



UNIVERSITY CAMPUS
DONCASTER

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

Satisfy your creative thirst

University of
HUDDERSFIELD
Inspiring global professionals



UNIVERSITY OF
LINCOLN

**Sheffield
Hallam
University**

P 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.

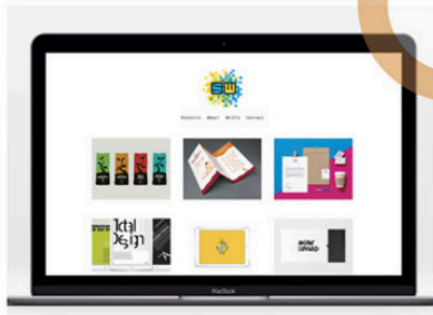




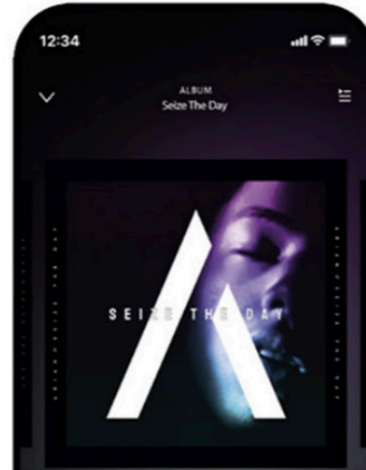
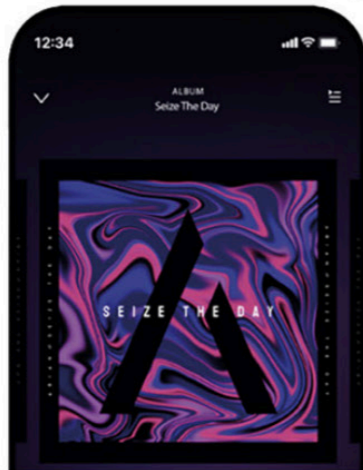
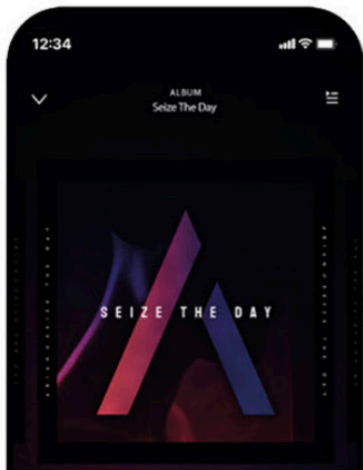
The following pages include a wide range of inspiring student projects that will satisfy your thirst for creativity.

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.

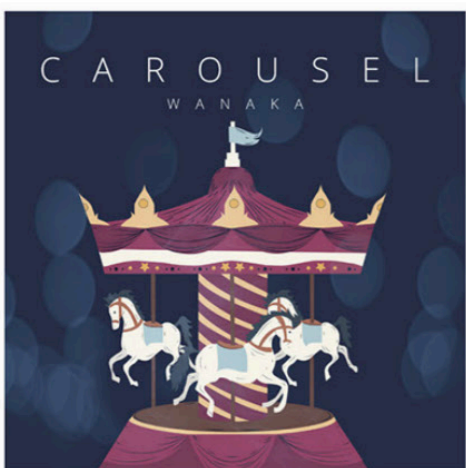
Achievement and a successful career in the digital design and branding industry will be the ultimate reward for your time spent studying with us.



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 has given me the confidence to develop them over the past three years. The tutors are 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

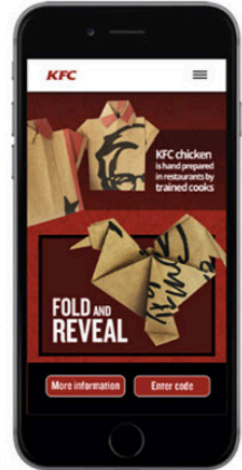
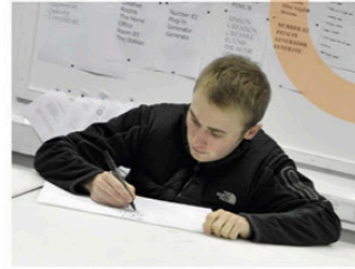
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- 03 Book Design
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- 14 Sports Branding
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- 16 UX/UI/Website



01

Advertising

How do brands promote their products? How do they make their promotional campaigns stand out from their competitors? What techniques 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.



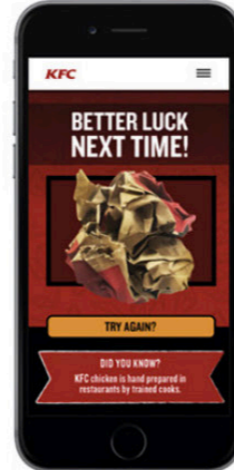
Home Page



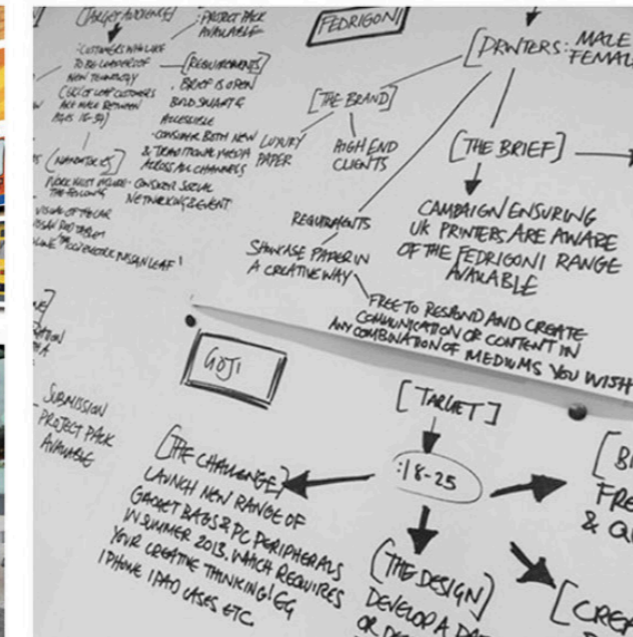
Code Page



Winning Page



Loser Page



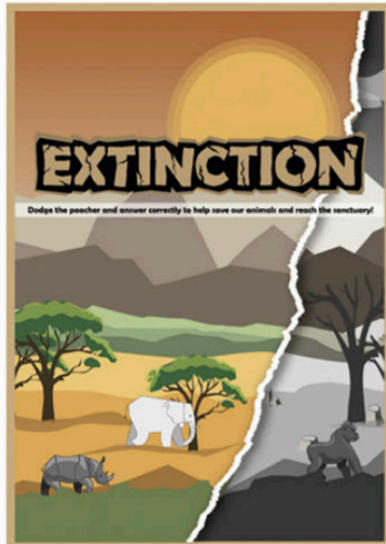
02

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 was too much trouble for the tutors and this created an environment where everything ran smoothly and all went well.

Bridie



GOAL OF THE GAME!

We have reached the point where we have an emergency on planet earth, our animals are at risk of extinction at an alarming rate and we must help to save our wildlife!

The aim of this game is to educate the entire family on the causes and outcomes of extinction whilst also being a fun game of chance where you must try to dodge the poacher! Hopefully you can take some of what you learn from the game and tell your family and friends!

COMPONENTS

- 1 x Board
- 4 x Player Cards
- 1 x Poacher
- 3 x Packs of 3 level difficulty questions cards.
- 1 x Pack Animal Rescue Cards
- 1 x Dice
- 1 x Rules Booklet

Please check box for all components before starting gameplay.

RULES -

- 4 Player Game
- Each player is to pick a player card and player piece.
- Set out board, poacher card, question cards, dice and animal rescue cards.
- You should have 3 decks of question cards for each of the levels of difficulty.
- You will need a pen/pencil to fill out your animal rescue card.
- Everyone is to start on the start stone.
- Player 1 is to roll the dice and you will either land on 1, 2 or 3, every other player will follow and this will determine your start on the board.
- Moving forward 1, 2 or 3 stones.
- After the first roll you will then start with the questions, whether you roll and land on 1, 2 or 3 will determine level difficulty card you are to pick up and answer.
- If you answer correctly you will move forward the corresponding amount of spaces to your difficulty level or question card, 1, 2 or 3 spaces.
- If you land on a poacher stone, you are to move back 1 space.
- When you pass stone 6 you will collect the rhino, at stone 14 you will collect the lion, at stone 19 you will collect the hippo, at stone 25 you will collect the gorilla, at stone 34 you will collect the giraffe, lastly at stone 45 you will collect the elephant.
- You will tick these off on your animal rescue card as you go.
- The winner will be the first one to reach the sanctuary on the finish stone with all 6 animals collected and rescued.
- This is a game of knowledge but also chance so good luck and happy playing!

Please make sure you read all instructions and check all components before starting play.

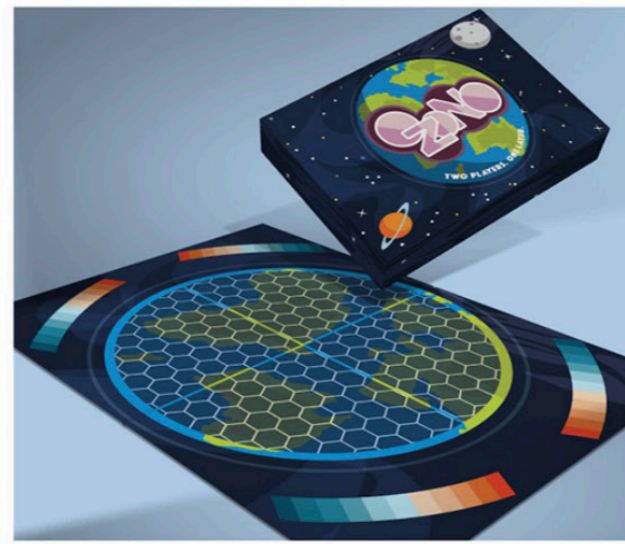
This game is suitable for ages 6+, will last approximately 30-45 minutes and is a 4 player game.

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

4 PLAYER 30-45 MINUTES FOR AGES 6+

“ This project was interesting, and I heard a lot of universities setting board game briefs and I was excited to do one. I loved the environmental twist.

Andrew



Oh-NO

The Earth's Ozone Layer is in serious decline. This can have catastrophic consequences for all inhabitants of Earth. What will shield us all from the fierce and ferocious sun? How will our skin stay protected the way they are now?

In real life, this game will show the effects that human activity has on the Ozone Layer, what can happen as a result. Your job is to battle it out and see who will either deplete the Ozone Layer, or who will replenish it. **Two players, one layer.** Let the battle begin!

The game is for two players.

1) Each player will choose their corresponding player card with them throughout the game.

2) The player card will determine which colour piece the player is.

3) Industrialist Player - your aim is to build up your empire in order to deplete the Ozone Layer.

4) Environmentalist Player - your aim is to keep the Industrialist's empire to a minimum and to plant trees and eco-friendly equipment such as wind turbines.

5) The game board will be split into quadrants and each player must answer trivia questions in order to place their gem on a tile.

6) Players will role a coloured dice to determine which coloured card they pick up.

7) The opposing player will read out the question as the correct answer will be highlighted.

8) Watch out for 'Oh-No-Zone' cards as they will hinder progress.

9) If a question is answered correctly then the player wins a tile on the board and their side of the tracker will move.

10) The Environmentalist will move towards the purple side and the Industrialist moves towards the red side.

11) The game will progress in rounds of 10 (10 rounds per quadrant). The winner of the quadrant is determined by the tracker.

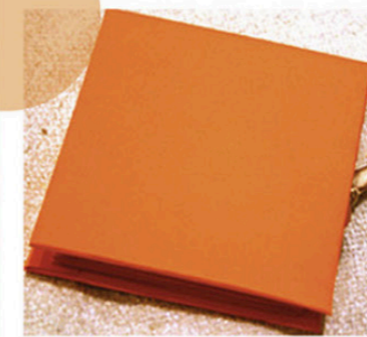
12) The winner of the game is the person who wins the most quadrant.

13) In the event of a tie, players will answer a sudden death question from a separate deck of cards.

TWO PLAYERS ONE LAYER

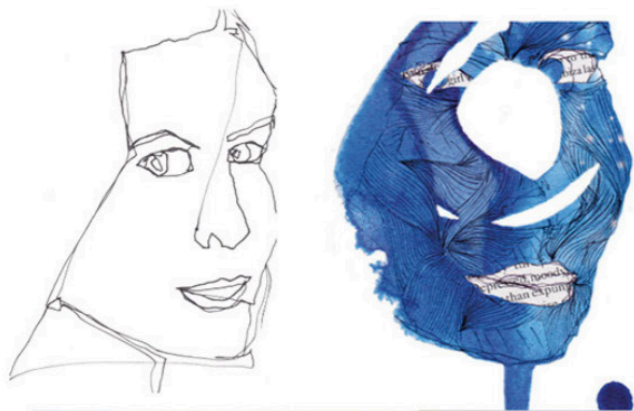
03 Book Design

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 experimental 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.



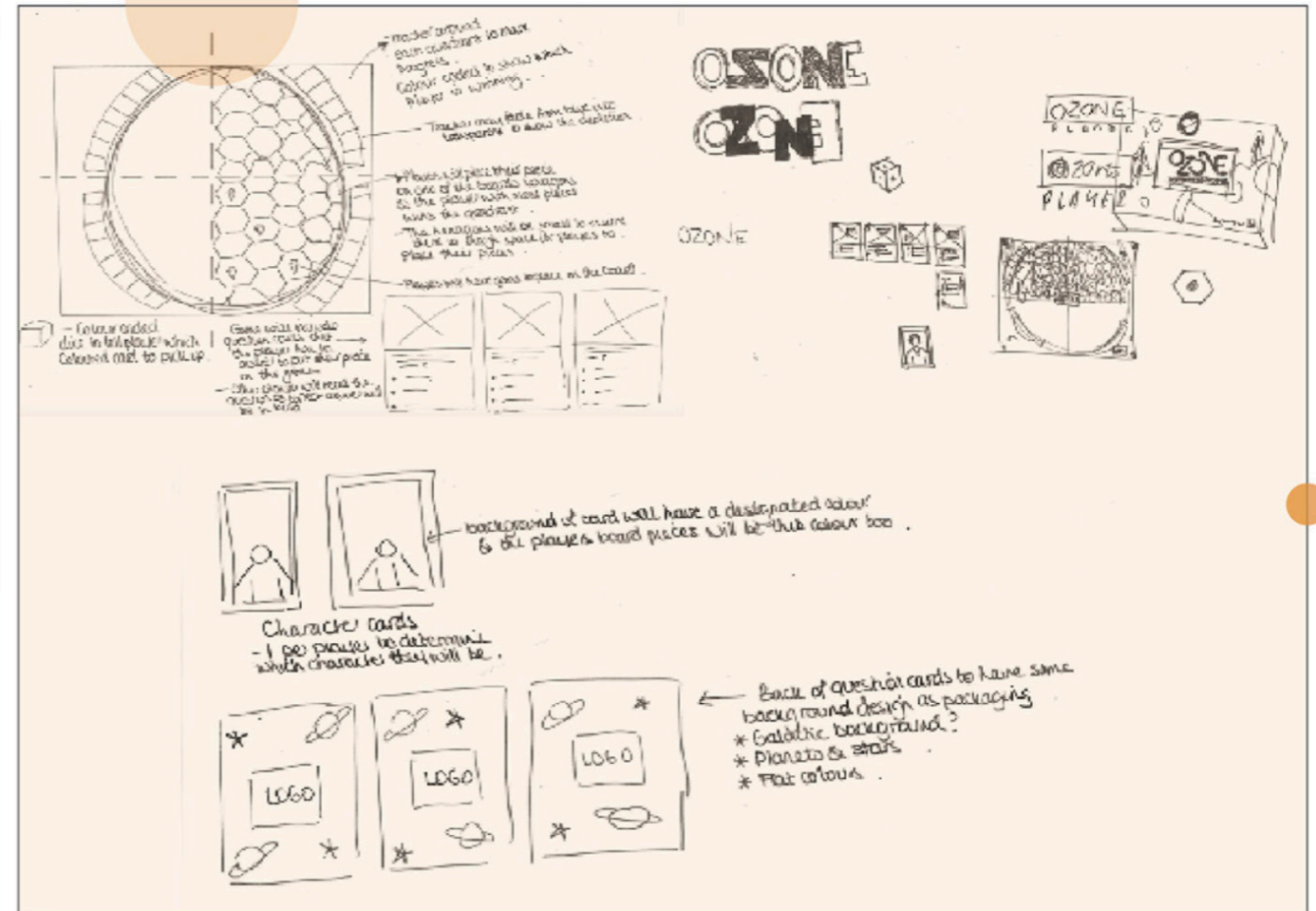
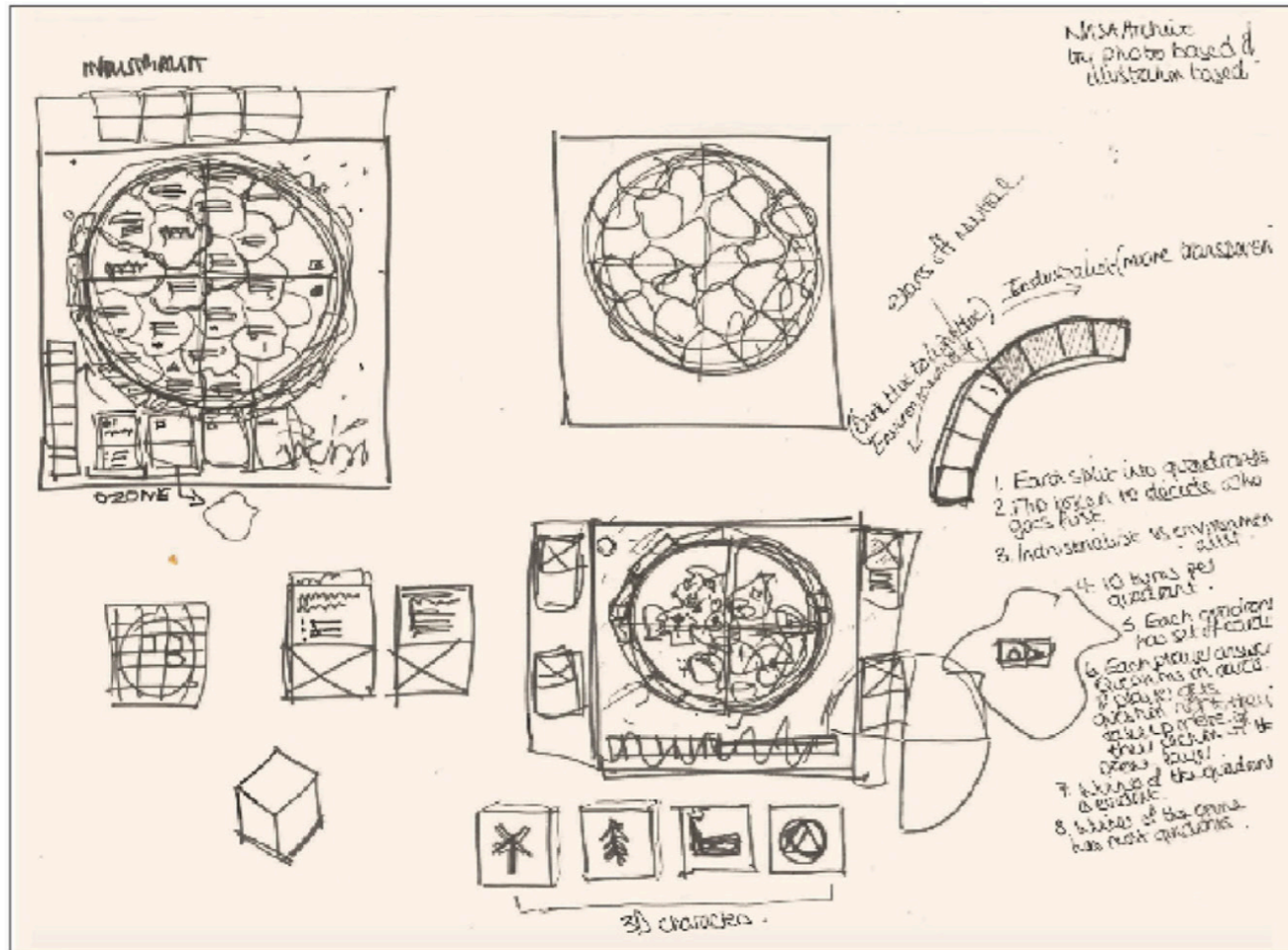
05 Design Concepts

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.



I'll always look back at my time in Doncaster fondly. The tutors were a joy to work alongside, as supportive, and knowledgeable designers. I graduated with a 1st and although the market was competitive, I managed to get into the industry and I am now a UX and Digital Design manager at Mamas & Papas, which I love. I would highly recommend anyone unsure of their next steps to seriously consider Doncaster as a means to further their career.

David



06

Design for Social Impact

As well as producing 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.



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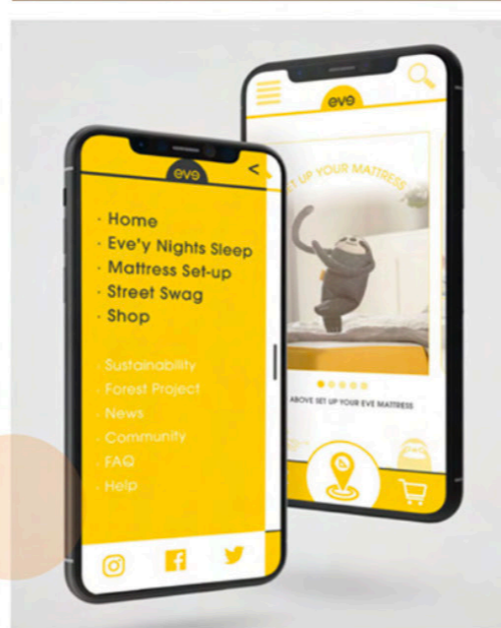
If you're contemplating a career in the design industry I can't recommend the Graphic Design degree course highly enough. The nurturing environment provided me with the invaluable skills and experience that enabled me to hit the ground running from day one in my first industry job. Under the guidance of the course tutors, I and my fellow students were allowed to weave our own path down varied creative pathways, developing and growing into young designers with an invigorated passion for the industry and a strong skill set to match, in our chosen discipline.

Kerry

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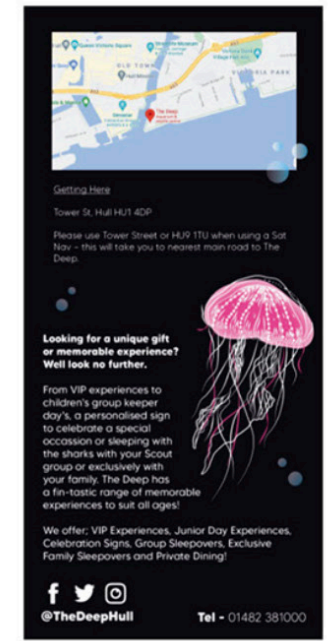
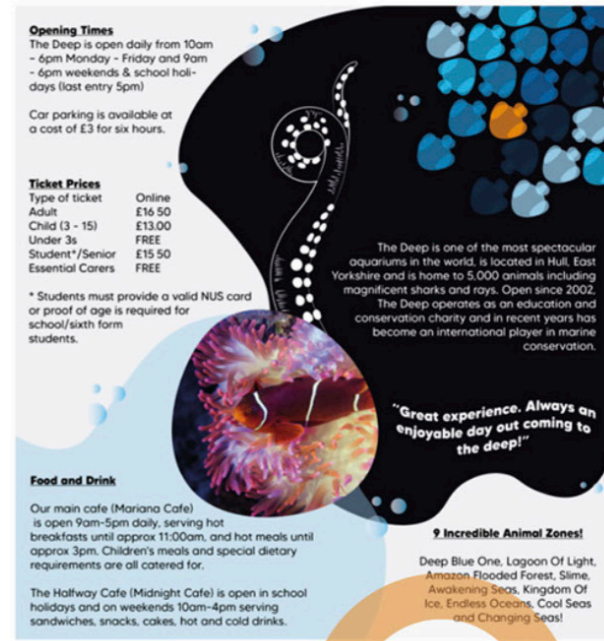
Graphic design was the first university level course I've studied and it has been a blast! It doesn't matter how little you know about programs such as Adobe Illustrator and InDesign because the work is structured in a way to help build your skills and the tutors are always on hand to give loads of support. I also enjoy the chance to work on live projects and competitions as this gives you a lot of realistic commercial experience.

Elliott



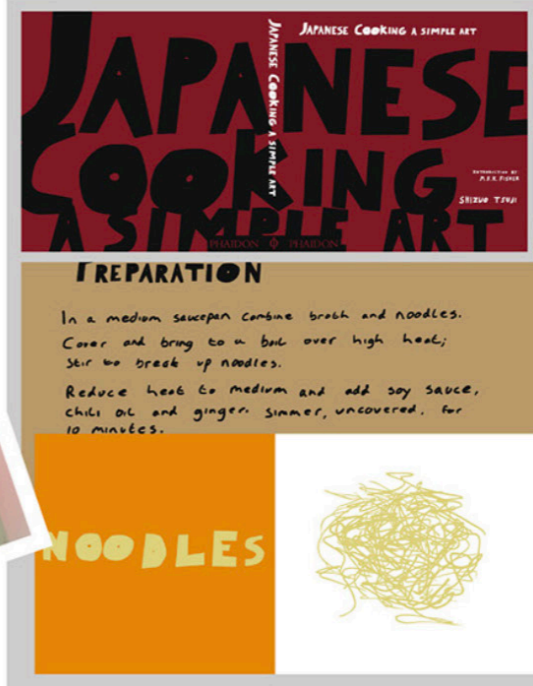
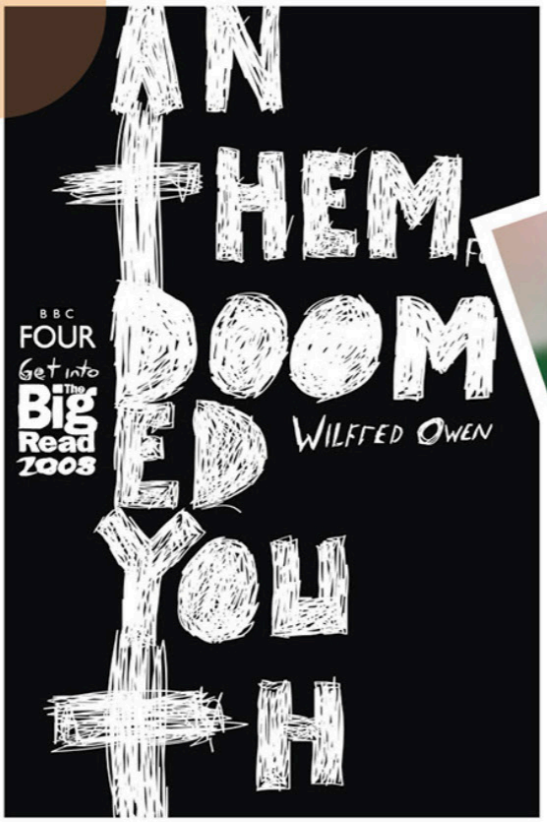
07 Editorial Design

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 really 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 am definitely happy that I joined and would highly recommend the BA (Hons) Graphic Design course to anybody interested in this subject.

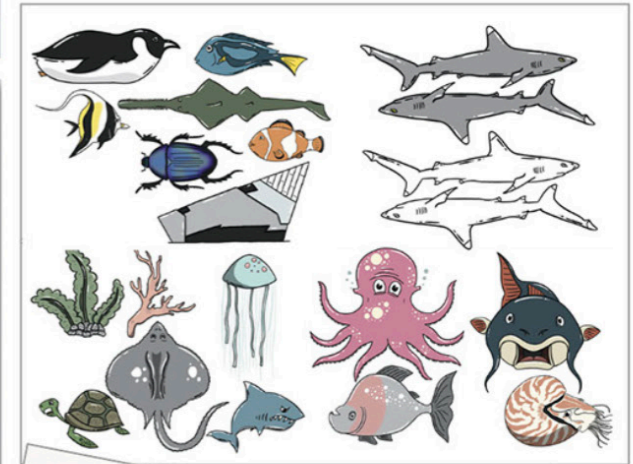
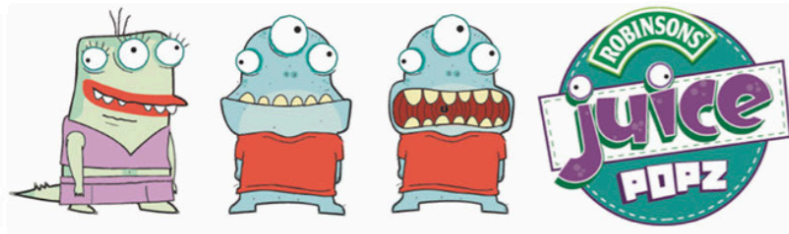
Natalie



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.



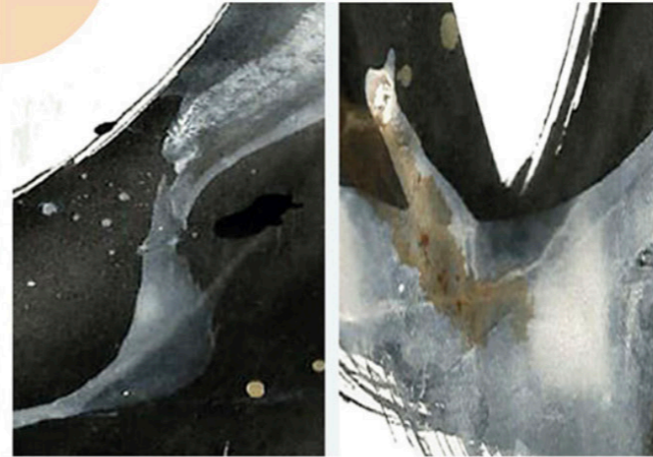
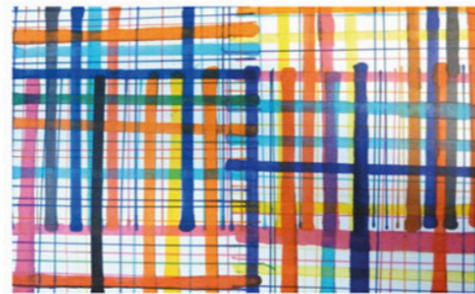
“Deciding to study Graphic Design at high Melton was one of the best decisions I’ve ever made. Simon was a great tutor who was supportive and helped me gain a variety of skills throughout the course. I developed so much over the course, not just with designing but confidence in myself too.”

Elise

09

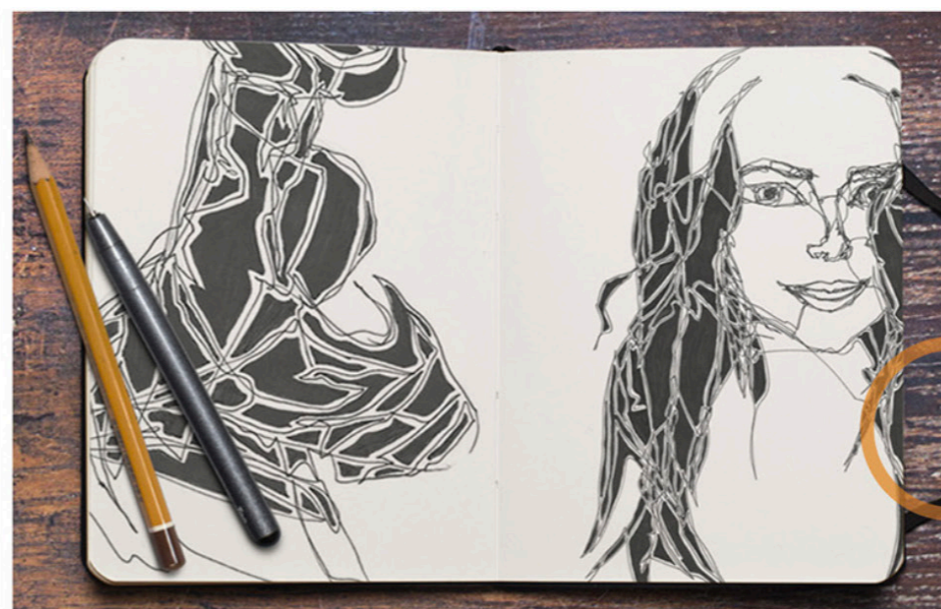
Markmaking

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.



“ 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 are 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 adapt any brief to match personal interests and artistic styles. The teaching style of the tutors is very good; they are easy to approach and talk to, and their support and inspiration is always available.

Ashley



10 Motion Graphics

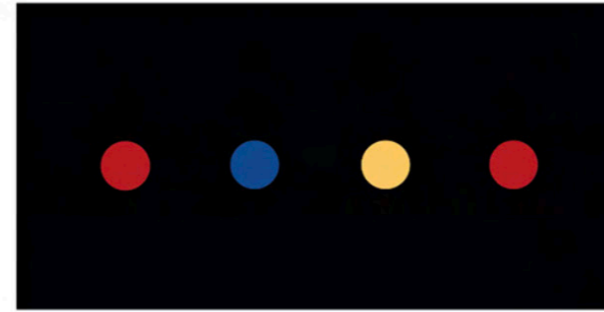
With the use of digital and social media platforms being the norm, graphic designers are finding new and innovative ways of communicating ideas and solutions using motion graphics techniques. Projects and briefs throughout each year of the degree course will see you explore, and experiment with visual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

SOUTHPORT LITTLE THEATRE



“The programme has 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.”

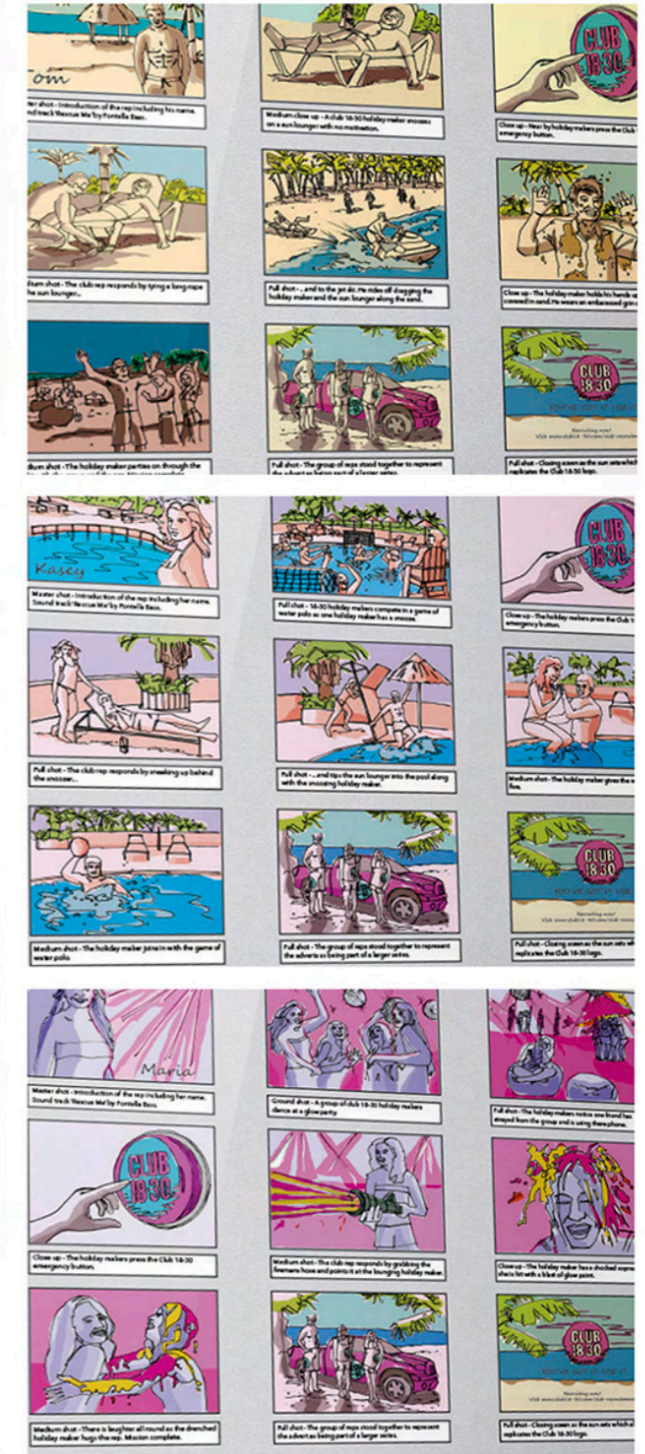
David



“

I thoroughly enjoyed the time I spent at University Campus Doncaster, working with ‘real’ clients and deadlines. Being in the company of like-minded creatives and excellent lecturers gave me the skill and confidence I need to succeed within the industry. I am now in full-time employment, working in Leeds as an 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.

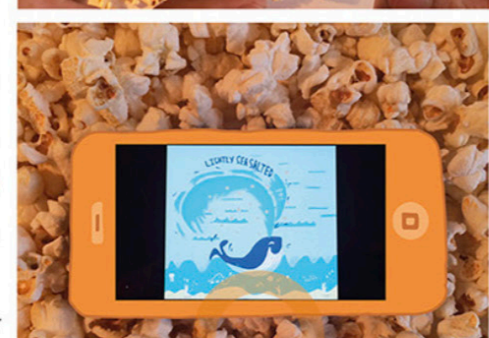


“The course at Doncaster was a brilliant experience and overall it was a thoroughly enjoyable experience. The support I received was second to none. I couldn't have had a better three years than the ones I spent on this course.”

Neil



YCN
COMMENDATION
2015



“Great course with amazing tutors that had all the time for you and were really helpful! I had no trouble getting a job straight after uni!”

Kathrine



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.



Fun and quirky font to show personality and who I am as a designer.

Personalised and manipulated typeface for a completely unique logo.

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

A Illustrator pen tool icon as the gap in the 'A' for a fun representation of me being a graphic designer.

PRIMARY LOGO

KELLY MORGAN



KELLY MORGAN

Work Contact

- Personal Branding
- Southport Little Theatre
- Murder Most Unladylike
- POA Southport & Bolton
- RAINBOW STUDIOS
- Personal Projects
- Wedding Stationary
- The Deep
- Board Game - Extinction
- Crunchy Critters

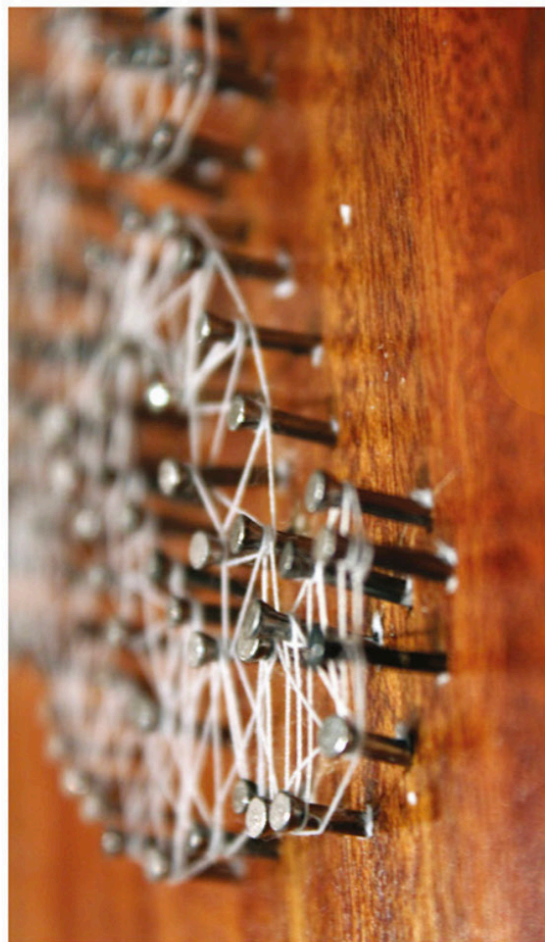


I studied at a much larger institute before coming to Doncaster and often felt like I was pushed aside or not given enough time. At Doncaster the support and feedback was brilliant, and the tutors gave me as much one-to-one time as I needed! I would highly recommend Doncaster, especially if you want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



14

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.



“

Before I went to University Campus Doncaster I didn't have much of a clue about what I wanted to 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.

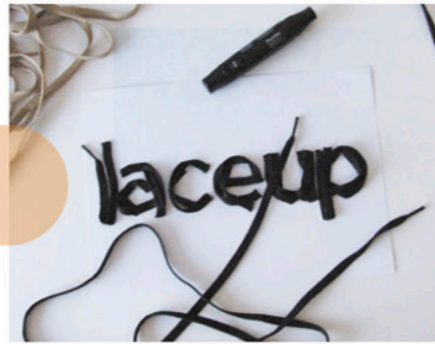
Steve



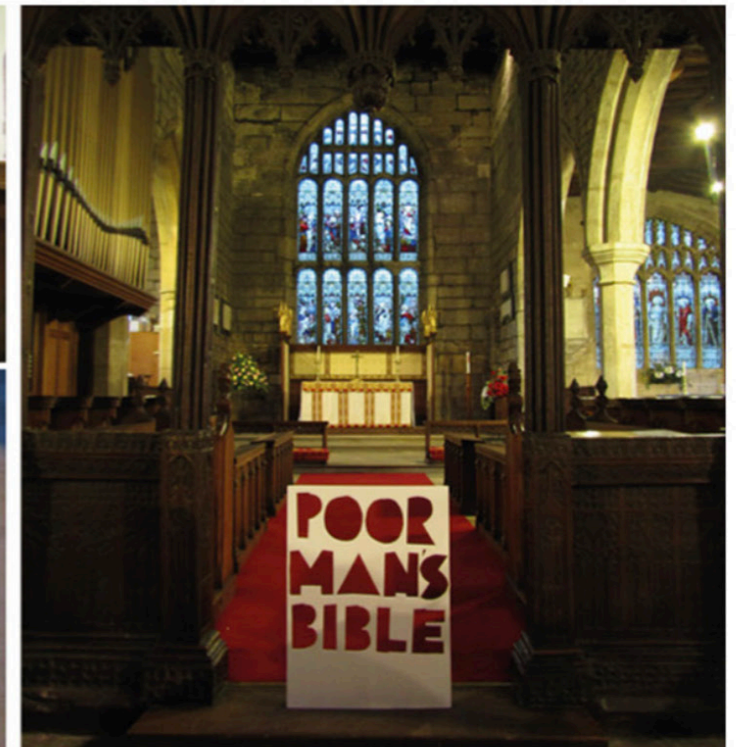
15

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.



POOR MANS' BIBLE



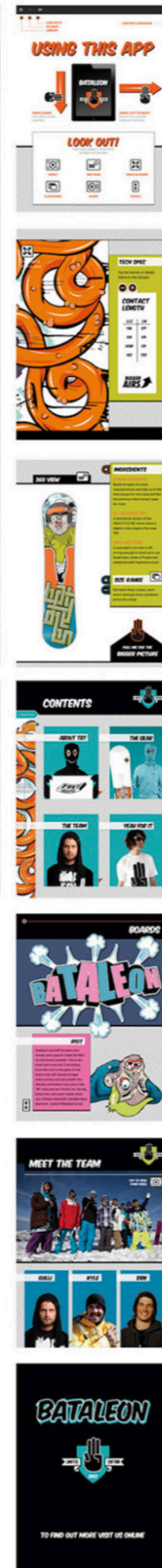
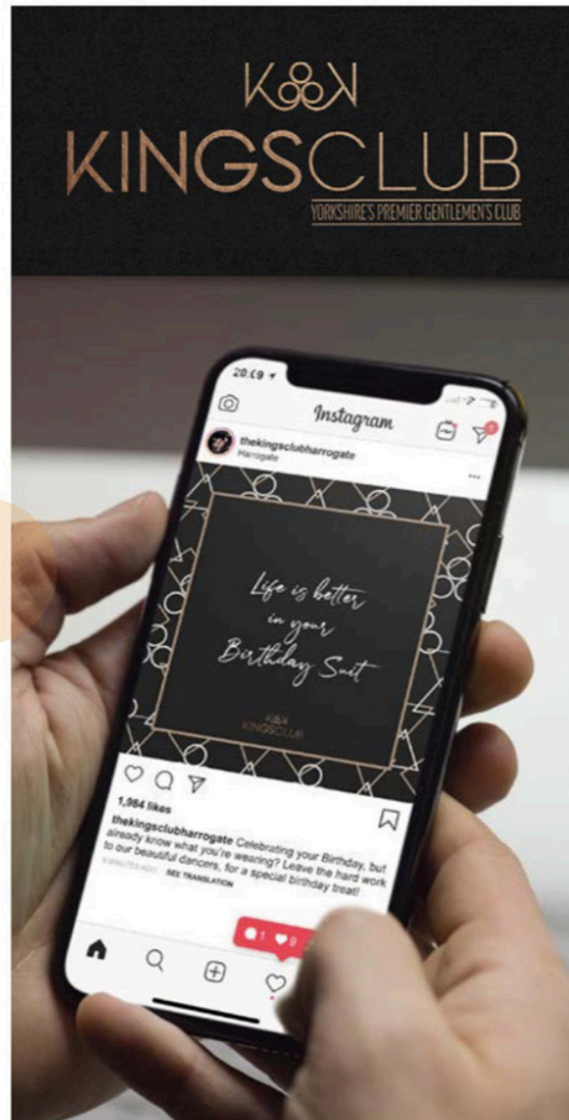
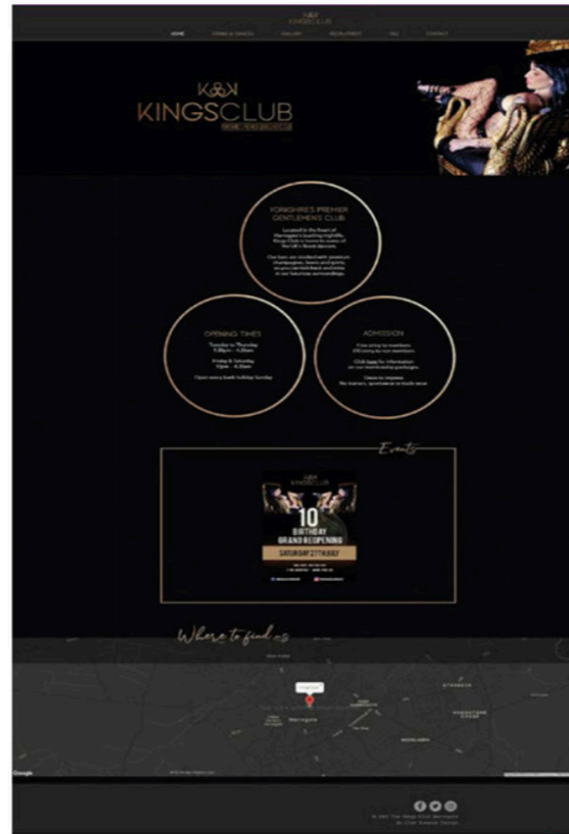
16 UX/UI/Website Design

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.



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

