce a wide range of initial sketched ideas and concepts that can be discussed. developed. and refined into more finished designs and solutions. Generating ideas on paper will demonstrate your thinking skills and allow you to consider alternative creative strategies and approaches to design problems. We are looking for inventive. rather than predictable ideas and solutions that stand out.
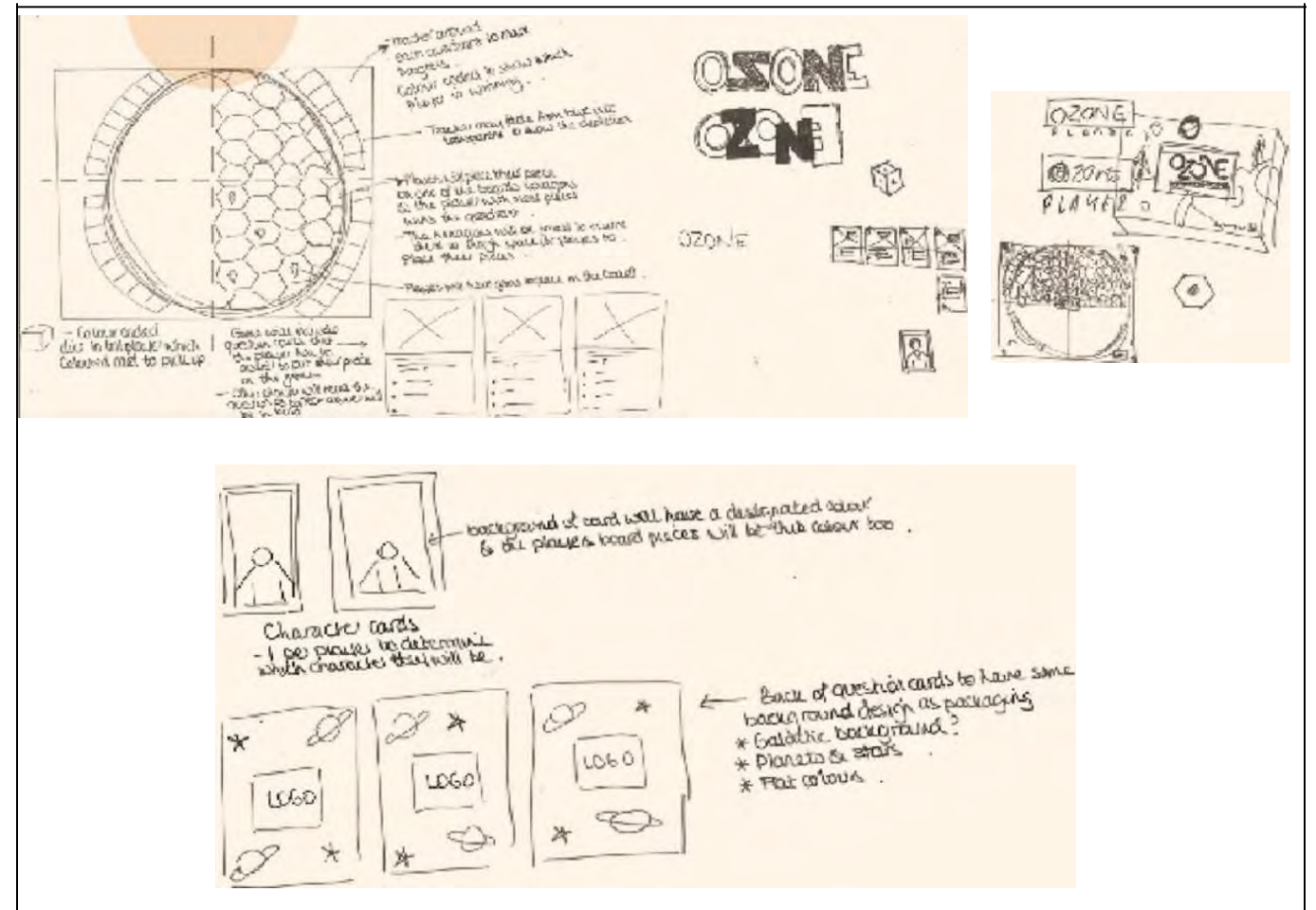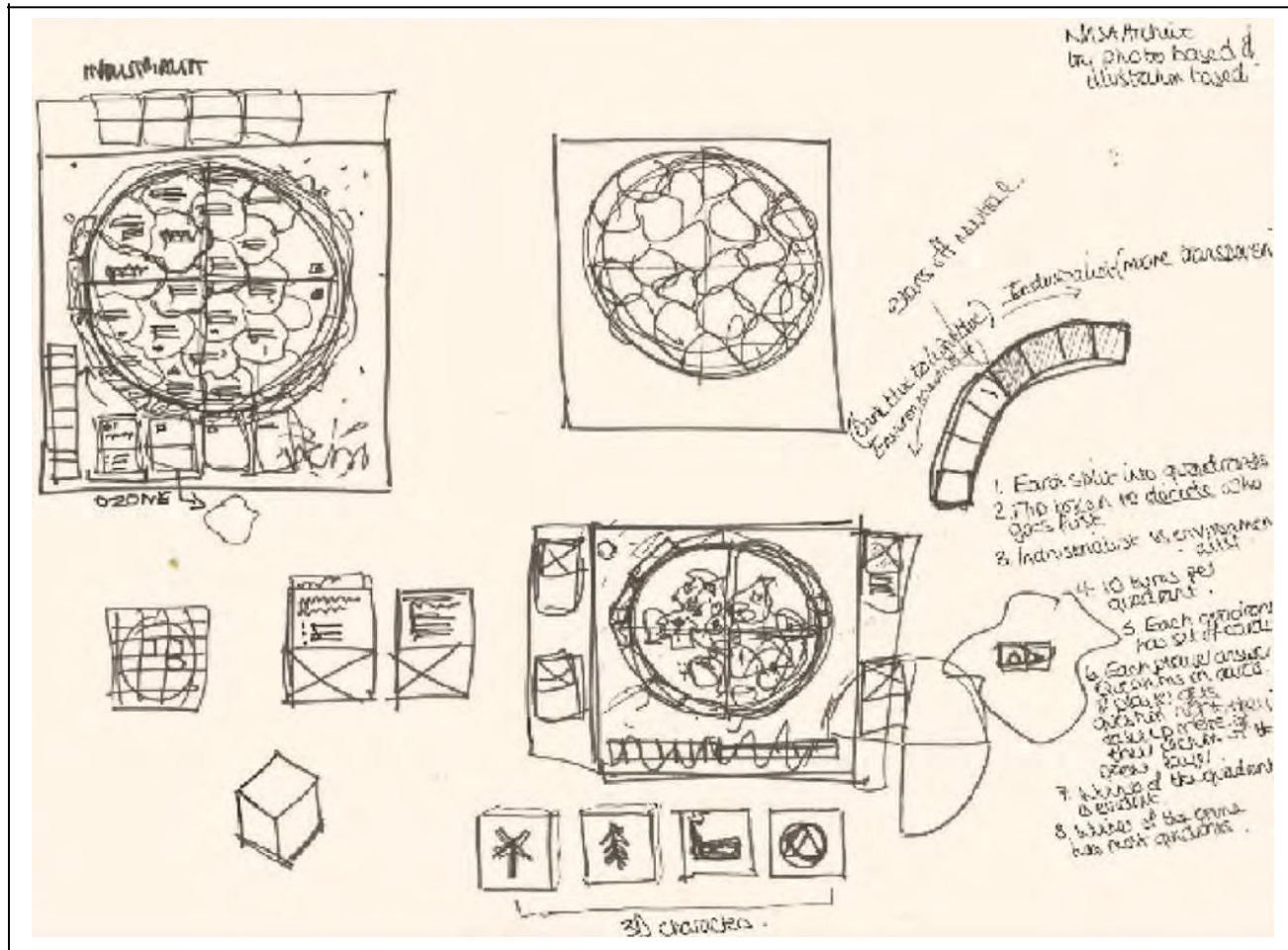
06

Design for Social Impact

As well as producng branding work for products and services. students also have the opportunity to create designs that support and promote charities and organisations that represent and champion social and ethical causes.

07
Editorial Design

This aspect of graphic design can be challenging. as it requires skills that effectively apply a wide range of elements that include typography. colour. layout. format. illustration. and photography.

Manipulating text and images to fit within a specific space takes skill. practice. and a eye for detail when applied to various forms of communication (for example - magazines. leaflets. posters. brochures. and adverts. You will have the opportunity to explore this complex aspect of graphic design throughout your three years of study.
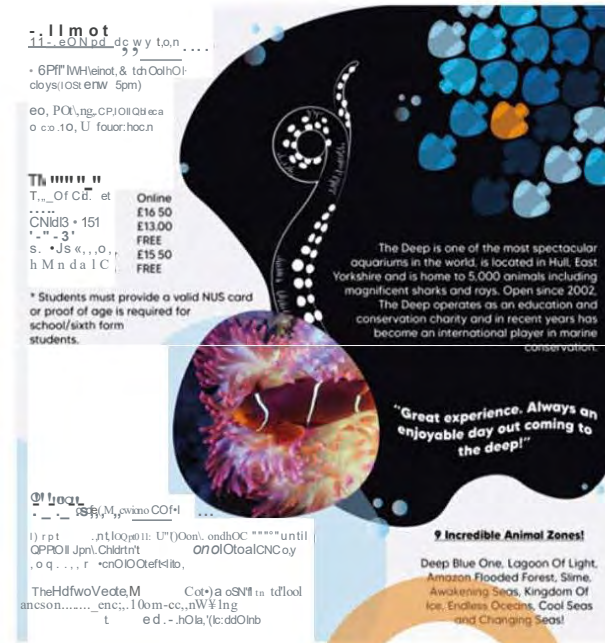
" This course reolly digs into your creative side making the work enjoyable. The help I received as a distance learner is phenomenal. I certainly wasn't expecting this level of interaction. I om definitely happy that I joined and would highly recommend the BA (Hons) Graphic Design course to anybody interested in this subject.

Natalie
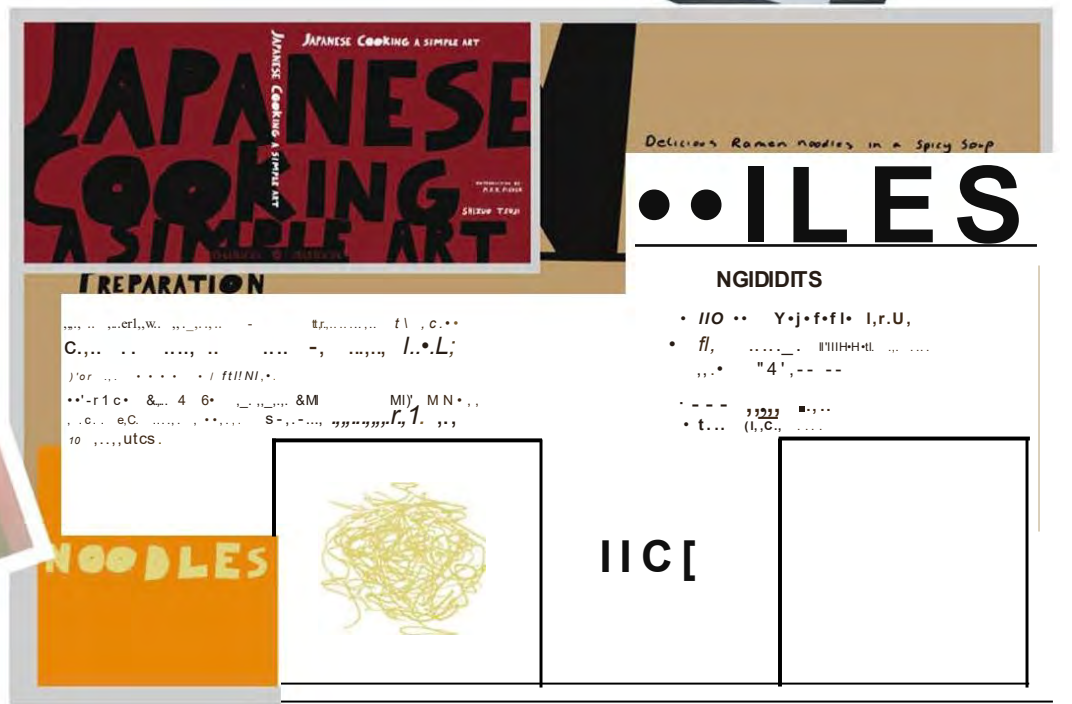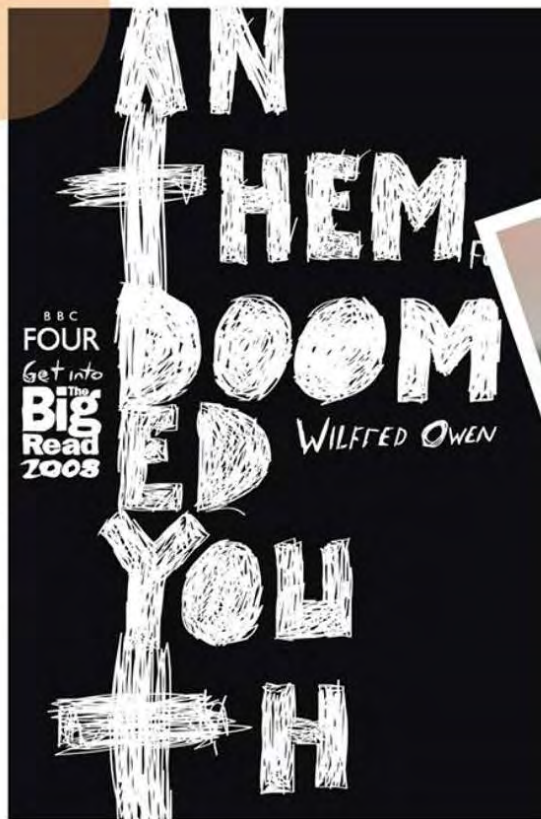
08

Illustration for Design

The first year of the BA (Hons) Graphic Design course encourages students to explore a wide range of mark making processes and techniques. in order to develop and refine their personal styles as they progress through each year. Adding extra skills to your design work (such as drawing. traditional and digital illustration) will demonstrate less reliance on the use of existing images. and also show future employers that you are capable of producing your own illustrations. which alleviates the need to hire freelance illustrators or artists.
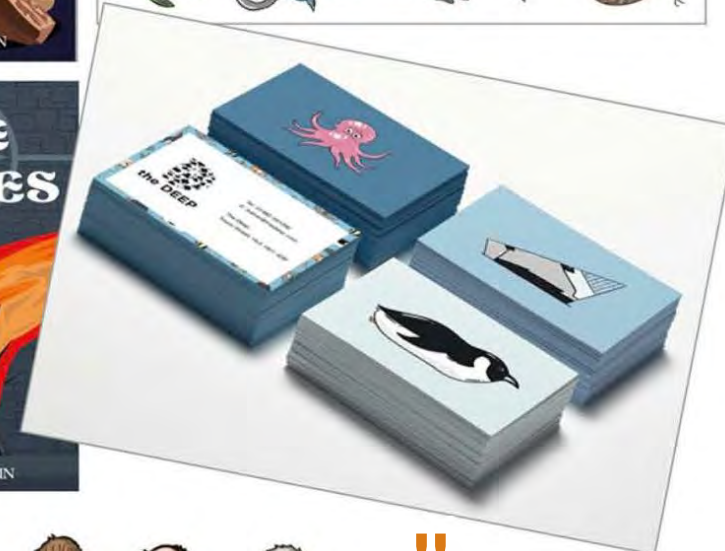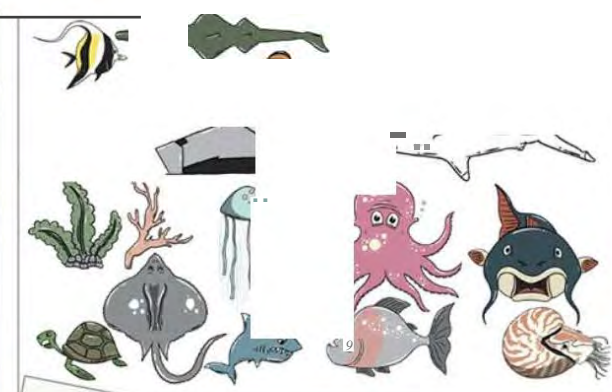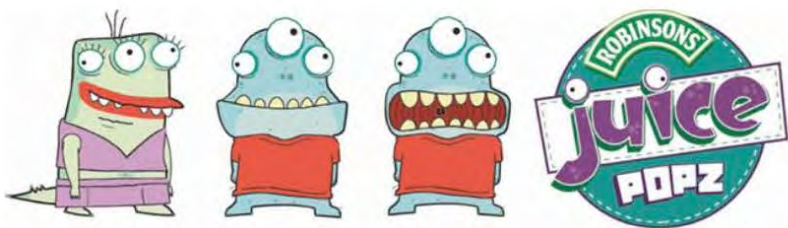
09

Markmaking

As an introduction to each creative module (from Year 1 to 2). you will have the opportunity to explore and experiment with art and design materials and processes before you start your main projects and briefs. You will be encouraged to generate ideas that demonstrate creative freedom. This means that outcomes can be highly experimental which can lead to more exciting thinking. During Year 1. ideas are challenged in order to move you out of your comfort zone and familiar ways of working. A range of traditional and digital media is used in order to create as many interesting outcomes as possible.

GLEN PURDY

TWO TONE

WORK
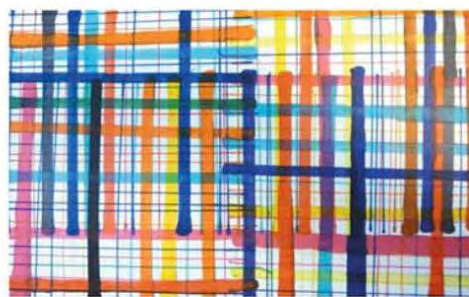
"
This course at the University Campus, Doncaster is perfect for anyone interested in all aspects of graphic design. By having a varied number of modules on the one course, students ore able to collaborate with others with different artistic interests and also expand their knowledge of the design industry in general. The briefs offer a lot of freedom and it's easy to adopt any brief to match personal interests and artistic styles. The teaching style of the tutors is very good; they ore easy to approach and talk to, and their support and inspiration is always available.

**Ashley**
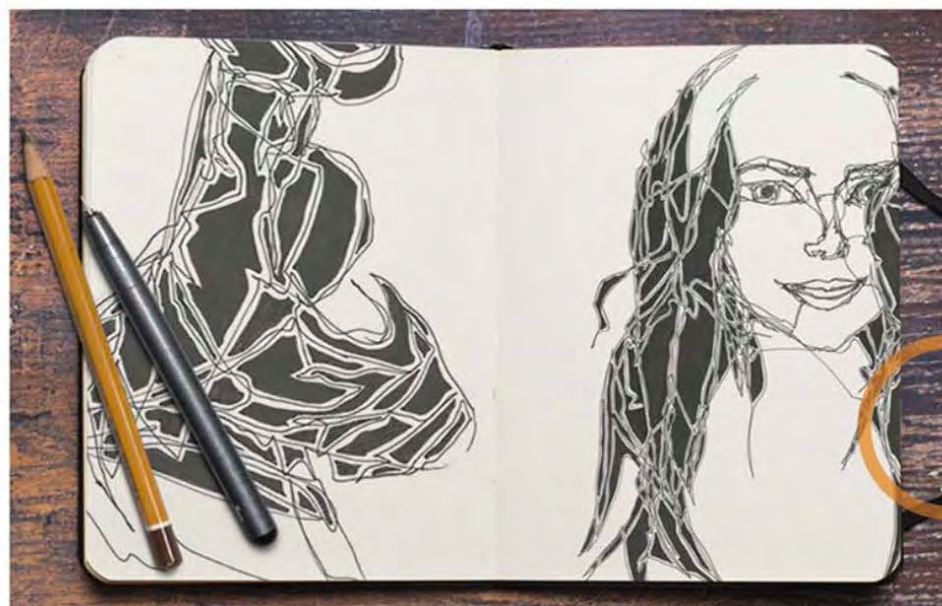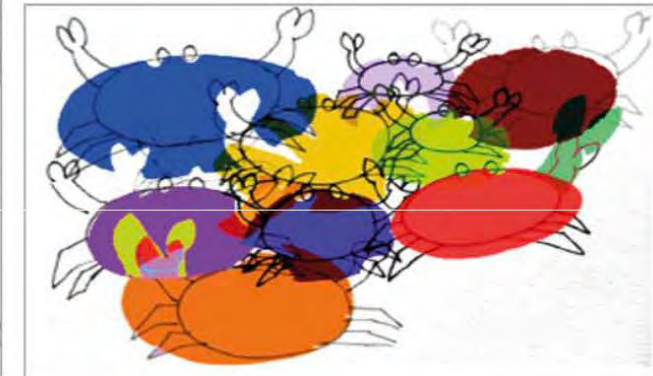
10
Motion Graphics

With the use of digital and social media platforms being the norm. graphic designers are finding new and innovative ways of communicating ideas and solutions using motion graphics techniques. Projects and briefs throughout each year of the degree course will see you explore. and experiment with visual identity. promotional design. and advertising in the production of inspiring and powerful screen-based design work.


David
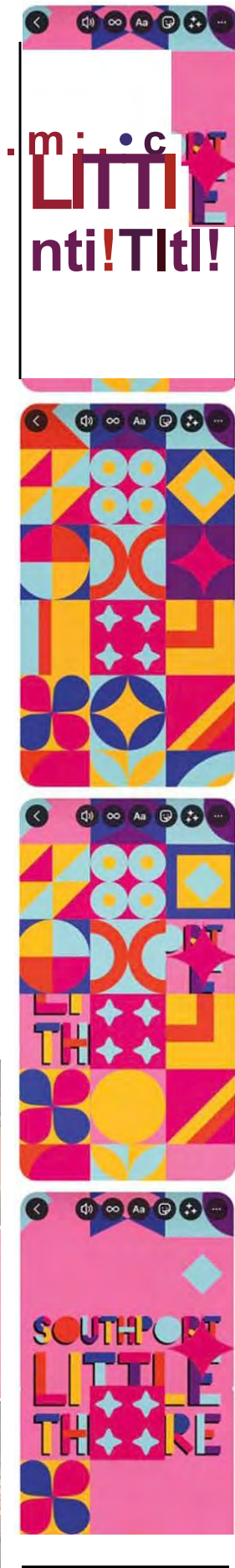
The programme hos been invaluable for developing my ideas, and relevant lectures have also improved my confidence and skills in areas such as hand-rendering visuals, typography, layout and branding. Recently I was given a brief to create a new kids' line of packaging for Mr Kipling. This has taught me loads about branding and the processes used in their creation.
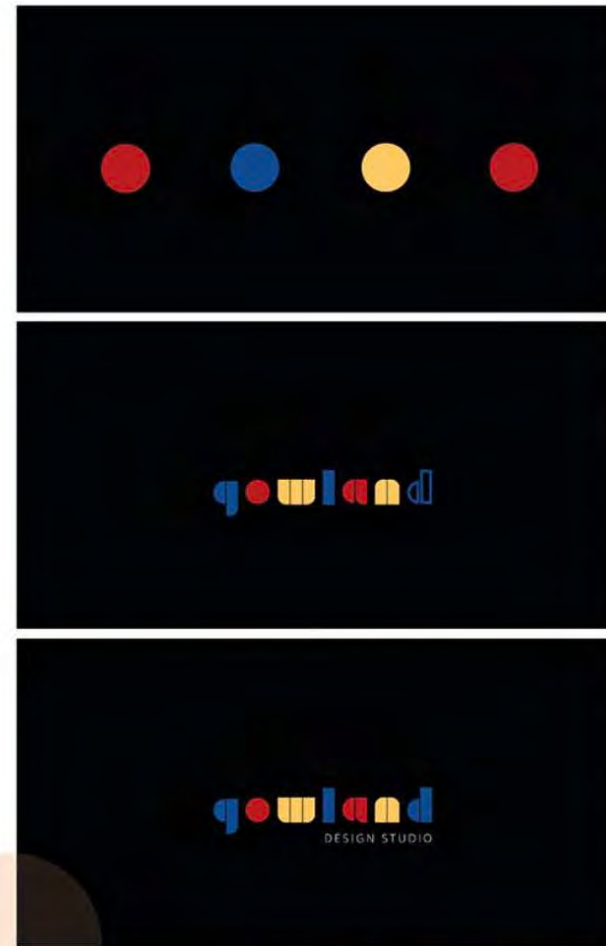
1 thoroughly enjoyed the time 1 spent at University Campus Doncaster, working with 'real' clients and deadlines. Being in the company of like-minded creotives and excellent lecturers gave me the skill ond confidence I need to succeed within the industry. 1 am now in full-time employment, working in Leeds as on in house branding designer.

Craig
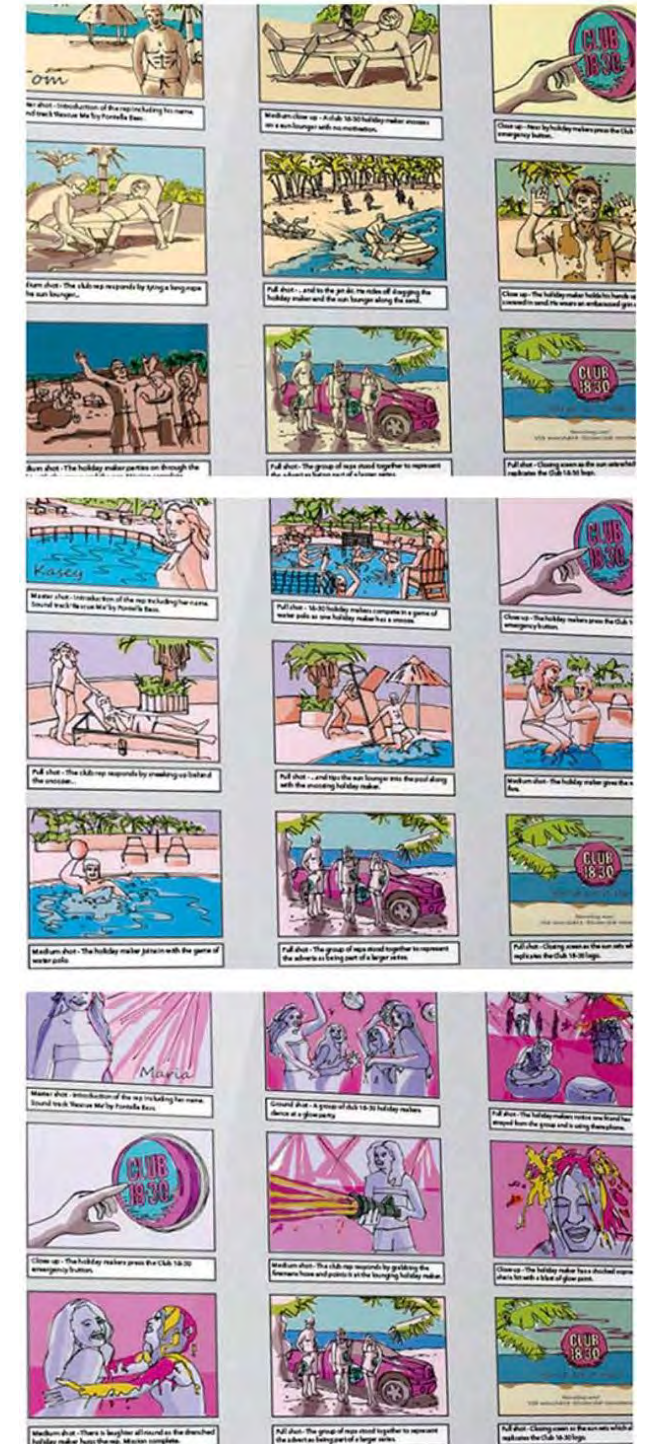
11
Packaging Design

Our set projects and competition briefs provide the opportunity to produce work for a wide variety of brands. Three dimensional design requires skills in the application of materials. type. colour. and images so that information can be easily seen and products promoted with maximum visual impact.

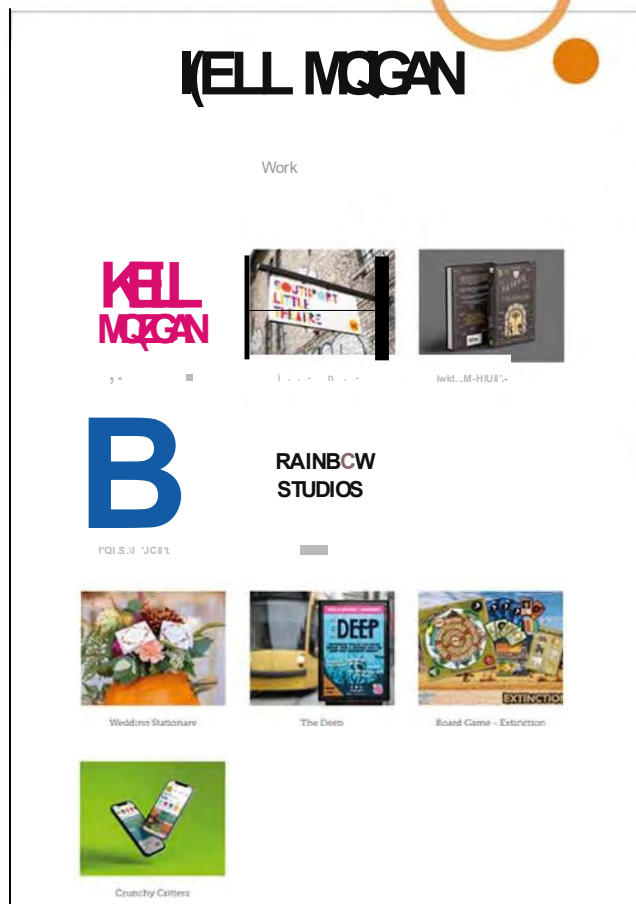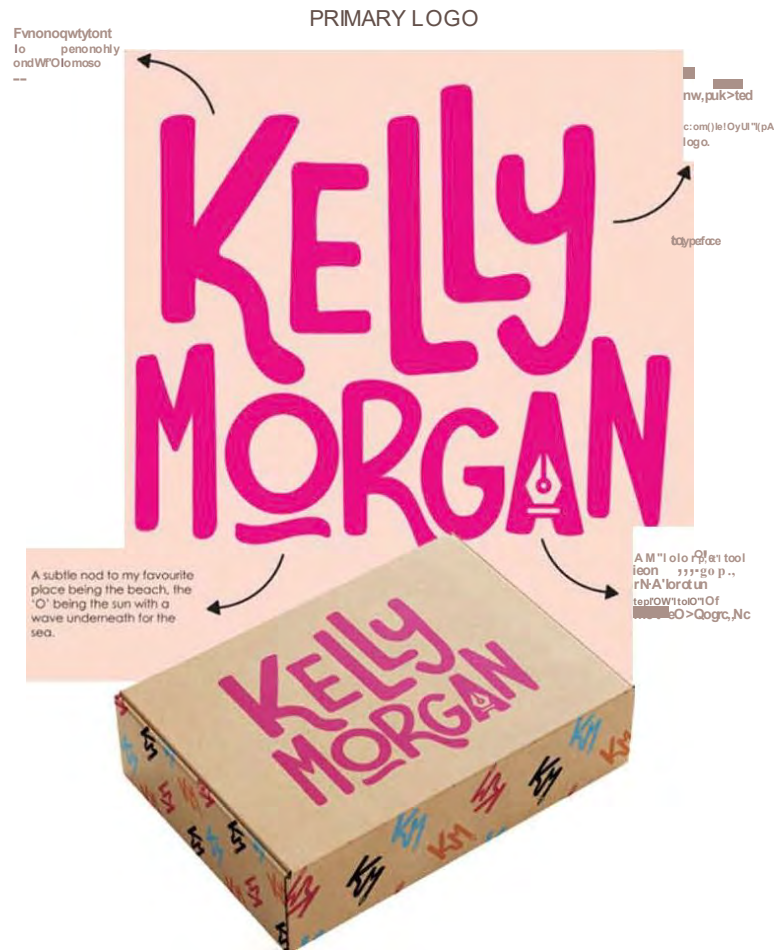YCN COMMENDATION 2015

PROPERCORN
POPCORN DONE PROPERLY
SWEET & SALTY

12
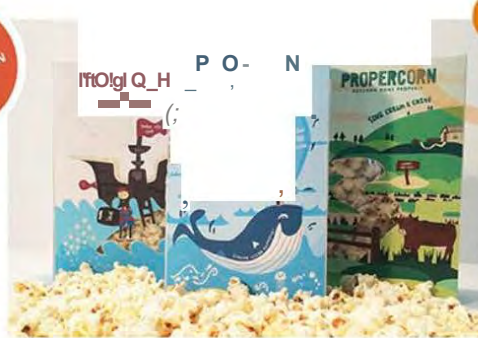
Self Promotional Design

As part of your third and final year of study, you will be required to create a visual strategy and designs that communicate your skills and personality in a unique and exciting way. You will be asked to consider how you can separate yourself from other graduates through the production of a memorable and engaging visual identity. This is applied to a range of outcomes that include print and on-screen solutions.

PRIMARY LOGO

A subtle nod to my favourite place being the beach, the 'O' being the sun with a wave underneath for the sea.

KELLY MORGAN

Work

RAINBOW STUDIOS

Wedding Stationery
The Deep
Board Game - Extinction

Crunchy Critters

I studied at a much larger institute before coming to Doncaster and often felt like I was pushed aside or not given enough time. At Doncaster the support and feedback was brilliant, and the tutors gave me as much one-to-one time as I needed! I would highly recommend Doncaster, especially if you want a more intimate academic experience.

Dan

13
Signage Design

Students gain valuable experience from working on live briefs. as well as university projects. as there are opportunities to liaise with clients and produce work that focuses on the practical aspects of design. such as physical print and digital production. Creating signage solutions as part of the branding process provides invaluable experience for students to interact with production companies as well as challenging their technical skills in the realisation of design work.

I studied my final year at Doncaster and wished I'd studied all 3 years there. I loved every minute! The course was intimate, built my confidence and pushed me more than ever before! The tutors were supportive, creative and always there to help when advice was needed. Thanks for everything guys!

Jennifer
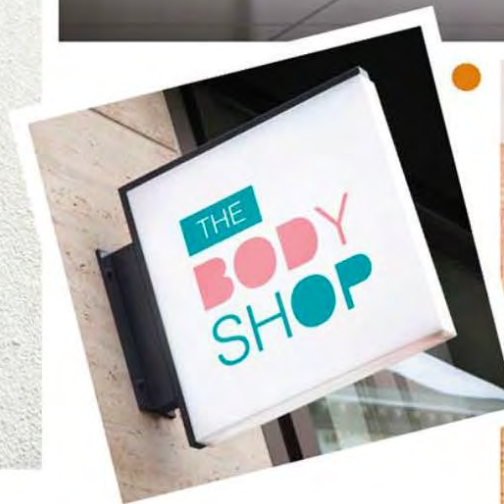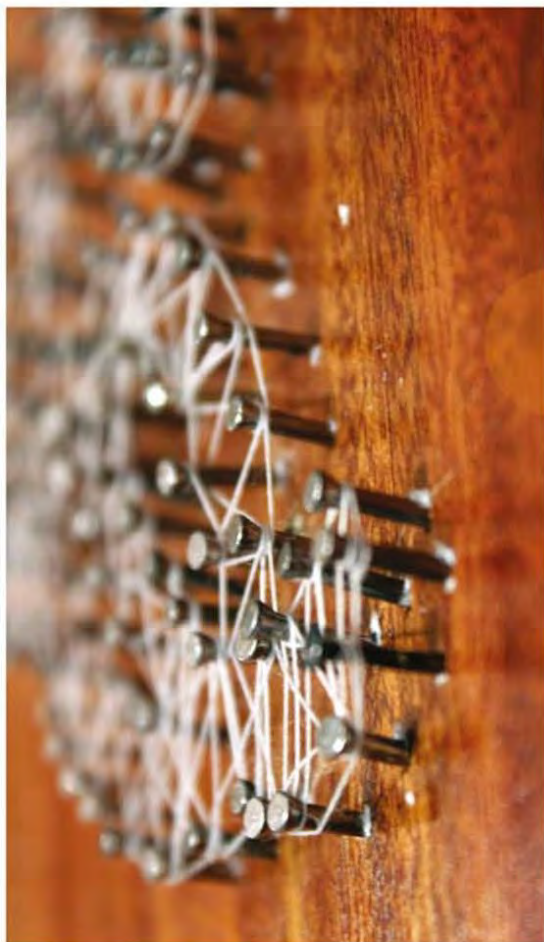
Sports Branding

The BA (Hons) in Graphic Design covers a range of branding sectors. and as students' knowledge increases. they have the freedom to choose which brands they would like to update. There are many opportunities to focus on specific branding sectors. and these can lead to a relevant design career during. and after you have completed your degree.

UMBRO
- S P O R T S W E A R -
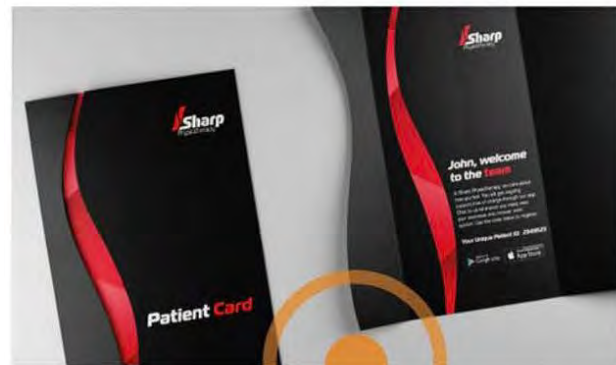
Before I went to University Compus Doncaster I didn't hove much of a clue about what I wonted do. I knew I liked to illustrate and that I was interested in advertising so the graphic design course stood out. It didn't take long for me to embrace the creativity of the staff and fellow students in a variety of work across the creative spectrum. Everything from art history, illustration, and the more formal aspects graphic design and media were covered. I became a graphic designer working with the likes of Ford, Mazda and Chevrolet before becoming an in-house designer and marketing manager, and now work as a digital marketing and communications professional in the NHS and a writer on the side, living in Manchester and working in Liverpool. Thanks to the tutors and course, I found my creativity and a fantastic career in design.

Steve

15

Typography

When it comes to creating unique and inventive type designs. the possibilities are endless. Typography design is one of the main recurring themes that runs throughout the course. Typography is an intrinsic aspect of any visual identity project that is often overlooked. but when applied correctly. it has the power to communicate a strong message. The first year of the course provides the time to experiment and explore a wide range of ideas and concepts that can be applied to other creative modules during Year One and Two.
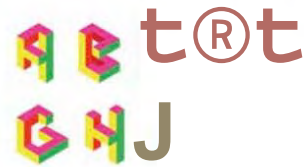
16

UX/UI/Website Design

In order to maintain interest and engage with customers or end users. screen-based design needs to be visually appealing as well as functional. Interaction with a product or service also involves psychology. and the ways in which navigation is designed to attract attention. This invaluable and necessary aspect of contemporary digital design is covered as part *of* the branding process; you will learn the most effective methods associated with this exciting aspect *of* the graphic design discipline.

O

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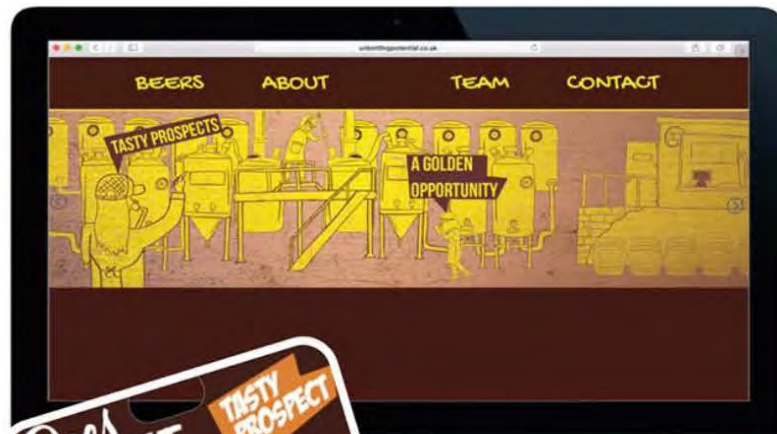
Distance learning was perfect for me! I was able to work a full time job and learn too. I had a supportive network of staff and students around me, which kept me motivated. If I ever have any questions, tutors were always there to guide me!

Nicola

"
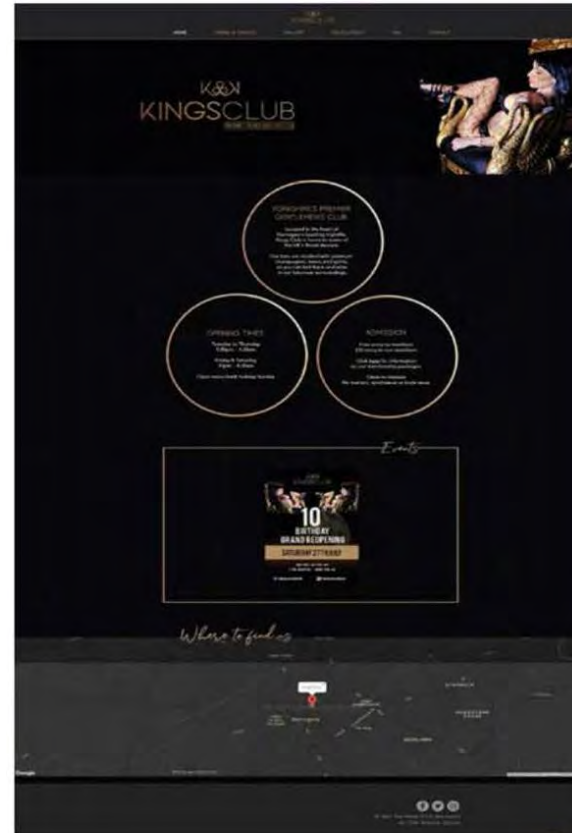
I am now a freelance graphic designer, and it is thanks in no small part to my years studied at Doncaster. Whilst there **were** other options within art and design - I chose to study graphic design, and it was one of the best decisions I ever made. The lecturers are friendly, helpful and inspiring and they went out of their way to educate and assist me with my career path. Highly recommended!

Graeme