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“For aspiring creatives,
there’s no better place
to study — Norwich
University of the Arts
provides an important
taste of the real world
to come.

Stuart Craig OBE

Oscar and BAFTA winning Production Designer
NUA Alumnus



- 1 **Will Hyde**, BA Games Art and Design
- 2 **Kane Layland**, BA Photography
- 3 **Evie Prentice**, BA Illustration

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Damien Hirst's *Hymn* sculpture creates a buzz at NUA campus



CREATE VALUE

The UK is home to a vibrant cultural landscape and world-class creative talent.

£101_{BN}

Creative industries contribute £101 billion to the UK economy. That's more than £11.5 million every hour.¹ The creative industries are growing twice as fast as the rest of the economy and could be worth £150 billion by 2023.²

3 MILLION

More than 3 million people are employed in the creative economy. Talented creative graduates are in demand.³

60%

60% of people employed in the creative industry have at least a degree or equivalent qualification.⁴

1 IN 11

One in 11 graduate jobs in the UK are in the creative industries.⁴

87%

Creative occupations are highly resistant to automation with 87% of creative workers in the UK at low or no risk.⁵

WHERE WILL YOUR CREATIVE FUTURE LEAD YOU?

Creativity starts at home

NUA is a focal point for the rapidly-expanding creative economy in Norwich. The city was named one of the UK's Tech Clusters for the fourth year running in the *Tech Nation 2018* report.

Your creative future

NUA graduates lead highly successful careers across the creative and cultural industries. They hold key positions at leading arts organisations, museums, galleries, fashion and textile houses, design and advertising agencies, UX and game development studios, film and media companies across the globe. Their first step was applying to study at NUA. Now it's your turn.

1 DCMS Sectors Economic Estimates, November 2018
2 DCMS Creative Industries: Sector Deal, March 2018
3 Creative Industries Federation
4 DCMS Creative Industries: *Focus on Employment*, 2016
5 Independent Review, 2017

WHY STUDY AT NUA?

Study at NUA and you'll be joining one of the great British art schools: a specialist arts, design and media university that draws on more than 170 years of history but with our focus on the future. We're a community of experimenters, makers and creators who delight in exploring new technologies. We were awarded Gold for our teaching standards by the Office for Students (OfS). We've been praised for how we encourage our students through "experimentation, creative risk-taking and team-working." We were rated in the top 10 UK universities for teaching quality by *The Times and Sunday Times Good University Guide 2018*. So read on to find out about our work, courses and please do come and take a look!

Professor John Last OBE
Vice-Chancellor

96%

student retention rate. Students who start here, thrive here (Higher Education Statistics Agency 2016).

GOLD

NUA 'delivers consistently outstanding teaching, learning and outcomes for its students... it is of the highest quality found in the UK,' according to our Gold Rating in the 2017 Teaching Excellence Framework (TEF).



Top 6

UK university for creative scene as voted by students (Which? Student Survey 2018).

94%

of NUA graduates went on to employment or further education within six months of graduating (Destination of Leavers HE 2016/7).

Award-winning

Industry links

Strong course links with industry-recognised bodies such as ScreenSkills/Creative Skillset, the Architects Registration Board and TIGA, representing the games industry.

Times Higher Excellence in Leadership and Management Awards winner 2018.

Best Educational Institution, TIGA games industry awards 2017.

Times Higher Education Excellence and Innovation in the Arts Award winner 2014.

Top 10

for teaching quality, according to *The Times/Sunday Times Good University Guide 2018*.

World-leading

19% of NUA research is classed as world-leading and 36% 'internationally excellent' (Research Excellence Framework 2014).



2000+ creatives

A community big enough to be dynamic; small enough to know your name.

SUCCESSFUL ALUMNI



Our graduates help shape the creative landscape: winners of the art and entertainment world's most prestigious prizes, including Oscar and BAFTA winners. Some are at the height of their careers, others are winning acclaim in their chosen industries just a few years after graduation.

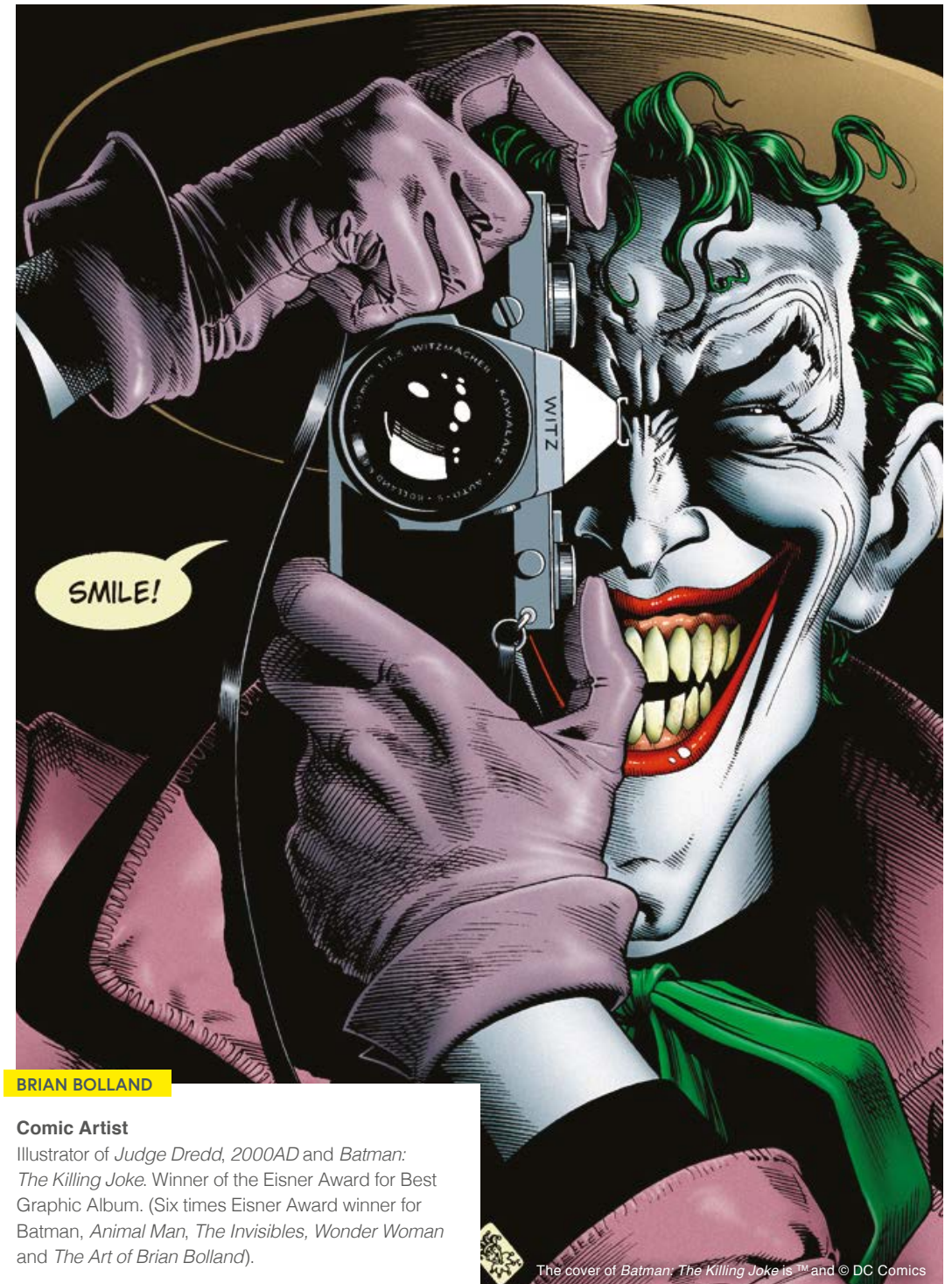
www.nua.ac.uk/alumni

STUART CRAIG OBE

Production Designer

Winner of the BAFTA Award for Best Production Design 2017 and nominated again at the Academy Awards in 2017, Oscar winner Stuart Craig has designed the sets for all eight Harry Potter films and more recently *Fantastic Beasts and Where to Find Them*.

Courtesy MoviestillsDB



BRIAN BOLLAND

Comic Artist

Illustrator of *Judge Dredd*, *2000AD* and *Batman: The Killing Joke*. Winner of the Eisner Award for Best Graphic Album. (Six times Eisner Award winner for *Batman*, *Animal Man*, *The Invisibles*, *Wonder Woman* and *The Art of Brian Bolland*).

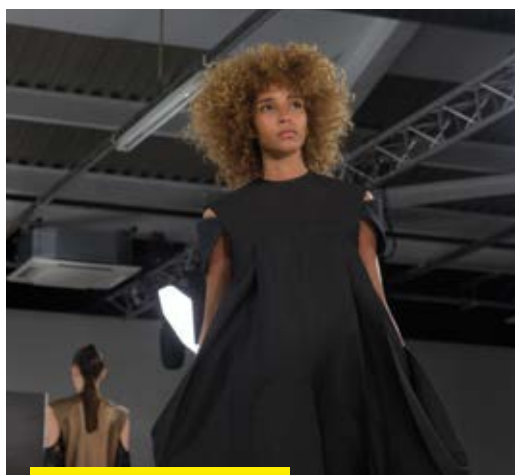
The cover of *Batman: The Killing Joke* is TM and © DC Comics



JESSICA MILES

Sculptor

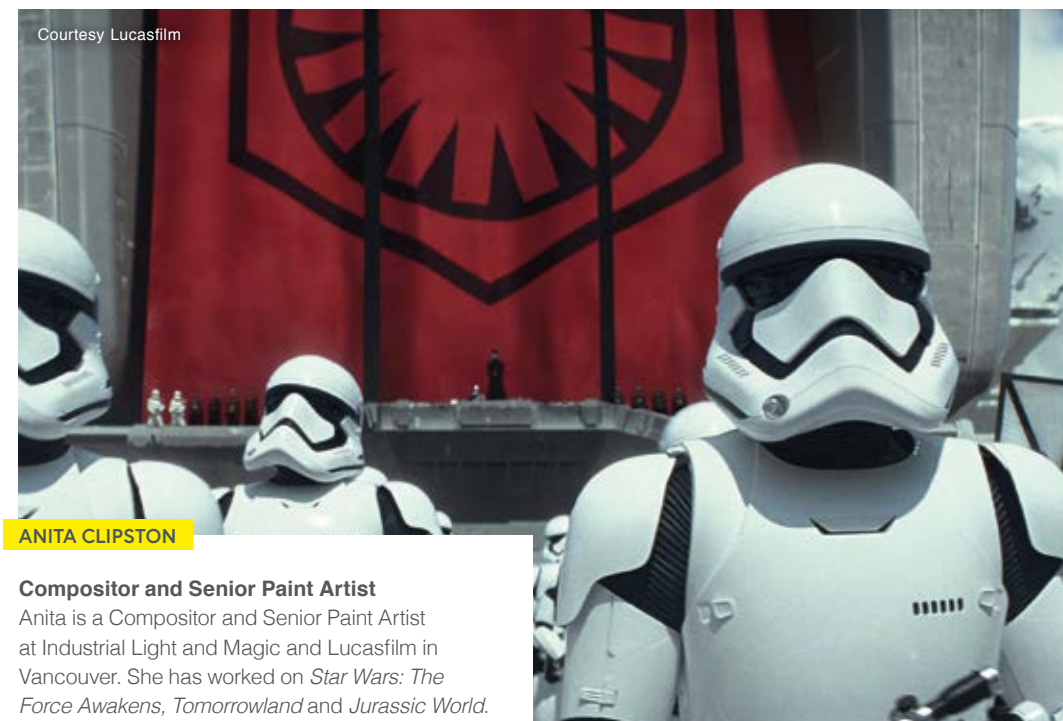
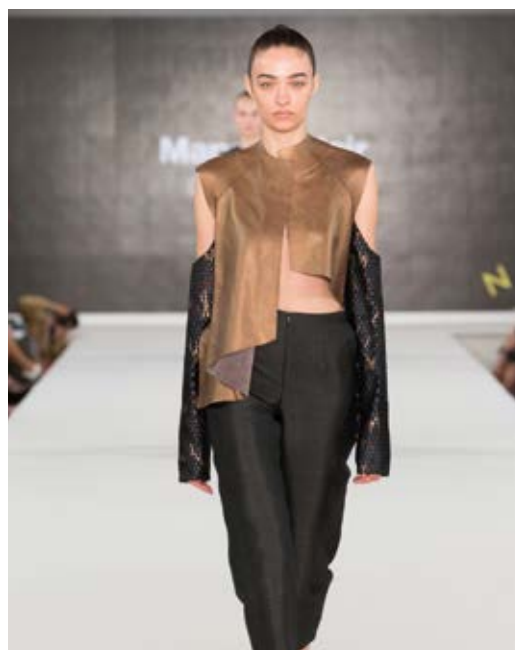
Sculptor on Jason deCaires Taylor's installation *The Rising Tide*, selected for the Totally Thames 2015 festival.



MARY SINCLAIR GIBSON

Design Assistant, H&M Stockholm

Mary won a place on the one-year graduate training scheme with Karen Millen before being offered a permanent post as a Design Assistant at H&M's head office in Stockholm.



ANITA CLIPSTON

Composer and Senior Paint Artist

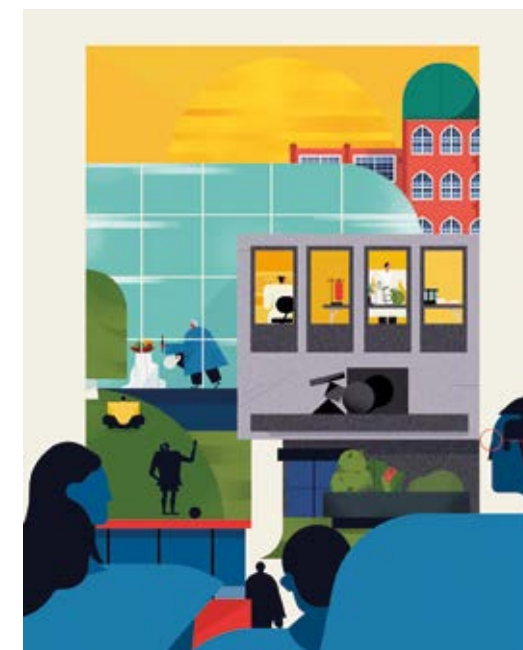
Anita is a Composer and Senior Paint Artist at Industrial Light and Magic and Lucasfilm in Vancouver. She has worked on *Star Wars: The Force Awakens*, *Tomorrowland* and *Jurassic World*.



ADAM AVERY

Illustrator

Illustrator for *The Guardian*, *International New York Times*, *WIRED* and *The Atlantic*.





CAREERS, EMPLOYABILITY & SKILLS

You'll find an innovative approach to careers advice and employability at NUA – drawing on gaming techniques and Virtual Reality technology to help you find the right path after university.

Our *Profile* game and VR platform will help you match your talents and personal attributes to different jobs and industry requirements. And NUA's Business and Employability team will help you build an outstanding set of skills ready to compete for creative jobs.

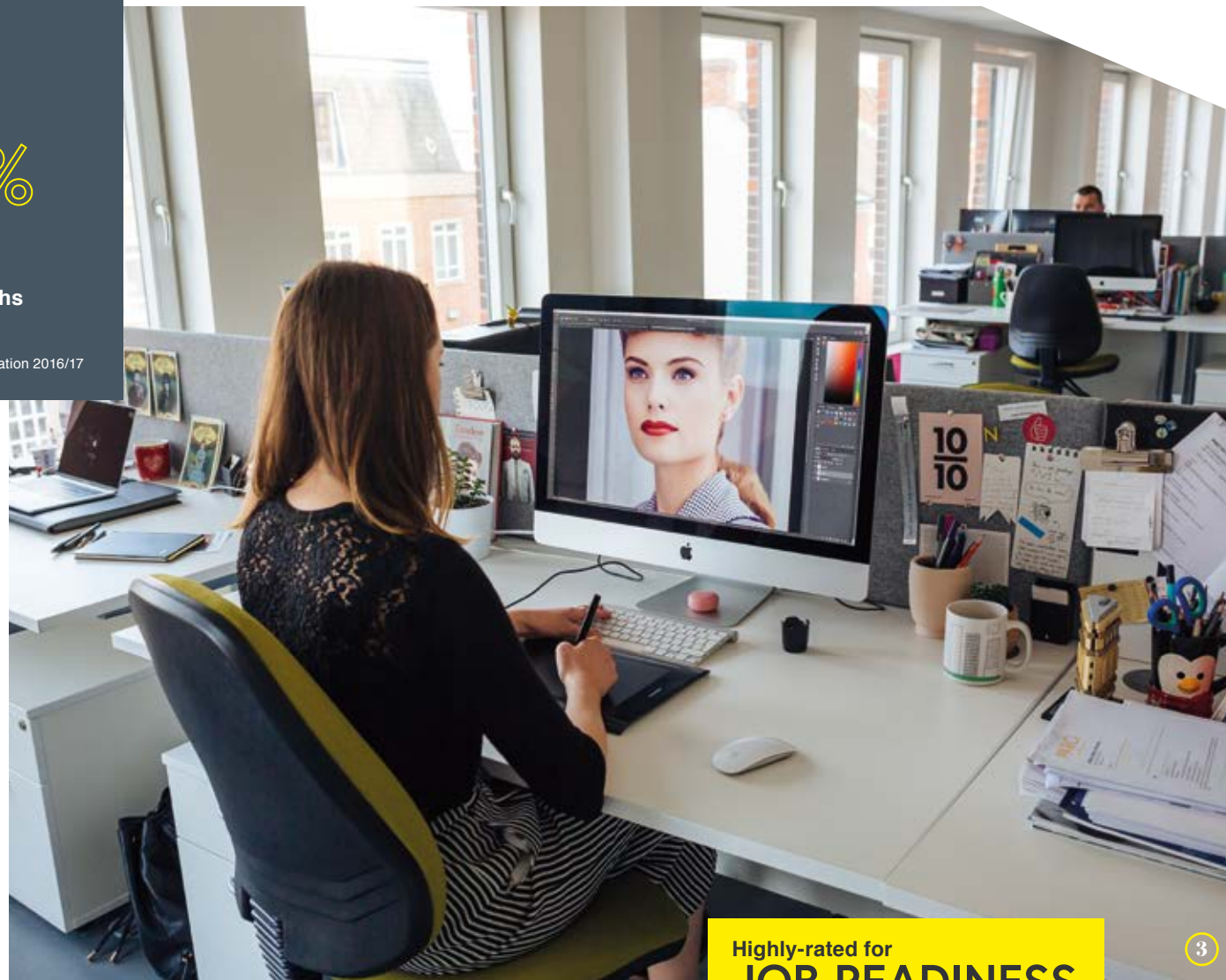
94%

of NUA graduates are in employment or further education within six months of graduating

Destination of Leavers from Higher Education 2016/17



2



Highly-rated for
JOB READINESS

Which? Student Survey 2018

3



4

We run CV workshops, industry networking events, and offer financial and legal advice for graduate start-ups. You'll have opportunities to gain experience in your chosen field – and the chance to work on live briefs and real client projects throughout your degree.

- 1 Ideas Factory^{NUA}
- 2 Students and graduates at the Big Book Crit 2017
- 3–4 NUA graduates at work in the Ideas Factory^{NUA}

OUR CITY:

LIFE IN NORWICH

Norwich sparks with creativity. You'll encounter a flourishing music and cultural scene in one of the UK's 'greenest' cities. An easily walkable city centre houses six theatres, a permanent six-day market, the vintage and independent shops of the 'Lanes', two shopping malls and four cinemas. But don't be fooled by the city's medieval architecture; Norwich has a history of radicalism, of innovators, creators and makers.

CITY HIGHLIGHTS

You'll find the NUA campus in the heart of the city – at the centre of a buzzing and diverse social and cultural scene. It's no wonder Norwich has been voted one of the best small cities in the world. The city is one of the UK's safest with a warm and welcoming attitude to its student population.

Cafes, Eateries and Restaurants

Norwich loves food: you'll find eateries offering everything from falafel to your favourite takeaways.



Norwich Market

Budget-friendly street food, the best fresh fruit and vegetables, vintage clothing and everyday essentials from the largest open-air market in England.



Theatres and Live Music Venues

A host of bands – from Nirvana to Ghostpoet – have performed in Norwich.

Galleries and Museums

Norwich has a wealth of independent galleries and internationally renowned public art spaces featuring artists from Rembrandt to Paul Nash; Henry Moore to Antony Gormley.





1

CREATIVE CULTURE

Students ranked Norwich as one of the UK's best university cities for its creative scene, according to the Which? University Student Survey 2018. An ever-growing number of independent galleries, museums, theatres and events, including the oldest international arts festival in the UK, reflect the diversity of creative interests represented in the city. UNESCO named Norwich as England's first City of Literature in 2012, recognising the city's celebrated literary tradition, spanning Booker and Nobel prize winners and the new National Centre for Writing. Norwich is also a thriving hub of creative business and enterprise; home to one of the UK's most highly concentrated and diversified creative industry clusters (*The Geography of Creativity in the UK*, Nesta 2016).

- 1 Norfolk & Norwich Festival
- 2 The Bicycle Shop
- 3 Sainsbury Centre for Visual Arts



2



3

5

MAJOR LIVE MUSIC VENUES

300

BARS AND PUBS

4

CINEMAS

6

THEATRES

50

EXHIBITION VENUES



1



2



3

- 1 The Birdcage and Grosvenor Fish Bar
- 2 Cinema City, set in the heart of the NUA campus
- 3 Norwich Market and The Sir Garnet



1



2



3

OUR REGION: LIFE IN EAST ANGLIA

Beyond the city limits, Norfolk is famed for its 90-mile coastline of big skies and stunning beaches. The tranquil waterways of the Norfolk Broads National Park span 120 miles of rivers and lakes – a perfect place to seek inspiration. Green spaces and medieval villages offer historical and architectural interest within easy reach of Norwich. Just over the border in Suffolk is the highly acclaimed Latitude music festival.

- 1 Latitude Festival
- 2 Cromer Pier
- 3 Wells-Next-The-Sea



OUR CAMPUS:

INSPIRATION SPACE

Take a tour of our city centre campus and you'll find industry-standard tools, studios and creative spaces in 11 buildings nestled between the cafes, bars and independent galleries and shops of Norwich's cultural quarter. You'll see medieval buildings with 21st century media labs, and revitalised Victorian factory buildings fitted out with state-of-the-art technology. Norwich is a city where inspiration can be found on every corner – and NUA's campus is a launchpad to explore your ideas.

You'll work in dedicated studios and fully-equipped workshops that have been designed to help you build specialist knowledge and flourish in your chosen discipline.

Induction sessions with expert technicians will give you the chance to develop essential skills, from traditional craft and contemporary digital design to print and production techniques. Our workshops are always a fertile ground for sharing ideas with students from other courses – a spark for creative collaboration across disciplines.

And you'll have access to course specific studio spaces, which make the most of our buildings' natural light thanks to high ceilings and open plan layouts, encouraging NUA's renowned sense of creative community.

Eleven buildings in Norwich's cultural quarter make up the NUA campus. You'll find the historic buildings that form the heart of our campus near the bustling cafes and bars of the pedestrianised St George's Street.

1 Duke Street

- NUA Library
- Lecture Theatre
- Seminar rooms
- NUA Shop

2 Guntons

- Digital Design
- Open access design suite
- Laser cutters
- In-house printing
- UV printer
- Digital design helpdesk
- 3D Workshop
- Industrial sewing machines

3 St Georges

- Printmaking and photomedia
- Screenprinting
- Etching
- Relief and monoprint
- Constructed Textiles
- Life Drawing Studio

4 West Garth

- Daylight Studio
- Media Resource Centre
- Loanable equipment for all students:*
- *DSLR cameras & lenses*
- *Wacom tablets*
- *projectors*
- *sound recording equipment*

5 East Garth

- Digital Darkroom
- Photographic studios

6 Monastery Media Lab

- Animation Production
- Stop motion studios
- 2D and 3D production studios
- Media Labs
- 3D animation and games software
- Digital video editing
- Sound production studios

7 Cavendish House

- Ideas Factory^{NUA}
- East Gallery^{NUA}
- UX Lab

8 Boardman House

- Film studio
- Drawing studios
- Model making room
- Scan and print rooms
- Laser cutters

9 Francis House

- Student Support
- Student Finance

10 St Andrews House

- Teaching rooms
- Media Labs
- Student Union Lounge
- Cafe^{NUA}

11 Duke Street Riverside*

- Lecture Theatre
- Teaching rooms
- Student accommodation

*under construction







IDEAS FACTORY^{NUA}

Ideas Factory^{NUA} is our incubation space for creative and digital start-ups. Its contemporary offices are leased to a number of businesses launched by NUA graduates, including production companies, design agencies, writers and architects. The building also hosts the university's Digital UX Research Lab, as well as NUA's creative agency, which provides opportunities for students to work on real world commercial projects with local, national and international organisations.

www.nua.ac.uk/ideasfactory

EAST GALLERY^{NUA}

East Gallery^{NUA} is the university's city centre gallery space. Exhibitions are originated by NUA or stem from collaborations with national and international partners such as the Jerwood Prize, the Hayward Gallery and the Arts Council.

Recent exhibitions include *British Art Show 8*, the UK's largest touring show of contemporary art; Turner nominee Cornelia Parker, renowned designer Orla Kiely, photography by surrealist Claude Cahun; *Mutator VR*, a virtual reality installation exhibition by

computer artist William Latham; *Jerwood Drawing Prize 2018*, as well as exhibitions of work by NUA graduates.

East Gallery^{NUA} is a valuable resource for students, as well as providing opportunities to work as Gallery Assistants.

www.nua.ac.uk/thegallery



University will be a first taste of independent living for many undergraduate students. Whatever your budget, you'll feel right at home and well-catered for.

Ranked in the top 10 safest towns and cities for students by StuRents.com, Norwich is an intriguing blend of cosmopolitan contemporary life and striking heritage.

Find out more about living in Norwich
www.nua.ac.uk/norwich

This is the perfect place to live if you love to be in the hubbub of city life. Everything is in walking distance and travelling to campus is very easy.

Amelia McGuffie
Resident at All Saints Green



ACCOMMODATION

NUA provides a range of accommodation options in Norwich for all new students: from halls of residence to private accommodation. They are all available by application through the NUA pre-enrolment portal.

You can register for our student accommodation through our exclusive portal when you confirm



acceptance at NUA. There is a great selection of student accommodation in Norwich and the portal offers you hundreds of rooms at different prices in locations across the city. We have a dedicated team of staff available to help you with your selection and to get you to the right place as you join NUA's creative community.



PRIVATE ACCOMMODATION

You might decide to rent privately in your first year if you prefer the flexibility of choosing your housemates and location. From rooms to flats and houses, there is a good supply of student-friendly accommodation in Norwich at a range of prices.

For video tours of our accommodation and to read about our students' accommodation experiences
www.nua.ac.uk/study/accommodation



OUR COURSES:

SCHOOLS OF THOUGHT

You will be encouraged to explore your ideas, collaborate with fellow students and develop your creative practice at NUA. Our courses are practical: you'll experiment with different techniques and test different formats. Our tutors are experts in their field and you'll hear from visiting professionals about the latest practice in the workplace. If you're looking for an opportunity to explore your creative horizons and take a step towards a creative career, NUA is the place for you.

NUA

Our city

Our campus

Our courses

Your future

FOUR YEAR DEGREES: THE YEAR 0 OPTION



A unique part of a NUA offer, Year 0 will get your studies at NUA off to a flying start as you explore creative ideas and begin to develop the practical skills, research techniques and ways of thinking that are essential to undergraduate success.

What is a four year degree?

The extra year at the start of your degree will see you initially collaborate on common projects with students from the other Year 0 disciplines.

Those common projects are designed to build your creative skills and sharpen your perceptions of the world around you. And they will give you a valuable insight into the kind of multi-disciplinary approach that you'll find in creative workplaces after graduation.

But by the time you progress to Year 1, you will already be thinking more deeply about creative methods and approaches than many of your peers and will have already put your practical skills to the test in our workshops and studios.

It's no surprise that a high proportion of our Year 0 students go on to graduate with first class honours or 2:1 degrees – winning recognition through prizes and embarking on successful creative careers or further study.

How Year 0 works

Many students choose to take the Year 0 option to give themselves more time to acquire specialist practical skills in their chosen field and develop their creative approach and confidence after school or college. Sometimes, we recommend and offer students the four year option in their course rather than three for the same reason. The aim of Year 0 is simply to give students a head start and the very best chance of future success.

Year 0 structure

Year 0 is structured in two parts. We teach students from across our Year 0 option together for some workshops in the first 10 weeks. You will learn fundamental skills that are essential to any of our degree courses. There will be specialist workshops in your chosen course where you will immerse yourself in the creative processes and key skills, building your confidence, within your chosen course of study. You will have inductions to different workshops with our expert technicians.

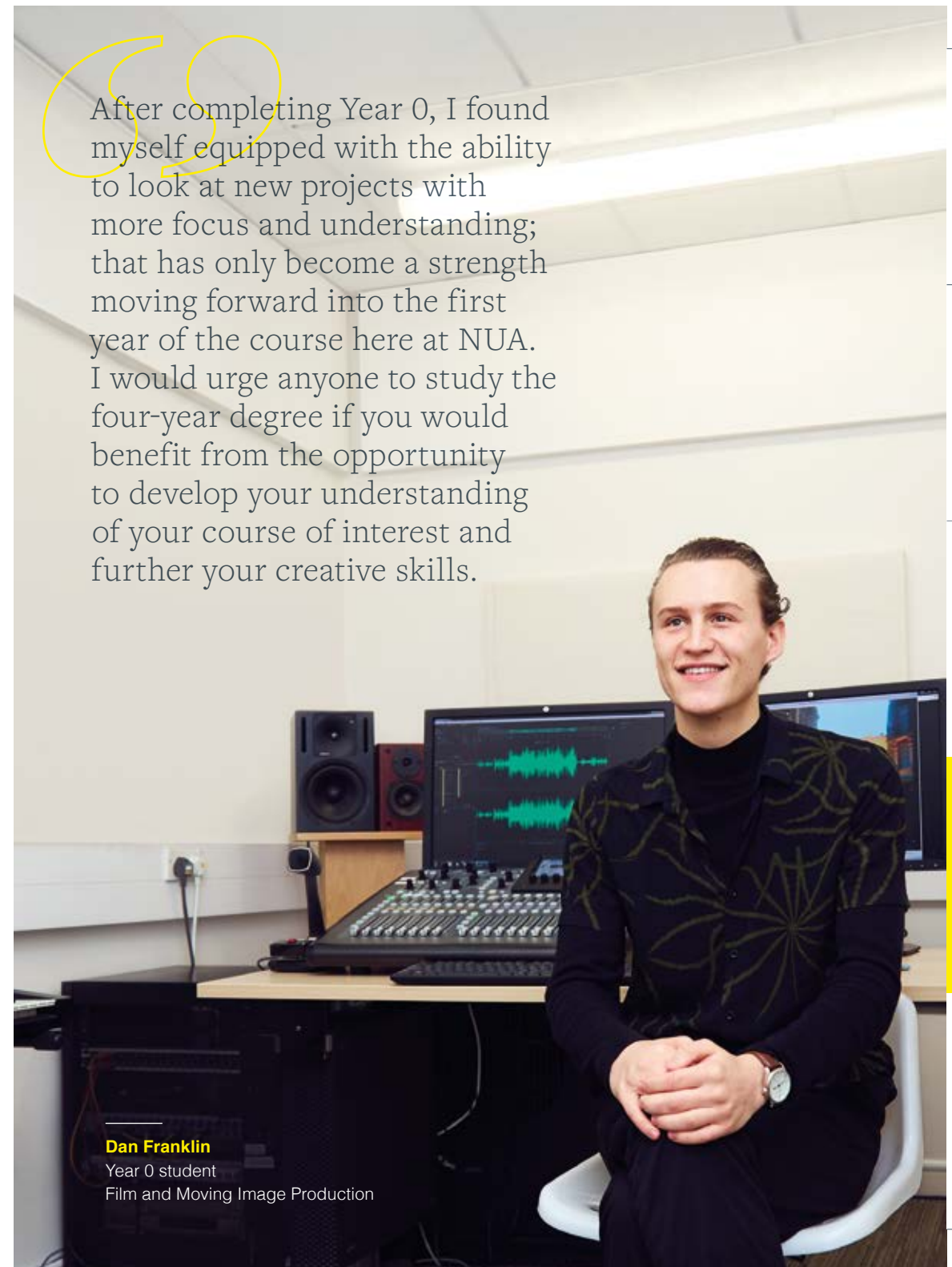
In the second 20-week phase of Year 0, you will balance the new creative skills you've acquired with thinking skills and work more independently. You'll be focused on your chosen course, further working with resources and tutors from within your chosen specialism. You'll start to develop your own style or approach by building on your emerging practical skills and growing expertise in research, questioning and ideas development.

After completing Year 0, I found myself equipped with the ability to look at new projects with more focus and understanding; that has only become a strength moving forward into the first year of the course here at NUA. I would urge anyone to study the four-year degree if you would benefit from the opportunity to develop your understanding of your course of interest and further your creative skills.

Dan Franklin

Year 0 student

Film and Moving Image Production



NEW FOR 2020: ACTING



OVERVIEW

Our BA (Hons) Acting course presents a new opportunity to develop as a performing artist and work towards a successful career in film, television or radio. Building on NUA's well-established expertise in film, moving image, sound, animation and visual effects, the new course will focus on live and recorded screen and voice performance.

Your professional and technical development as a performer will be supported by expert staff and you will have access to studios and rehearsal spaces.

The camera will be the focal point for learning and teaching as you master performance techniques and receive feedback and review your work with your peers and professional teaching staff. We will help you develop vital skills in self-promotion as you build your online presence to showcase your growing portfolio of work.

The skills and stage craft you will acquire will open a range of career opportunities within the acting profession and wider industry, where communication skills are in high demand. The city of Norwich will provide the perfect backdrop for your studies with its rich history of performance, production and broadcasting – with regional BBC and ITV hubs, six theatres and a host of independent production companies.

For the latest information on our new BA (Hons) Acting course, visit www.nua.ac.uk/courses

This course is subject to validation.



Charlotte Phelan
Fanny Robin



Jack Jennings
Aphoric



Sir John Hurt Film Studio



Yvonne Maphosa
The Reids



The course gives me the fundamental basics and the freedom to explore beyond that, to approach briefs with an unleashed creativity. The support from lecturers and staff active in the field is invaluable, and the university-provided resources are a huge help.

Valentina Hučková

Year Two student

This course encourages students to explore all the core disciplines of animation and focuses on the fundamentals of thinking as an animator, not just software training. Taking them on this journey, finally specialising in the skills they choose, builds a stronger and more diverse artist ready to move into our exciting and ever evolving industry.

Kris Lavington Woods

Animation, motion graphics and VR expert

OVERVIEW

You will master the magic of bringing characters and stories to life through a range of animation techniques at NUA – from 2D, 3D CG to stop motion.

Our BA (Hons) Animation course will help you to develop core creative and production skills as an animator. We'll encourage your individual creative exploration and development and you'll choose which specialism to focus on in this diverse, dynamic and growing industry and its wide-range of careers.

You will build a distinctive showreel and online portfolio to impress employers with your skills, creativity and readiness for work – whatever your choice from a wide range of specialisms, from character-based or motion graphics animation to technical 2D compositing, CG rigging, modelling and beyond.

Creative storytelling

We believe that creating the illusion of life through observation and design underpins all great animation. Interactive lectures and practical workshops will help you explore character design and sculpting – and even explore acting for animation to help you better understand movement, performance and character psychology. You'll explore fundamental animated storytelling techniques through workshops and masterclasses in dynamics, storyboarding and character creation. And you will learn the language of film and skills such as sound design and production – setting you apart from other graduates in the field.

Industry-ready

Engagement with industry will give you opportunities to try out your new skills. You'll pitch your responses to live briefs, or your personal and collaborative projects to guest speakers from companies like the BBC, Screen South and the BAFTA award-winning Blue Zoo. And you'll have the chance to learn from animation, motion graphics and VR experts such as Kris Lavington Woods and eminent visiting lecturers like Oscar-winning director Daniel Greaves.

YEAR ONE

You'll explore the three major animation techniques, hand drawn and digital 2D, stop motion and digital 3D

Gain understanding of the principles of animation, dynamics, character design, storyboarding, animatic production, animation production, sound design, skills of observation and life drawing, acting for animators, editing, compositing, show reel design, and supported by theory in character analysis, narrative structures, and an understanding of media roles and practices.



YEAR 0 – NEW FOR 2020

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

Build on fundamental skills with personally defined experimentation and continue to practice animation principles

Introduction to collaborative working through a series of projects designed to allow you to establish a good practice, essential for the animation industry

Focus on areas of production of your choosing

Continue to explore your chosen areas of specialisation and develop your skills with the potential to combine techniques

Develop an understanding of audience, context, film language and the elements of compelling storytelling.



YEAR THREE

Specialise and bring together all of your learning and experiences to create a personal portfolio, creating new content to showcase in a show reel and website

Engage with a collaborative project with either your peers or external collaborators, allowing your creative skills to be tested in an industry standard practice

Continue to enhance and refine your technical and creative skills in your chosen specialism that is relevant to your career ambitions

Produce a personal showcase of your specialist skills and an original, animated short film, focused on finding work in this dynamic industry

Complete a Research Report that provides broad contextualisation to your practice.

Course Code:
W615

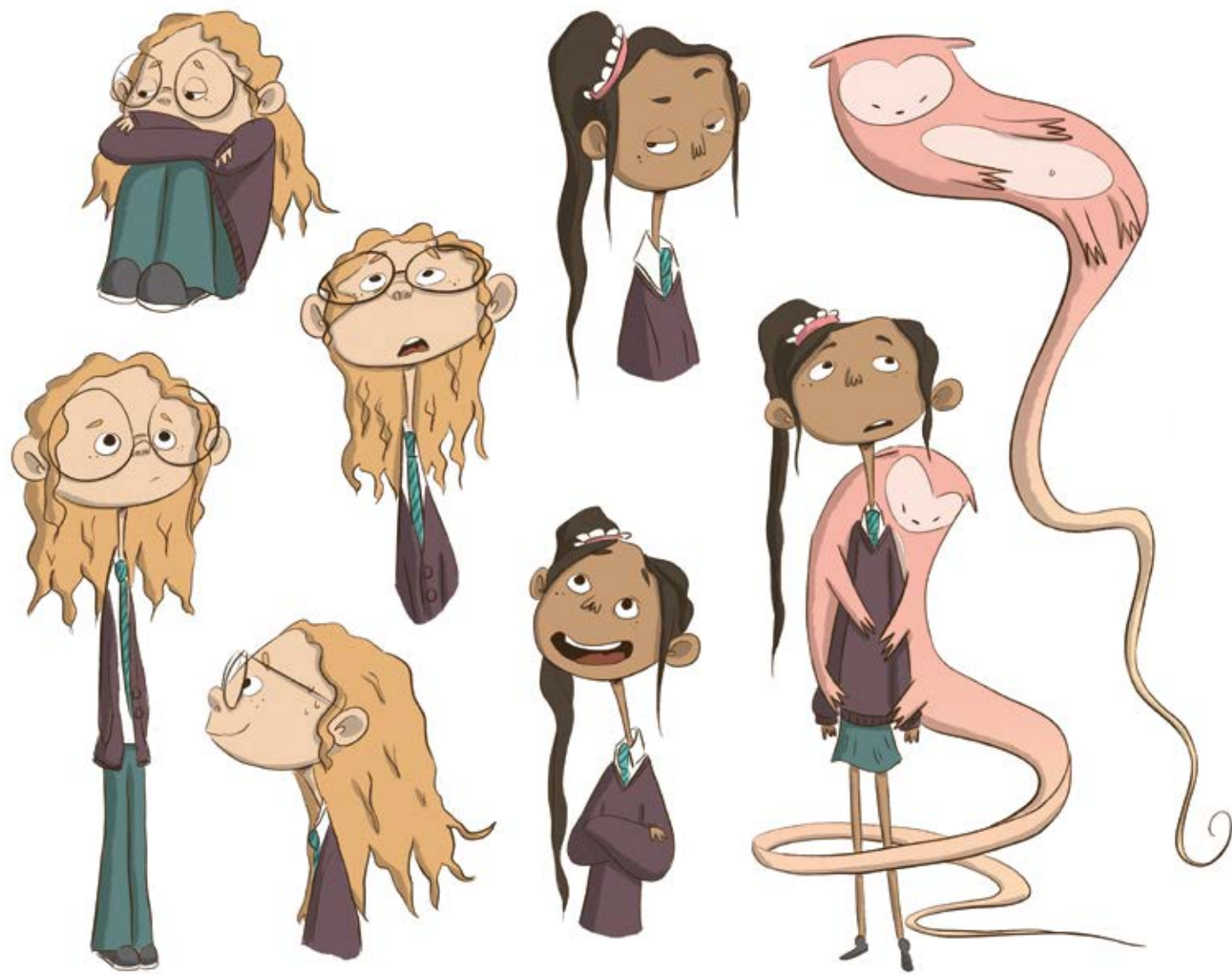
Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 VFX – Page 150
- 2 Games Art and Design – Page 90
- 3 Illustration – Page 114
- 4 Fine Art – Page 84
- 5 Graphic Communication – Page 102



Ruth Bennett
Character designs



Lila Babington
Tunnel Vision
Selected for screening on Channel 4 Random Acts website, at the London Short Film Festival and Edinburgh International Film Festival



Lou Singfield
Noh Fox Woman



Emma Niemis
Stop motion puppet

BA (HONS)

ARCHITECTURE

“NUA means opportunity. An opportunity to engage with something you desire to explore; in every way possible through the support of the University.”

Margaret Belle
Year Three student

I have enjoyed working with NUA students for their positive approach to context, which shows an appreciation for understanding the world around us and improving it with high quality and responsive design.

Heather Jermy

Partner, Head of Heritage, Purcell

OVERVIEW

You have the opportunity to study Architecture in an art school environment at NUA, developing professional skills in a creative community where improving the world around us through innovative design is highly-prized.

Our BA (Hons) Architecture degree is prescribed by the Architects Registration Board (Part 1) and is your first step towards a successful career as a registered architect or in a related profession. A distinctive combination of imagination and exploration, research and critical evaluation will be at the centre of your approach to the built environment. And with Norwich as an inspirational backdrop, you'll engage with regional architects through guest lectures, review panels and networking events.

Accredited by



Purposeful design

We value creativity and user-focused, purposeful architectural design. We'll challenge your preconceptions about the built environment. The starting point is understanding people, proportions and how humans use spaces. You'll then move into increasingly complex design projects based on actual sites – developing new ways of thinking that will guide your response to locations and client briefs. You'll acquire skills in the technical aspects of spatial design as you refine a variety of traditional and computer based drawing and modelling techniques.

Studio environment

Our open plan studios and adjacent workshops are well-equipped spaces for drawing, model-making, 3D digital design, laser-cutting, printing and scanning. You'll acquire new practical and technical skills and refine your approach to traditional and digital drawing and modelling – all with the support of expert technicians and the course team.

Expert guidance

Our close links to the profession will give you an opportunity to meet and learn from our regional partners, including Feilden+Mawson, Purcell, LSI Architects, Hamson Barron Smith and Hudson Architects. Field trips and site visits will help you develop your observational and design skills in a mix of cultural contexts.

YEAR ONE

Explore the fundamentals of design and construction utilising a variety of drawing, photographic and modelling techniques

Examine the cultural contexts of historical and contemporary architecture using the local environment as a rich source of research

Integrate structural, environmental and material considerations into your design strategies

Establish a solid grounding in research techniques as a basis for your practice.



YEAR 0 – NEW FOR 2020

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For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

Develop and refine your propositions through increasingly complex design briefs

Study user needs in relation to the aesthetic and technical requirements of a built environment

Explore structural and environmental design considerations

Investigate a range of research, critical and conceptual tools for project development and planning

Examine the social context of architecture, drawing on theories from other disciplines such as philosophy, cultural geography and fine arts.



YEAR THREE

Undertake complex analyses of specific urban environments to formulate proposals for regeneration and development

Apply your creative vision and applied knowledge to a large scale architectural proposal and Research Report

Consolidate your work into a collaborative visual display and comprehensive portfolio as a basis for representing and promoting your practice.

Course Code:
K100

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Interior Design – Page 126
- 2 Games Art and Design – Page 90
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Jake Cruse
The Archeology Exchange
 RIBA East Student Award Outstanding Design



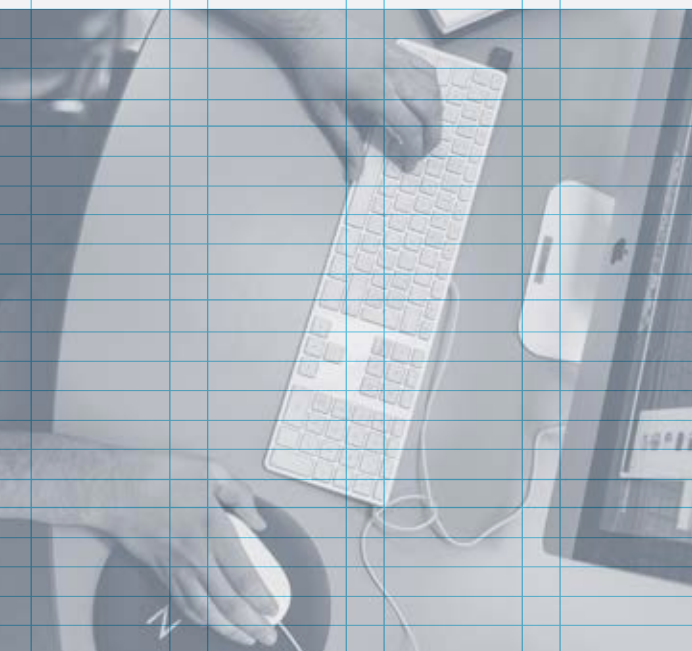
Jake Cruse, Chris Keevan, Sam Malone, Jonathan Stevens
Silvertown masterplan, 2017–2018



Drucilla Boakye
Alice's Adventures in a Tea Hotel, 2018
 LSI Architects Drawing Prize

BA (HONS)

DESIGN FOR PUBLISHING



“I love the total freedom we are given – within reason of course – to explore and experiment within the briefs. I have learned so much more than I would have imagined in such a short period of time as a designer and person, thanks to staff, visiting lecturers and other students.

Ronja Rønning
Year Two student

Working with the students and tutors on the Design for Publishing course is really inspiring for myself and the other designers here at Little, Brown Book Group. They show a level of commitment and a willingness to learn that make them a great fit for our intern programme.

Sean Garrehy

Art Director, Little, Brown Book Group

OVERVIEW

You will explore how to deliver exceptional design for print and screen experiences on our highly regarded Design for Publishing course.

Our BA (Hons) course is accredited by Creative Skillset/ScreenSkills and covers creating effective design for printed books, newspapers and magazines as well as digital apps and online publications.

You will base your work on thorough research as you experiment with typography, image and surface design in traditional formats and with new technologies. And you'll follow a proven path that has led our graduates to find success in leading publishing houses, design studios and creative agencies.

Accredited by



Associated to



Experiment and collaborate

You'll learn essential design techniques in large open plan design studios – the perfect place to collaborate, share and debate ideas. Your creativity will be informed by the content you are working with and the brief you are challenged to answer. We'll encourage you to experiment and test new ideas and techniques that redefine design experiences and user interactions with text and images.

Industry expertise

Our course has a strong reputation with the publishing industry thanks to the calibre of our graduates and long history of student success in national and international design competitions, including the British Book Design Production Awards, the Society of Publication Designers' Student Design and International Society of Typographic Designers competitions.

Influential professional designers – including David Pearson (Type as Image), Rick Banks (Face37) and Hannah Little (Little, Brown Book Group) inform course content, contribute to the TALK lecture series and set live practical projects.



YEAR ONE

Have your preconceptions challenged by projects that inspire you towards creative and bold new ideas

Develop key technical skills in various design-related digital media such as InDesign, Photoshop and Illustrator

Develop skills in typography, printing, layout, photography, research skills, idea generation, visual narrative and storytelling

Develop skills in designing solutions to present complex data and information through editorial design and infographics

Explore print, paper, material, format and hand-craft/making skills.

YEAR TWO

Focus on typographic detail, layout, and structure, readability, simplification of complex information and its effective communication

Explore editorial design, type for screen and digital environments, book binding, folding and experimental formats, specialist print finishing, newspaper design, book cover design, exhibition and spatial design, sound and motion design, art direction, visual journalism, user interface design, large-scale design, experimental image making, complex data visualisation, typeface design, type as image and creative writing

Understand storytelling through text and image

Explore working in a team and developing a creative role through course and university-wide collaborative projects.

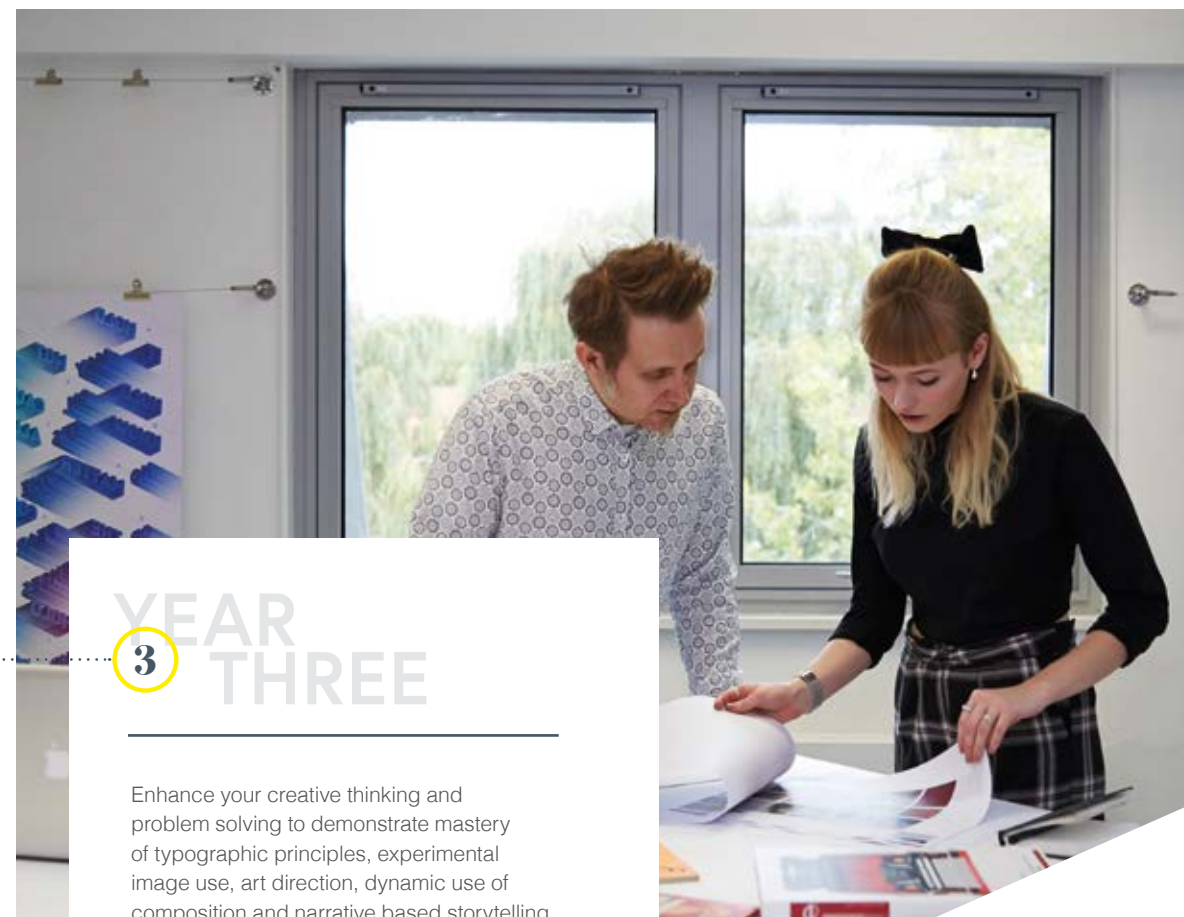
YEAR 0 – NEW FOR 2020

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.



YEAR THREE

Enhance your creative thinking and problem solving to demonstrate mastery of typographic principles, experimental image use, art direction, dynamic use of composition and narrative based storytelling

Consolidate your understanding of print, digital design as well as exhibition, immersive/experience design and large-scale graphics

Create a professional portfolio of work, in multiple portfolio formats including physical and online, directed by your specific discipline interests

Respond to competition briefs and other professionally-focused projects

Complete a Research Report that provides broad contextualisation to your practice.

Course Code:
W2AD

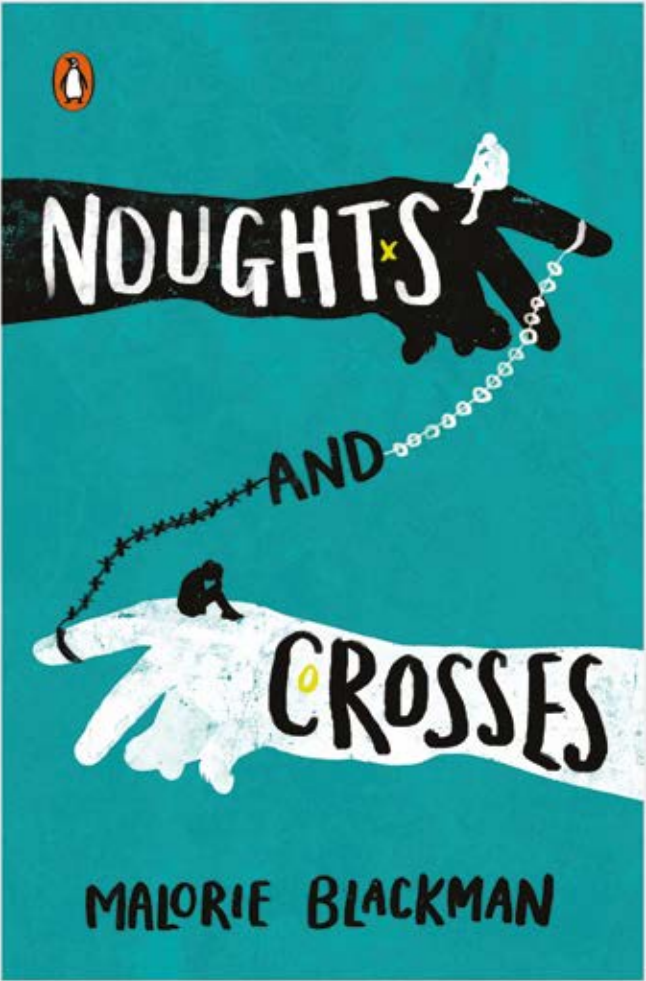
Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Graphic Design – Page 108
- 2 Graphic Communication – Page 102
- 3 Illustration – Page 114
- 4 Photography – Page 132



Emily Courdelle
Book jacket design for *Noughts and Crosses*
Finalist, Penguin Book Jacket Awards



Susanna Ward
Bletchley Park
Turning a code breaking documentary into the form of a book, featuring augmented reality



Isabelle Davis Crick
Dreams

BA (HONS)

FASHION

“There’s a huge sense of achievement when you perfect a design or a garment. I’ve learnt to refine my making skills and work more precisely. I want my work to reflect the professionalism of the industry.”

Jerry Huang
Year Three student

ARM HOLE AS A SINGLE JET POCKET

QUILTED/ DOUBLE
WITH TOPSTITCHES

It’s always a pleasure to visit the fashion students at NUA and see their work. Their application and diligence, their creativity and attention to detail and their ability to express themselves in the most straightforward and intelligent way results in a very exciting course for students and staff alike.

Betty Jackson CBE

Designer and NUA Honorary Doctor

OVERVIEW

Let your creativity take flight at NUA as you learn essential creative design and practical skills demanded by the global fashion industry and shape your future career.

You will hone your technical expertise and understanding of materials on our BA (Hons) course by working on design competitions and briefs for high profile companies such as Burberry, Red or Dead, ASOS and Woolmark. Your insight into how the industry works will grow through guest lectures, seminars and workshops with acclaimed practitioners, stylists and academics including Simon Foxton, Jonathan Faiers, Matthew Miller, Alex Mullins and sustainable fashion pioneer Orsola de Castro.

By the time you graduate, you’ll be equipped with the right design and manufacturing skills to take your unique creative vision to the contemporary fashion industry and beyond.

Style and substance

We’ll encourage you to innovate as well as to understand historic and contemporary trends in fashion. You’ll develop essential technical skills in design development, planning, pattern cutting, garment construction and tailoring to support your design thinking.

We’ll help you to develop a professional portfolio to showcase your design style and the quality of your manufactured garments to employers. And our course benefits from close industry links and is accredited by Creative Skillset, a member of the British Fashion Colleges Council and the Graduate Fashion Foundation.

Take to the stage

With access to well-equipped workshops run by on-site technical staff, you’ll find studio space and specialist resources to develop your ideas and perfect essential skills such as drawing, digital design and professional presentation. And you’ll follow in the footsteps of award-winning students who have pushed creative boundaries and promoted their work through high-profile publications and events such as Graduate Fashion Week in London.

Accredited by



YEAR ONE

Build a technical skill base in pattern cutting, fabric development and manufacturing to produce fully realised 3D garments

Develop skills in sourcing and compiling visual research

Engage with contemporary and historical industry topics and themes from lectures and seminars

Explore professional ways of communicating ideas and outcomes and essential digital skills

Work collaboratively alongside Year Three students, assisting with their final collections and NUA fashion catwalk show at Graduate Fashion Week.



YEAR TWO

Focus on expanding and refining fundamental skills and developing a personal design practice

Advance pattern cutting and manufacturing skills

Enhance fabric development skills through an applied textile project

Develop a strong industry awareness to formulate your own career trajectory

Explore working in a team and developing a creative role through course and university-wide collaborative projects.



YEAR THREE

Determine your creative direction in the final major project brief by designing your own collection or developing your own fashion-related project

Develop strong conceptual and practical skills through extensive research, design development and original pattern cutting and craftsmanship

Take part in industry projects including briefs from Graduate Fashion Week and the British Fashion Council

Articulate a professional fashion profile through industry-ready portfolio presentation sheets, CV writing and interview practice

Write a Research Report on a topic broadly related to fashion and your practice.

YEAR 0 – NEW FOR 2020

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

Course Code:
W233

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

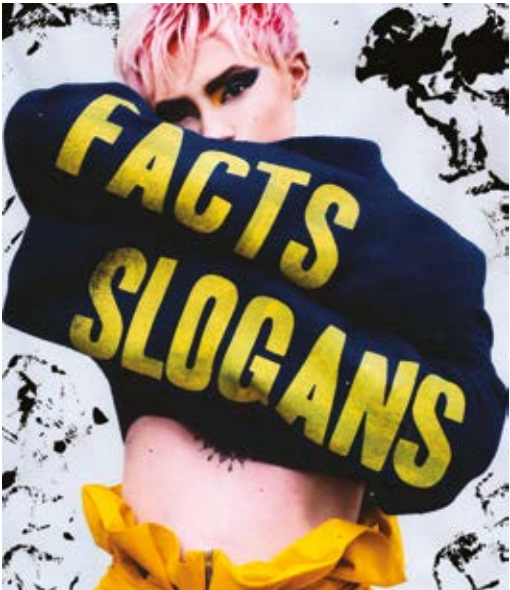
- 1 Fashion Communication and Promotion – Page 72
- 2 Textile Design – Page 138
- 3 Photography – Page 132



Esme Evans
Vice-Chancellor Commendation



Jerry Huang
Graduate Collection



Meg Tovey
Apocryphal collection at
London Graduate Fashion Week



Bryan Wan
Vice-Chancellor Commendation



Workshops have allowed me to explore my creativity and think more strategically about my practice. Lectures from industry professionals within my field of study offer a great source of inspiration.

Faye Anderson
Year Three student

The retail industry is going through a transitional period. Never before has it needed creative people to bring brands to life and the knowledge to integrate in-store and online through social. This course gives those who want to work in retail, branding and communications a broad overview of skills that are highly desired by the industry.

Emma Harrowing
Brand Manager, Jarrold, UK

OVERVIEW

You'll create original content and eye-catching campaigns at NUA that mirror the marketing strategies and visual communication skills that drive the success of the global fashion industry.

Our BA (Hons) Fashion Communication and Promotion course will offer you insight into the technical expertise and creative strategies that successful fashion businesses use to grab attention.

And you will follow in the path of graduates who are set up for successful fashion media and marketing careers after work experience, live projects and internships with brands like Adidas, Vivienne Westwood and Vogue.

Proven path

Market segmentation, branding and brand development, promotional strategies and competitor analysis are just some of the techniques you'll learn as you build your knowledge of fashion marketing and develop skills that will make you attractive to employers.

On our multi-disciplinary course, you will learn to combine your new analytical, editorial and marketing expertise with your preferred creative skills, whether you favour graphic design and illustration, or film and photography. The result will be original and imaginative content driven by your strategies for promotional campaigns, events, magazines and media, both print and digital.

Skills for industry

There will be opportunities to collaborate with students from other NUA courses, giving you valuable experience of multi-disciplinary working common in agencies and the fashion industry. And you'll use an enviable range of facilities, including NUA's User Experience Laboratory, studio space and workshops – supported by experienced tutors and expert technicians.

YEAR ONE

Examine the theory and practice of fashion trends and trend forecasting, marketing and branding as well as historical and contemporary fashion writing and journalism

Explore a range of graphic and illustration skills using traditional drawing techniques and digital applications

Undertake an introduction to photography

Apply your creative and conceptual abilities to fashion styling and illustration projects

Undertake critical and reflective writing exercises to underpin your industry understanding and self-awareness.



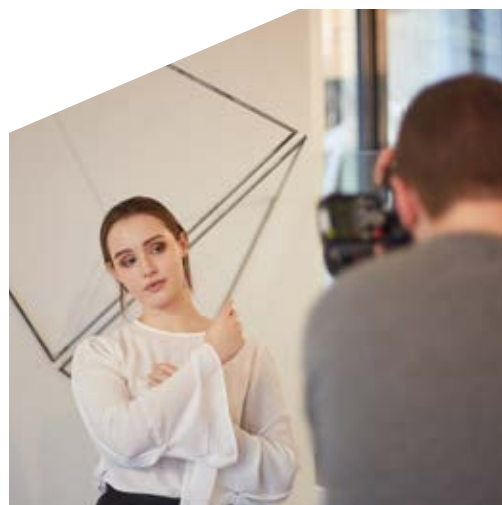
YEAR 0 – NEW FOR 2020

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Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.



YEAR TWO

Extend your conceptual and theoretical awareness of campaign strategy techniques, visual merchandising and the use of film and video as a promotional tool

Develop collaborative working practices with students from other courses to explore the interaction between different design media and genres

Undertake an introduction to digital film making and 3D digital modelling

Design and create a 360-degree fashion campaign

Develop an understanding of professional practice in areas of professional pitching, network building and self-promotion.

YEAR THREE

Identify an area of study that reflects your intended professional practice culminating in a substantial and focused body of creative work

Expand your technical, creative and management skills relevant to your practice

Take part in live projects and competitions such as briefs from Graduate Fashion Week and the British Fashion Council

Compile a professional portfolio of work in appropriate physical and digital formats

Write a Research Report on a topic broadly related to fashion and your own individual practice.

Course Code:
W232

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Fashion – Page 66
- 2 Photography – Page 132
- 3 Graphic Design – Page 108
- 4 Graphic Communication – Page 102

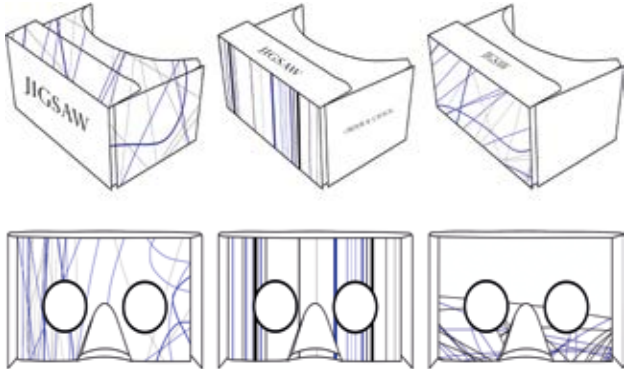




Beth Poulter
Royal Nova
Chair of University Council Prize



Caitlin Brown
Shelly



Katie Courtney
Jigsaw rebranding project

BA (HONS)

FILM AND MOVING IMAGE PRODUCTION

“The structure of the course has given me the direction and resources I need to experiment and develop my practice both in University and in industry whilst feeling fully supported.”

Isaac Hargreaves
Year Three student

The fact that NUA's lecturers are active in the industry makes a huge difference in the curriculum. The business of media is changing so constantly and at such a speed that having the most up-to-date information and experiences at their fingertips is a real benefit for the students.

Jennifer Handorf
Film Producer

OVERVIEW

You will be making films from week one and set-ready by the time you graduate when you join our BA (Hons) Film and Moving Image Production course, accredited by ScreenSkills.

We will encourage you to explore a variety of filmmaking mediums and platforms to become an accomplished and creative storyteller. You'll learn by doing as you become a flexible, multi-skilled collaborator with technical and craft skills highly-prized by industry. You'll explore how the production skills you use and creative choices you make can shape and change the story you are telling.

Accredited by



Script to screen

Your focus will be the short film form, including original and adapted drama, documentary, advertising and commercial editorial work. You'll play a range of production roles as you learn fundamental skills in script writing, producing, directing, cinematography and editing, as well as other areas like sound recording, sound design and production design.

Release and screen

Entrepreneurial skills won't take a back seat, as you pitch films to professional visitors, explore film marketing and distribution strategies, including festival and contest entries, as well as online platforms. And you'll make full use of the industry networks associated with the course, attending craft workshops with leading writers, directors, producers, production designers, sound designers and cinematographers.

The final year provides opportunities to write, produce or direct an original short film and submit it for selection for a special industry screening. There's also the potential for international exposure through online screenings and NUA's degree show.

YEAR ONE

Develop your storytelling skills and your fundamental creative craft skills such as producing, script development, direction, cinematography, sound, editing and colour grading

Learn industry standard approaches to the filmmaking process including pre-production, production and post-production

Work in production teams on a range of practical projects including visual narrative, drama adaptation, sound design and production design

Interview and write a case study about a person currently working in the film industry

Produce individual supporting research and documentation in the form of a research and pre-production blog.



THE YEAR 0 OPTION

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

You will learn script writing skills, exploring character development, and plot devices.

You will build upon this using pre-visualisation techniques, working on storyboards, prop lists and set design. You will also work with cast and crew, and be judged on your directorial skills.

You will join first, second and third year students for guest lectures and screenings.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

Further develop industry awareness and storytelling skills, working on briefs with industry clients and experts

Consolidate skills and knowledge in the wider context of film forms, including documentary and advertising films, alongside different forms of drama

Develop collaborative working on projects with students on other courses, as well as work placement opportunities and live industry projects.

YEAR THREE

Produce, direct, shoot and post-produce a short film

Receive feedback and advice on your film from a panel of professionals working in the film industry

Receive support to develop a five-year employability plan, including plans to seek out industry placements, internships, mentors and employment, as well as ways to develop your final film for festival (contest) submission

Write a Research Report on an area of film production, culture or audience that reflects your interests.

Course Code:
W613

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Animation – Page 48
- 2 VFX – Page 150
- 3 Fine Art – Page 84
- 4 Photography – Page 132

Laura Wada

Flight

Selected for the Aesthetica Film Festival in York, Norwich Film Festival and the London Short Film Festival

Will Sharp

The Cornerhouse



Matthew Nodwell

Elagabalus Lives

Royal Television Society East Student Craft Award for Best Camera 2018

Chandler Pierre

72

Vice-Chancellor Commendation



BA (HONS)

FINE ART

“The course has enabled me to broaden my idea of what art is and what it can be – both physical and non-physical form. In my first year I’ve also gained a more defined perspective on issues and concepts I want to explore in my own practice.

Alveera Rahman
Year Three student

NUA has a really special Fine Art course. Wysing Arts Centre has received students to our Cambridgeshire site for many years and got them involved with artists’ workshops and projects. The students have always shown great curiosity, openness and willingness to collaborate with each other – all very key to sustaining an artistic practice longer term.

Lotte Juul Petersen

Artists & Programmes Curator, Wysing Arts Centre

OVERVIEW

Explore your creativity, ideas and instincts in a vibrant community of artists, makers and thinkers at NUA, one of the country’s longest-established Fine Art degrees.

You will shape your own distinctive career path as an artist on our BA (Hons) course and join generations of graduates who have achieved national and international success. From Turner Prize nomination, to inclusion in the UK’s annual New Contemporaries exhibition, our graduates are renowned for their unique voice and vision.

Explore and grow

Whatever your choice of medium, we will encourage and support you to develop your own practice and develop a substantial portfolio. Purpose-built studio spaces will provide the perfect environment to realise your creative direction. From printmaking facilities, 3D studios including a foundry and our historic drawing and painting studios, to digital

technologies including augmented and virtual reality, you’ll have access to the tools you need to make and create. Throughout your studies, we will support you with one-to-one contact time with expert academic staff and technicians. And you’ll develop curatorial skills, exhibiting work on-and-off our campus, including NUA’s project spaces and artist-run spaces in the city.

Create, curate, promote

Your creative development will run in parallel with gaining valuable professional competencies like communication skills, independent working, writing, organisation and team working. You will also develop business skills related to promoting and selling your work and growing your audience, covering curation, contracts, terms for pricing and selling work, presenting work and networking.

And you’ll have the chance to make the most of our close links with regional and national galleries like Tate Modern, Wysing Arts Centre, Sainsbury Centre for Visual Arts and OUTPOST. Through our visiting lecture series and symposia you’ll have a unique opportunity to network with leading contemporary artists, curators and academics as you prepare for a successful career.

YEAR ONE

An emphasis on 'thinking through making' using traditional and new media techniques will help you identify your artistic interests

Comprehensive workshop inductions

Grow your understanding of critical theories such as psychoanalysis and aesthetics

Visit galleries and events nationally and internationally in cities such as London, Cambridge and Madrid

Contextualise your work and think more practically about your audience

Exhibit in the NUA Project Spaces

Explore collaborative, collective and socially engaged approaches

Introduction to the 12 essential skills of the Fine Art innovative programme.

THE YEAR 0 OPTION

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

You will work on studio and research-based projects developing your practical and conceptual skills in establishing your own practice.

You will work within a range of workshops focused upon fine art disciplines and have opportunities to curate an exhibition outside the university.

You will take part in mixed year critiques and join the Fine Art lecture programme.

For more detail visit www.nua.ac.uk/courses



YEAR TWO

Workshops in either painting, print, sculpture, mixed media or video

External exhibitions, publication or placement

Learn advanced drawing techniques

Opportunities to use project spaces and external venues for experimentation, collaboration, display, critique, curation, performance and discussion.



YEAR THREE

Prepare a comprehensive Research Report related to your practice

Regular student-led presentations for sharing individual practice

Opportunity to be part of the curation team planning the Degree Show

Professional practice conference

Degree Show, attended by curators, collectors, buyers and gallery owners

Opportunity to showcase work in London.

Course Code:
W101

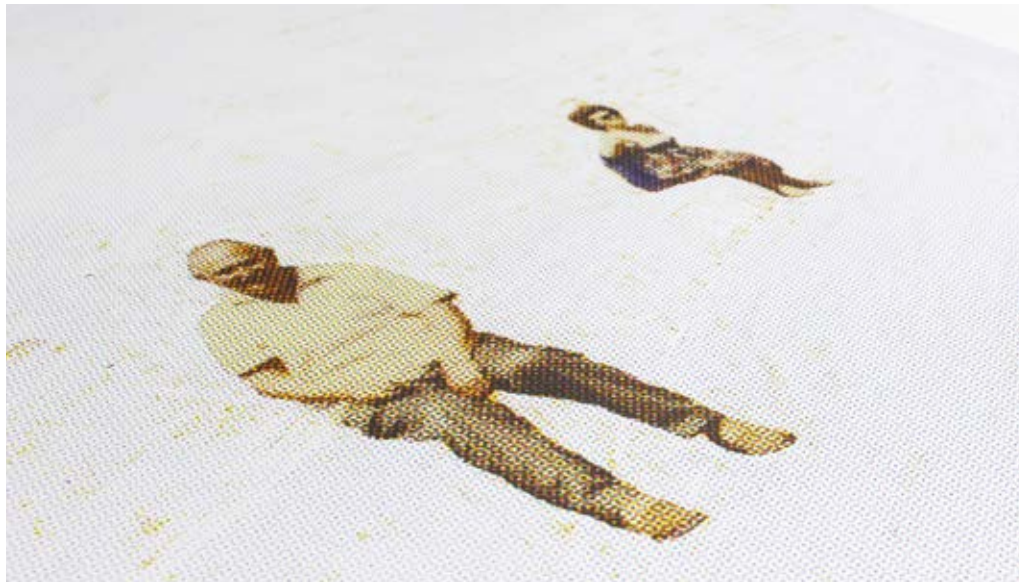
Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Illustration – Page 114
- 2 Photography – Page 132
- 3 Film and Moving Image Production – Page 78
- 4 Architecture – Page 54
- 5 Interior Design – Page 126
- 6 Fashion – Page 66



Billy Parkin
Man and Other
 Winner of High House Graduate Residency



Tina Hannay
et cetera01100001, 2017
 Awarded Norfolk Contemporary Arts Prize and Vice-Chancellor Commendation 2017



Tom Browning
Pariah/Monere

BA (HONS)

GAMES ART AND DESIGN

I have met so many like-minded people. Collaborating on projects means that we can critique, support and encourage each other. I think that community is one of the best aspects of the teaching and the environment at NUA.

Dennis Hoang
Year Three student

The course at NUA continues to demonstrate great commitment to preparing and nurturing students for employment and student diversity. With an impressive list of industry speakers, access to games company briefs and knowledgeable staff, the list of world renowned employers wanting NUA graduates will continue to grow.

Gina Jackson

Head of Games at The Imaginarium

OVERVIEW

Study games at NUA and you will join a university ranked in the world's top 10 by the global games industry veterans behind The Rookies in 2018.

Our BA (Hons) degree has a reputation for producing graduates who excel in an evolving industry. The course is a member of the Sony PlayStation First Academic Partnership Programme and accredited by ScreenSkills and the games industry body TIGA, which crowned NUA the best educational institution in 2017. Our graduates have become BAFTA-winning games designers, the V&A's first Games Designer in Residence, Dare to Be Digital finalists and employees at Rockstar Games, Sony Interactive Entertainment Europe, Foundry 42, Rebellion, Frontier Developments, Ubisoft, and many more.

Associated to



Accredited by



Lead Education partner

Versatile skills

From the outset, you will develop art and design skills for application across a range of games industry careers. You'll create images and game prototypes using 2D and 3D content creation software for a range of platforms, including console, web, mobile, computer, augmented and virtual reality.

The starting point will be to develop a strong set of core skills rather than focusing on a single discipline. Once you've mastered the essentials, you'll have the option to specialise in one of three areas: Concept Art, Asset Production, or Indie Development. And you'll develop analytical skills that will help you critique and explain successful games design.

Real world relevance

You will learn how to use computational logic to generate interactivity in the creation of game prototypes. You'll also approach design and content creation with a focus on originality, supported by research into historical, cultural and broader creative influences, helping you become a well-rounded and inventive designer. And there will be opportunities to engage in professional networking, whether through our programme of high-profile visiting speakers from industry, or major events like Develop: Brighton, EGX, Ukie Conference and Norwich's annual Gaming Festival.

YEAR ONE

1

- Learn industry-standard software to design characters, game assets and game prototypes
- Develop observation and drawing skills through life-drawing, anatomy lectures, and digital painting workshops
- Generate concept art, emphasising an iterative design process, lighting, composition, colour, texture, narrative, mood and intent
- Participate in each of three areas of specialism offered on the course (Concept Art, Asset Production and Indie Development) to identify aspirations and future career goals
- Engage with industry experts and events such as EGX, Develop: Brighton, Norwich Gaming Festival, Brains Eden and more. Direct your questions and queries direct to guest speakers through a series of visiting lectures
- Build research skills to support idea generation and development; review and understand the wider games industry, incorporate games studies in to studio practice; and structure valid arguments through essays
- Improve your game design by examining interactivity and player engagement through playtesting and prototyping techniques.

THE YEAR 0 OPTION

- Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.
- You will learn key design and development skills in building playable game elements, using industry standard software.
- You will build upon the skills important for aspects of concept art, such as establishing game assets, building environments and focusing on character design. You will join first, second and third year students for guest lectures by leading industry specialists.
- For more detail visit www.nua.ac.uk/courses

YEAR TWO

2

- Focus on your choice of games art specialism for the rest of the course. Concept Art, Asset Production or Indie Development, you decide!
- Attend lectures and workshops on anatomy to better understand game characters. Grasp the opportunity to create an anatomical figure in wax – one bone at a time
- Experience industry-set 'Art Tests' across each of the subject specialisms, as provided by our industry partners and contacts
- Work collaboratively to create game prototypes and present the outcomes to a range of

- audiences at the Norwich Gaming Festival. Conduct work-related learning through live briefs, simulated projects and collaborations with external organisations
 - Participate in a range of internal and external 'Game Jams' to create a fully working game prototype in under a week. Advance transferrable skills in planning, organisation, project management, team working, and playtesting.
- # YEAR THREE
- 3
- Work individually or in groups on a number of projects that develop work to a professional standard. Create, rehearse, and pitch your ideas to a range of professional audiences
 - Continue to work in a chosen specialism that aligns to your skills and area of interest
 - Refine research skills and continue games studies toward a complete understanding of the production pipelines and industry techniques
 - Complete a Research Report that provides broad contextualisation to your practice
 - Consider aspirations and goals to develop a body of work and create a professional online portfolio progressing you toward your 'dream job'. Review and hone your skillset in line with industry expectations and practices.



NUA Games Art and Design Course Leader Mark Wickham and the Games Team with their TIGA award

- Course Code:** WL21
- Length of course:** 3 or 4 years
Find out more about four year degrees – Page 42
- Entry Requirements:** www.nua.ac.uk/study
- Fees:** www.nua.ac.uk/study/finance
- Courses you may also be interested in:**
 - 1 Games Development – Page 96
 - 2 VFX – Page 150
 - 3 Animation – Page 48
 - 4 Illustration – Page 114



Craig Macbeth-Hornett
Winter at Hokkaido Roadside Gas



Ryan Didcote
Modular Fantasy Structures



Ellie Kolossov
The Quin Deer

BSc (HONS)

GAMES DEVELOPMENT



The course combines scientific, technical and creative disciplines very well and I'm given the opportunity to work on ideas that interest me while still producing industry-focused work.

Robin Wragg
Year One student

OVERVIEW

You will learn the end-to-end process of making games and prepare for a successful career on our Games Development course – at a university ranked in the global top 10 by industry veterans at The Rookies in 2018.

Our BSc (Hons) degree is all about hands-on games development and you'll explore the mechanics of playful interaction, whether you are building your technical expertise in 2D, 3D or forms of artificial intelligence. You will see what it takes to create software engineering that delights, excites and challenges users.

You'll develop your skills through workshops, technical demonstrations and live briefs. And your understanding of professional practice will grow through engagement with our network of digital creative businesses that helped shape the course.

It's a great privilege sharing my experience of nine years in the games industry with the students at NUA.

Ricky Walton

Principal Programmer at Mediatonic Games

Reputation for excellence

With an established reputation for excellence, NUA was ranked as the UK's best educational institution by the games industry body TIGA in 2017.

And on our course you will be exposed to a variety of industry-standard platforms and technologies – including virtual, augmented, mixed and extended reality – but will always focus on your own personal and professional interest.

Applying computer science, and knowledge of emerging technologies to the creation of prototypes, you'll create different types of game for different audiences, based on evidence gathered through research, observation and practical experimentation.

You'll evolve how you think, make decisions, and develop ideas, to ultimately code games that give users an exceptional experience.

Game on

You will acquire and develop the creative tools to develop unique and innovative games – and we'll teach you how to make them successful. You'll get a thorough grounding in the business of games, learning how to develop, distribute and licence games products as an independent producer.

YEAR ONE

Gain core Games Development skills through the design and development of a 2D game for a specific platform and audience

Research and develop aspects of game interface design through the application of digital design principals and frameworks

Learn the fundamental skills associated with software engineering for games and build core technical competency

Undertake development projects using industry-standard practices and frameworks, incorporating relevant coding languages and libraries

Develop techniques for the collection and analysis of user interaction data and explore industry-standard research methods

Develop prototyping, user testing skills and gain understanding of the role of cognitive science within game design

Develop awareness of the digital project lifecycle, key milestones and processes by designing and developing a fully functional web-based game project.



YEAR 0 – NEW FOR 2020

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

Gain a deeper understanding of applied games development through the design and development of a 3D game for a specific platform and audience

Work within an industry-standard integrated development environment (IDE) to develop more sophisticated programming techniques

Examine the principals of physics and mathematics that underpin games to simulate real-world environments

Examine the principles of data structures to push the boundaries of what is possible in 3D

Investigate the use of algorithm and system design within the context of games

Identify and develop a technical specialism and area of interest

Deepen your project management experience using digital tools for developing and tracking progress, delivery and results

Develop awareness of issues concerning professional practice, funding structures, curation/display, enterprise and entrepreneurship

Consolidate and develop games testing processes.

YEAR THREE

Develop advanced technical skills and demonstrate proficiency in your chosen specialism

Undertake work with non-traditional interface technology to deliver an experience to the player, e.g. using augmented reality, virtual reality or motion sensing

Opportunities to pitch ideas to industry professionals

Develop awareness of how to publish, license and create profitable games

Refine and apply advanced research skills toward the completion of a final project that will demonstrate craftsmanship and mastery of games development techniques as you enter the industry.

Course Code:
I610

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

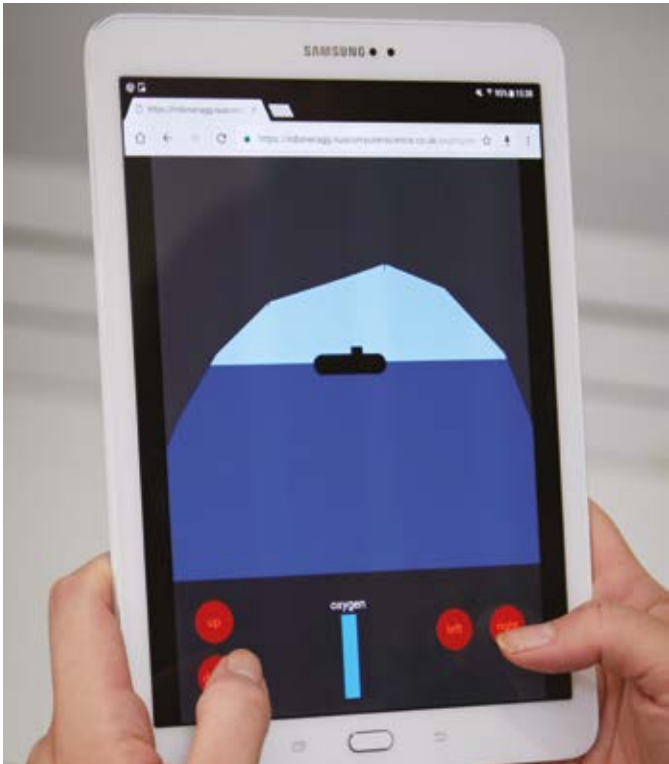
Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

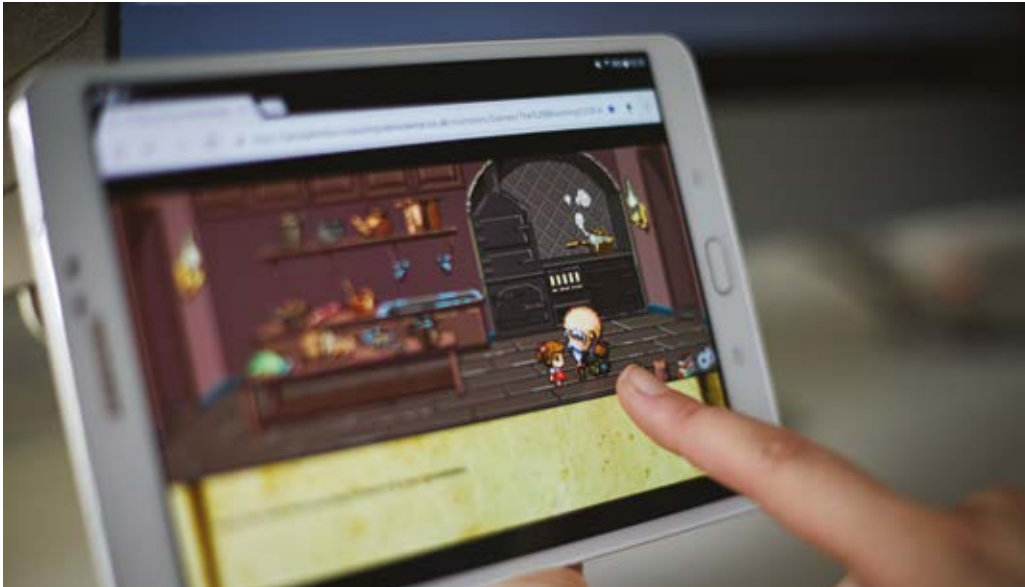
Courses you may also be interested in:
1 Games Art and Design – Page 90
2 VFX – Page 150
3 Animation – Page 48



Kieran Adams
Dark Park
Prototype Game



Robin Wragg
Submarine
Prototype Game



George Britton
The Bloomingfield Murder, Prototype Game



Students at Norwich Gaming Festival 2017

BA (HONS)

GRAPHIC COMMUNICATION AT N

The course is about finding answers ourselves. We are supported and encouraged by the tutors through our concepts but the end product is always our own and that's what I love.

Anastasia Shokhina
Year Three student

The quality and experience of the teaching staff, lecturers and industry specialists that are involved with the courses mean the University is producing some of the best graphic designers in the country year after year. There are now three NUA designers working full-time in my studio in London.

Sean Perkins
Founder of North Design

OVERVIEW

Your passion for exploring ideas and expressing complex concepts through design will be at the heart of your time at NUA studying Graphic Communication.

Our BA (Hons) course is accredited by Creative Skillset/ScreenSkills and will challenge you to engage with traditional formats and emerging digital technologies such as augmented and virtual reality. With an emphasis on how design can fuel change, you'll follow graduates who have produced award-winning work addressing social, political or commercial questions.

Accredited by



Associated to



Freedom to experiment

You'll be challenged to engage with real-world problems, controversies and commercial briefs through research, design and technology. Your original ideas are as likely to play out through an app, website or augmented reality experience as a printed poster, pamphlet or journal. You'll work in large, open plan studios where you can debate and exchange ideas, experiment and collaborate with your peers.

Futureproofed

As you hone your craft, you'll get to meet leading practitioners from the creative industries and work on commercial briefs. We'll help to prepare you for a successful career as you compile your professional portfolio based on your own design interests.

Thanks to our strong links to industry, recent graduates are highly-employable and have found full-time employment in leading design studios, working in areas such as branding and digital, motion and cross-platform advertising.

YEAR ONE

Develop skills in typography, printing, layout, photography, design research, idea generation, visual narrative and storytelling

Learn technical skills in various design-related digital media such as InDesign, Photoshop and Illustrator

Explore print, paper, material, format and hand-craft/making skills

Develop your ability to design solutions for presenting complex data and information through editorial design and infographics.

YEAR 0 – NEW FOR 2020

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice.

Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

Focus on branding and identity, advertising and promotion, digital/screen design, app design, film and animation, corporate communications, infographics, design within the environment and large-scale graphics (super graphics), exhibition design and experience design

Explore printed and digital formats, including books, journals and magazines, brochures and reports, as well as websites, apps, user interface design and user experience design

Collaborate with others in a competitive presentation and/or pitch environment, and across courses with other NUA students.



YEAR THREE

Create a professional portfolio of work

Explore new territories for graphic design, including new and traditional media

Advance your core skills in 2D and 3D design, specifically in typography, layout, image usage and editing, print/physical and screen based digital technologies

Take part in projects, including competition briefs and other professionally-focused projects

Complete a Research Report that provides broad contextualisation to your practice.

Course Code:
W213

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Graphic Design – Page 108
- 2 Design for Publishing – Page 60
- 3 User Experience Design – Page 144
- 4 Interaction Design – Page 120
- 5 Photography – Page 132

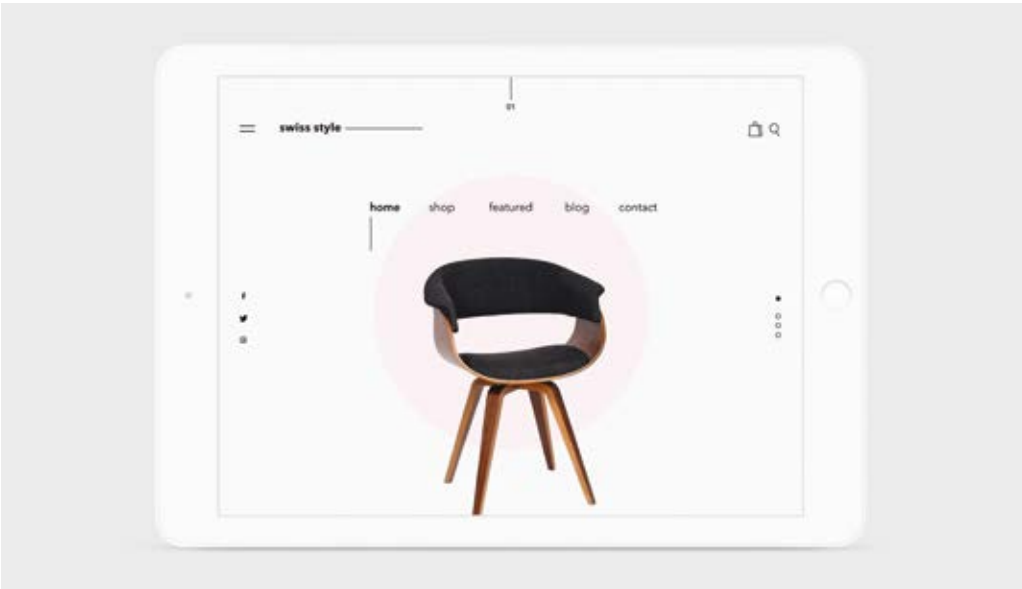




Hinal Patel
Campaign to reduce plastic in the world's oceans



Jay Ner
Go Beyond Trends



Srishti Shesadri
A responsive website for an online furniture retailer



Brittany Miller
App design for *Eco Source*, a digital product that helps shoppers make more ethical choices

Europa
Bold
12pt/15pt
250 tracking

Acre
Medium
54pt/48pt
200 tracking

BA (HONS)

GRAPHIC DESIGN

CMYK
0/0/100/0

CMYK
0/0/100/0
0.5pt

Our weekly talks from designers working in the industry are really influential and a great source of information for finding out what working in this particular field is really like. With such a wide range of speakers, you really get a feel for the different pathways you can take and the range of careers you could pursue after your degree.

FreightText Pro
Light
13pt/15pt
50 tracking

Susie Catchpowle
Year Two student

Europa
Bold/Light
8pt/10pt
30 tracking

CMYK
51/27/15/63
148x110mm

NUA's Graphic Design course is industry-relevant and producing the highly skilled, creative thinkers who are so in demand in the UK's creative sectors. For me, it is still the best course in the UK.

Jim Sutherland

Founder of Hat-trick Design and Studio Sutherland

OVERVIEW

You will be inspired to create innovative answers to branding, packaging and promotional design questions facing businesses on NUA's internationally-renowned Graphic Design course.

Our BA (Hons) course has a global reputation for producing graduates who are creative thinkers with accomplished technical skills and a strong grasp of the latest technology. The course is accredited by Creative Skillset and benefits from close links to some of the leading names in the design industry. You'll follow a proven path that has led to NUA graduates securing roles at some of the UK's leading design studios, branding and advertising agencies.

Accredited by



Associated to



Ideas that work

Our course has a strong emphasis on commercial work and you'll be challenged to generate high quality creative solutions to visual identities, packaging and websites and cross-platform advertising campaigns.

Briefs are designed to inspire you to generate original, innovative and – crucially – effective design solutions. You'll learn how to question a brief using research techniques that will help you develop a thorough understanding of each client, their challenges and target market.

Future thinking

You'll be taught by passionate and experienced tutors who have worked in some of the best design agencies in the UK. And their reputation for nurturing talent, coupled with our strong reputation in industry, means that leading design groups and agencies including Carter Wong, Turner Duckworth, Brandhouse, Design Bridge, Pearlfisher, Lewis Moberly, BrandOpus, JKR, Ziggurat and Bloom seek actively to recruit graduates from the course.

YEAR ONE

Develop skills in typography, printing, layout, photography, design research, idea generation, visual narrative and storytelling

Learn technical skills in various design-related digital media such as InDesign, Photoshop and Illustrator

Explore print, paper, material, format and hand-craft/making skills

Develop your ability to design solutions for presenting complex data and information through editorial design and infographics.

YEAR TWO

Work on visual identity, packaging design, advertising and promotion, design for digital platforms and editorial design

Work on projects set by external bodies such as industry employers, live clients and competition briefs

Have the opportunity to pitch your work to leading industry professionals

Collaborate with second year students from another course at NUA on interdisciplinary projects.



THE YEAR 0 OPTION

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

You will engage in briefs that will encourage you to develop fundamental skills in typography, graphic sequences, thematic, brand and package design.

You will build upon key digital design skills using industry-standard software and engage in weekly studio critiques on developing work.

You will join first, second and third year students for guest lectures by leading industry specialists.

For more detail visit www.nua.ac.uk/courses



YEAR THREE

Construct a professional portfolio of work

Undertake projects including competition briefs and other professionally-focused projects

Enhance creative thinking, idea generation and problem solving; alongside core skills in typography, image use and production

Complete a Research Report that provides broad contextualisation to your practice.

Course Code:
W210

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Graphic Communication – Page 102
- 2 Design for Publishing – Page 60
- 3 User Experience Design – Page 144
- 4 Interaction Design – Page 120
- 5 Illustration – Page 114



Amy Joslyn, Maddy Russell, Lily Arundell
Buy One Get or Gift One Free is a UK-based scheme aiming to combat food waste while striving to save world hunger

D&AD Wood Pencil winner for Hellmann's

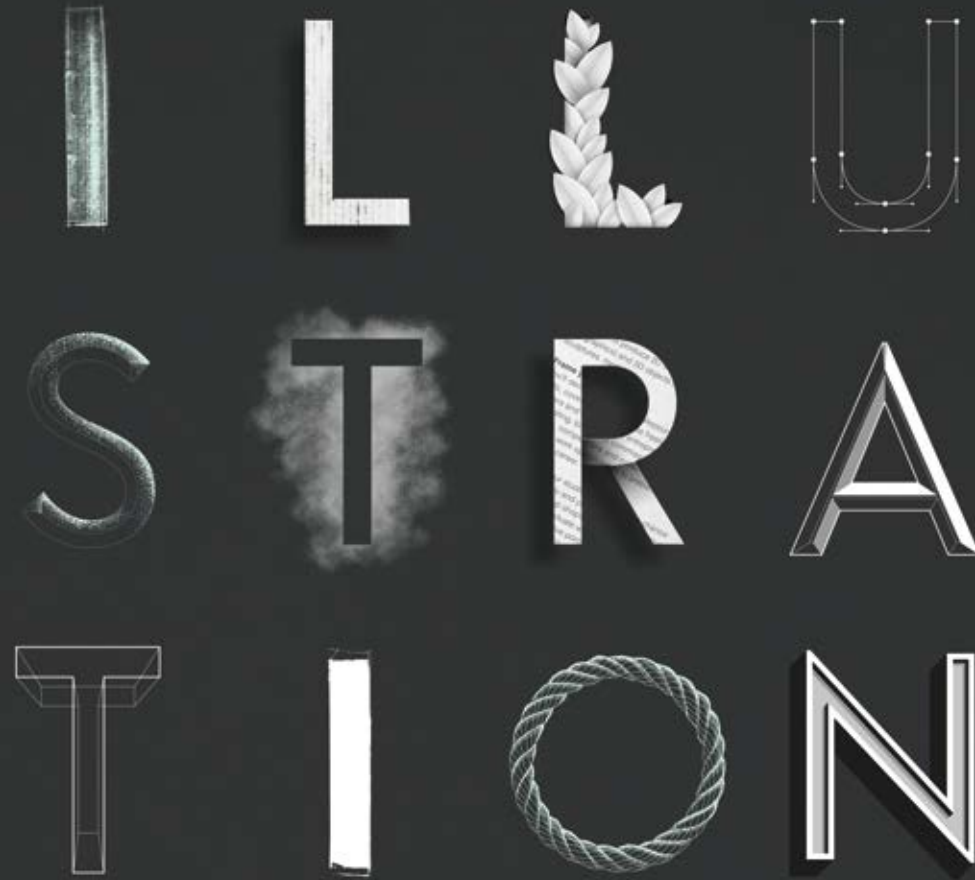


Charlie Mason
Packaging project for Bulletproof Coffee Cold Brew
Fresh Meat competition winner
Vice-Chancellor Commendation



Nathalie Bland
Posters about different phobias

BA (HONS)



I have the freedom to explore and develop my practice, with the University's resources, guidance from course staff, and a passionate creative community to support me.

Kaelin O'Hare
Year Three student

NUA illustration students benefit from a diverse range of remarkable tutors who nurture individuality, supporting the development of a strong personal voice. Their education encourages students to celebrate what is important to them and to find audiences for the stories they feel compelled to tell.

Graham Rawle

Author, artist and NUA Honorary Doctor

OVERVIEW

The power of illustration to tell compelling stories through different media – from the page to the screen, to installations and interactive experiences – is at the heart of our highly-regarded course at NUA.

Our BA (Hons) course has a reputation for challenging conventional thinking and will encourage you to approach illustration as a piece of art with a purpose – with meaning, message and function.

You will explore contemporary practice in industry and future techniques and technologies. And you will follow in the footsteps of award-winning graduates who have won acclaim as illustrators in a variety of professional fields: from editorial publishing, children's and adult fiction to advertising, screen work and design-led products.

Prepare for professional practice

The course values and nurtures individuality. You will experiment, innovate and develop your own way of thinking about storytelling through the connection of images to text or the spoken word, and the exploration of new knowledge and issue-based content. Your personal perspective will help to shape your emerging professional approach.

Live projects, competitions and collaborations will offer work opportunities to prepare you for a successful career. We'll help with advice about freelance careers, employment and entrepreneurship, and practical tips on handling commissions and negotiating with clients.

Your distinctive portfolio

There will be opportunities throughout your studies to exhibit publicly and promote your work through exhibitions, pop-up shops and educational events, ensuring you graduate with a rich, varied and attractive portfolio of work, notable for its depth of research and technical ambition.

Member of



YEAR ONE

- Develop and explore methods of researching
- Examine storytelling through visual narrative and sequential design
- Explore analogue and digital image making
- Develop an understanding of visual communication, informed by design principles and cultural ideas
- Understand drawing languages, observational drawing, mark-making; print, collage and multi-media processes.



YEAR TWO

- Develop and apply experimental approaches to factual and fictional ideas
- Initiate and manage illustration projects in collaboration with students from other courses and external partners from outside of the University
- Apply research and creative skills across a range of commercial and experimental narrative illustration applications

THE YEAR 0 OPTION

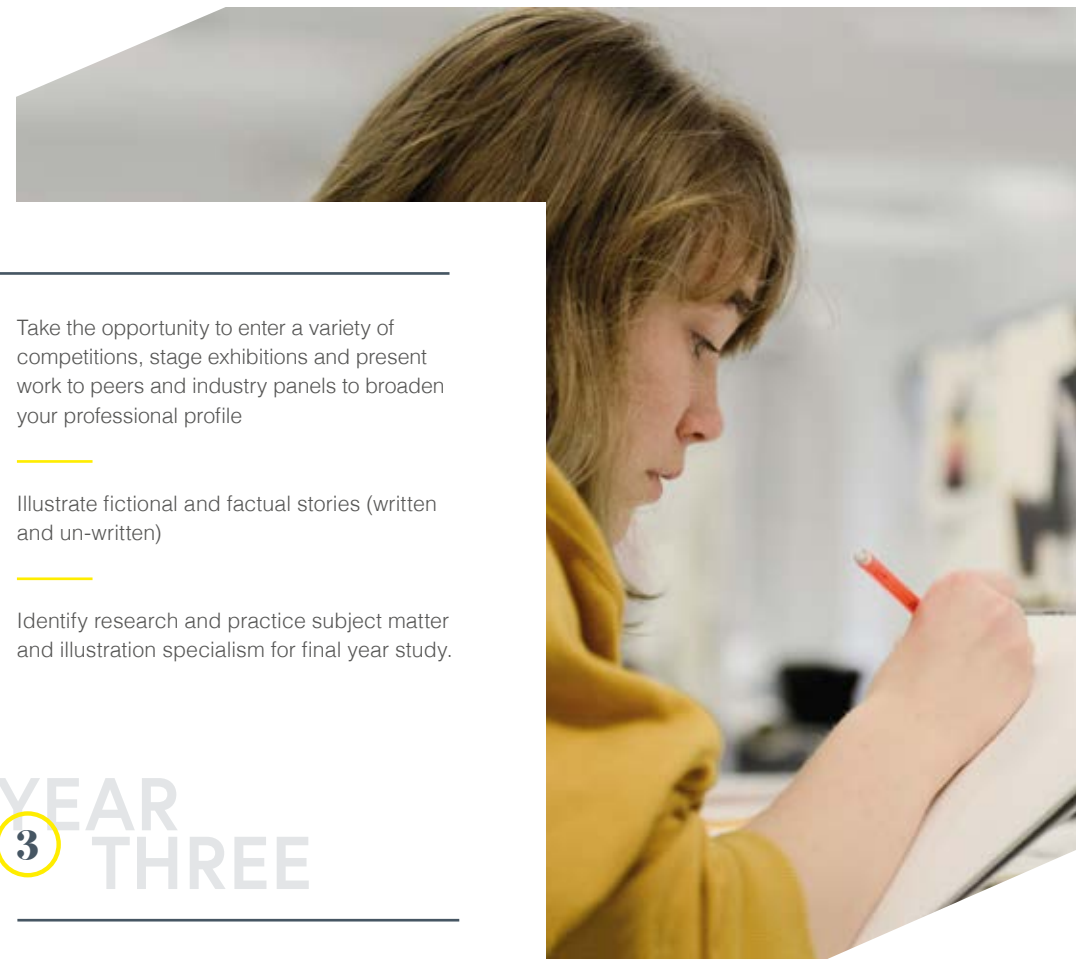
Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

You will explore the potential for storytelling, narrative sequence and a range of image-making techniques.

You will begin to develop your own visual language through engaging with practical workshops focused on a range of processes and ideas.

You will join first, second and third year students for guest lectures by leading industry specialists

For more detail visit www.nua.ac.uk/courses.



YEAR THREE

- Take the opportunity to enter a variety of competitions, stage exhibitions and present work to peers and industry panels to broaden your professional profile
- Illustrate fictional and factual stories (written and un-written)
- Identify research and practice subject matter and illustration specialism for final year study.

Apply specialist skills and employ advanced research methodologies (e.g field trips, site visits, archived-based research)

Complete a Research Report that provides a broad contextualisation of your illustration practice

Focus on promoting your individual creative direction to target appropriate professional roles and opportunities

Engage in professional practice and 'live' experiences, and channel your specialist illustration knowledge towards the creation of a final degree show and graduate portfolio.

Course Code:
W220

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Fine Art – Page 84
- 2 Graphic Communication – Page 102
- 3 Graphic Design – Page 108
- 4 Animation – Page 48



Elliot Beacock
Snowdonia



Alice Morley
Animal Kingdom
Vice-Chancellor Commendation



Carter O'Sullivan
Self-portrait competition for *Storehouse* student union magazine

BSc (HONS)

INTERACTION DESIGN

At NUA, I realised design can positively affect the real world. As more of us expect to be able to access services digitally, the demand for people who can design simple, useable experiences will continue to grow.

Laurence Berry

Interaction Designer, Government Digital Service



I'm always excited to work with my friends at NUA and I take any opportunity to be part of the great work they do in developing the designers of the future. Many of my best and brightest colleagues have come directly from NUA courses – it's one of the places to be to get a head-start in the design industry.

Tim Caynes

Principal Designer, Foolproof

OVERVIEW

BSc (Hons) Interaction Design is a fascinating exploration of how the combination of creative design principles, cognitive science and human computer interaction underpins the development of exceptional user interfaces.

You'll design and develop interfaces that form the very point of contact between people and digital systems. You'll master a range of approaches from employing simplicity and elegance to create transparent interaction that users barely notice, to harnessing innovation and flamboyance in order to challenge users to explore and discover new interactive experiences.

Interdisciplinary approach

A truly multidisciplinary course, you'll work on projects that will see you draw on a mix of digital design, computer programming, cutting edge interface technology as well as behavioural science, analytics, idea generation and the broad field of visual communication design.

Your own research, generated through prototyping, user testing, analysis of industry trends and evaluation of emerging interaction technologies will underpin your approach.

Industry-standard

You'll gain experience working with a range of industry-standard frameworks, platforms and techniques, understanding the difference between them and how each is most effectively used.

You'll establish a solid skills base in coding and process management, as it relates to interface design, enabling you to apply your work in a wide range of industries.

YEAR ONE

Pursue a common first year with fellow BSc routes Games Development and User Experience Design, enjoying the wider insights gained from interdisciplinary learning while maintaining a sharp focus on developing core Interaction Design skills

Research and develop aspects of interaction design, through design of user interfaces, application of digital design principals and frameworks

Learn fundamental practices associated with implementing user interfaces and build core technical competency

Undertake web development projects using industry-standard practices and frameworks, incorporating relevant coding languages

Develop techniques for the collection and analysis of user interaction metrics

Develop skills in project planning, time management, research and communication

Develop prototyping and user testing skills and awareness of the role of cognitive science within digital design

Develop awareness of the digital project lifecycle, key milestones and processes by designing and implementing a fully functional interaction design project.



YEAR 0 – NEW FOR 2020

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice.

Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

Develop user-centred design methodologies

Develop awareness of common interface technologies and how these can be harnessed to achieve differing modes of interaction

Undertake app development projects

Develop digital design solutions for specific platforms based on requirements

Investigate the wider ethical and sustainable implications of digital design

Consolidate knowledge of cognitive science within digital design

Gain project management experience, using industry-standard tools for developing and tracking the delivery and results of projects

Develop skills in the use of animation and time-based effects within the context of user interface design

Develop awareness of issues concerning professional practice, such as health and safety, funding structures, curation/display, enterprise and entrepreneurship

Gain a deeper understanding of applied digital design through the design and development of an interaction design project for a specific platform and user group.

YEAR THREE

Develop advanced technical skills and demonstrate proficiency for interface design, interaction engineering, web architecture and interaction-based digital technologies

Have the opportunity to undertake industry work placement, internship and student-led consultancy

Develop and deliver a final project demonstrating an in-depth command of technologies, processes and mastery of techniques in the development and realisation of an effective and commercially viable interaction design solution as part of your graduate portfolio.

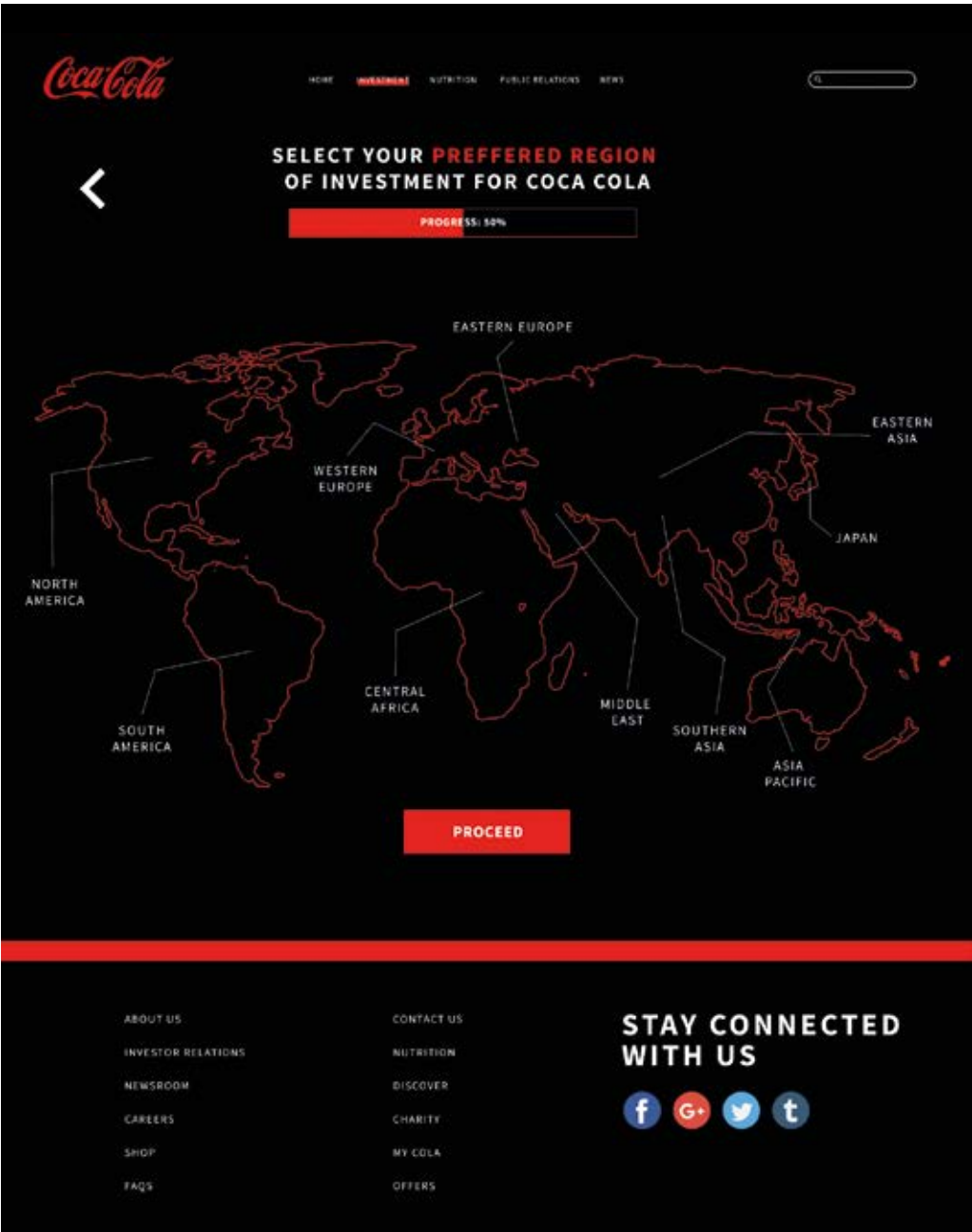
Course Code:
I140

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

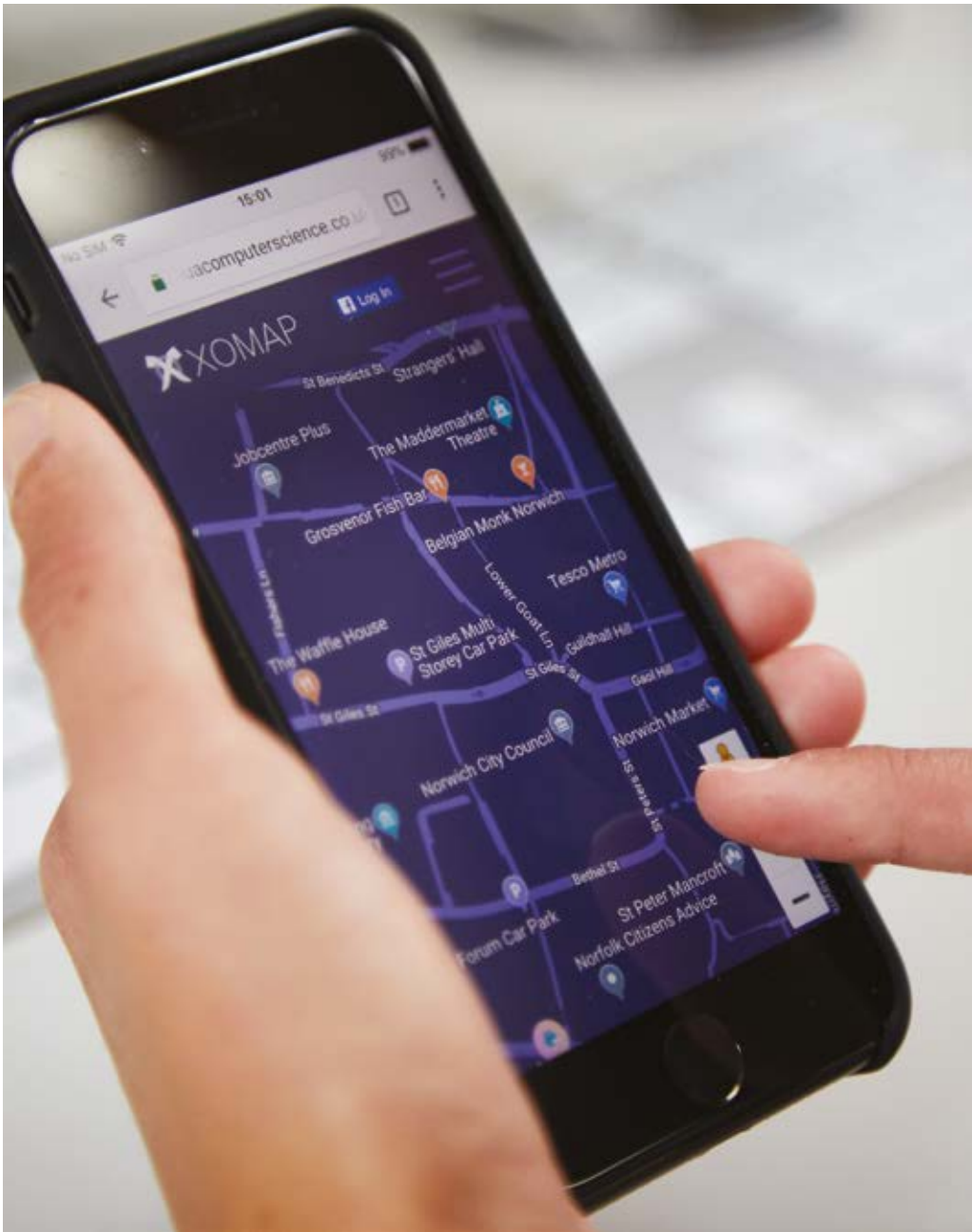
Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:
1 User Experience Design – Page 144
2 Graphic Communication – Page 102
3 Graphic Design – Page 108
4 VFX – Page 150



Ameer Al Ashhab
Prototype



Ameer Al Ashhab
Xomap

BA (HONS)

INTERIOR DESIGN

The course has widened my knowledge on the infinite definition of what Interior Design is – it's not just about the aesthetic qualities. Lectures from both industry professionals and internal course tutors offer continuous support and creative incentive to review and refine our project work.

Laura Kidd
Year Two student

The students had great comradery and support for each other, that really helped for their individual presentations, which were assured and confident. The quality of output they're achieving shows great promise for their future employability.

Richard Bassett
Architect, LSI Architects

OVERVIEW

Your creativity and professional craft, creative expression and problem-solving skills will grow at NUA as you explore interior design as a way of addressing human needs and social challenges.

Our BA (Hons) course will encourage you to consider how people react to spaces as you gain experience of designing for a range of interiors: from homes, hospitals, and housing projects to hotels and commercial spaces.

You'll master industry-standard design techniques and digital tools and gain the insight of visiting professionals through lectures and seminars and live projects at all levels.

Professional and design skills

You'll have the opportunity to follow your interests as you develop your unique style and approach to interior design challenges and develop a professional portfolio.

Working in our Interior Design studio and workshops, you will explore how scale, light, colour, materials, texture and their acoustics affect human reactions as you consider how the social implications of design.

And with the support of our expert academics and technicians, you'll master visualisation methods, sketching by hand and using industry-standard 3D digital platforms, as well as collage, photography and model-making.

Industry contact

You'll explore cultural trends and innovation in materials and technology that are shaping the interior design industry.

And you'll have opportunities to engage with industry professionals such as LSI Architects, designer and architect Eva Sopeoglou and Maria Oliva, Interior Designer at B3 Designers.

YEAR ONE

Understand the principles of ideation and communication in interior design through a range of projects, workshops, experiments and exercises

Explore the diverse and interdisciplinary nature of the interior and its cultural and historical context

Examine new technologies, sustainable materials, and manufacturing techniques and their application to interior design

Integrate research, analytical and reflective techniques into your creative practice.

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice.

Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

Create work from concept to realisation with particular focus on understanding design briefs and user needs

Communicate your design ideas through 2D and 3D methods, including technical drawings, 3D visualisation, sketching and model making

Apply a flexible and imaginative approach to problem solving through enquiry-based learning, using storytelling and lateral thinking to solve design problems

Study cultural, theoretical, and professional issues to provide a social, historical and professional context to the subject discipline

Explore working in a team and developing a creative role through course and university-wide collaborative projects.



YEAR THREE

Explore materials and technologies for the construction and operation of building interiors with particular focus on sustainable, environmental and performance issues

Deliver a final major design project embracing the full interior design process that demonstrates your approach to, and engagement in, contemporary interior design issues

Complete a Research Report that provides broad contextualisation to your practice and participate in national competitions to further enhance your portfolio and professional profile.

Course Code:
W250

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Architecture – Page 54
- 2 Fine Art – Page 84
- 3 Graphic Design – Page 108
- 4 Illustration – Page 114





Leonor Peixoto
Scale model



Cairo Hill
Art gallery, rendered sections



Jurgita Stankunaite
Pop-up retail, visualisation in context

BA (HONS)

PHOTOGRAPHY

When I first started at NUA my work was mainly portraiture but the course has enabled me to develop my skills in still life photography. It pushed me to find my own photographic focus and style.

Leoni Lessmann
2017 graduate

Students are encouraged to develop a highly individual approach to image making and professional practice is supported with a constant flow of visiting lecturers and practitioners, enabling students to keep abreast of a constantly evolving industry.

Tim Flach
Photographer

OVERVIEW

Connecting your passions and unique perspective to the world of professional photography is at the heart of our BA (Hons) course, recognised by the Association of Photographers and accredited by ScreenSkills/ Creative Skillset.

You will develop your own approach at NUA – not a standard house style. You will learn how to apply your creative vision to a range of industry briefs, from fashion to advertising and editorial photography. Whatever your aspirations, your work will be unmistakable as you emerge as a professional practitioner with a distinctive portfolio.

Accredited by



Associated to



Beyond the frame

We will encourage you to think about client needs and expectations. We want to see you produce stand-out work that could wow creative teams in whatever industry drives your interest. But it will always be your vision. You'll also be part of a community of photographers – collaborating with other students and taking part in peer review and cross-year critiques to give and receive feedback.

Relevant and futureproofed

Studying at NUA will give you access to a wide range of industry-level photographic and lighting equipment. You will have access to tools to produce imaginative and original images to the highest standards. There will be opportunities to work at the cutting edge of digital photography; exploring the possibilities of moving image and computer-generated images (CGI).

Inspirational guest speakers covering a range of photographic roles will feature in your timetable almost every week. And you'll get feedback from professionals by pitching your work to industry panels. Insight from renowned professionals like Dean Chalkley, Tim Flach, Lottie Davies and Carol Sharp will help you understand latest trends as you hone business skills like self-promotion, networking and client management. You will graduate with momentum as you enter the industry.

YEAR ONE

1

A range of projects will encourage you to explore individual approaches to photographic practice

Learn to strengthen your understanding of the communicative aspects of photography through subtle changes and the use of visual elements, technique and context

Work with studio and location lighting, digital cameras and large format inkjet printers

Develop production and post-production skills in the Digital Darkroom.

YEAR TWO

2

Explore the application of your creative practice within professional contexts including fashion, advertising and editorial projects

Apply your visual approach across a range of genres utilising new and emerging technologies – digital moving image and CGI elements

Investigate the opportunities of collaborative practice to develop your ideas and image making beyond the boundaries of photography

Enter national competitions like AOP Awards, D&AD and Canon Shoot Like a Pro.



YEAR THREE

3

Apply your unique individual approach, informed by your interests and passions to the production of a professional portfolio

Develop your understanding of the photographic industries and build your networks

Develop entrepreneurial and employability skills

Participate in a London Graduate Showcase, presenting the very best work to industry

Prepare a detailed Research Report that informs your professional practice.

THE YEAR 0 OPTION

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice. Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

You will build upon key skills in lighting, composition and framing, both on location and within the studio environment.

You will explore a range of photographic genres and disciplines, developing your practical and conceptual skills in responding to briefs designed to establish the foundations of your photographic practice.

You will also join first, second and third year students for guest lectures by leading industry specialists.

For more detail visit www.nua.ac.uk/courses



Course Code:
W640

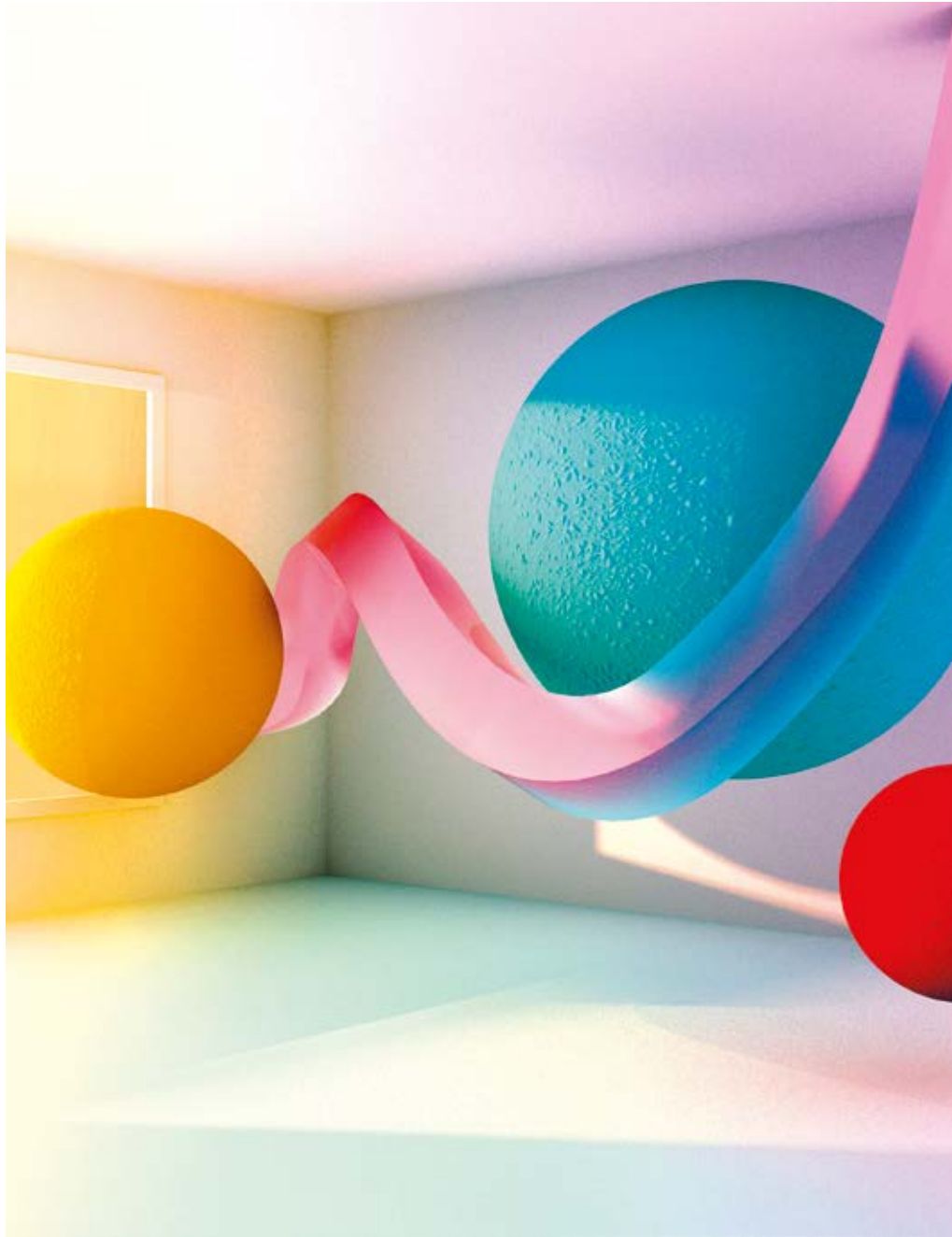
Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Film and Moving Image Production – Page 78
- 2 Fashion Communication and Promotion – Page 72
- 3 Graphic Design – Page 108
- 4 Graphic Communication – Page 102



Eloise Shaw
Commission for 91 Gallery



Jo Lauren
Vice-Chancellor Commendation



Jordan Hudson
Key Photo Prize

BA (HONS)

TEXTILE DESIGN

Clocking up hours in the workshops is essential. From the beginning of the first year, having hands-on workshop experience has been the best way for me to develop new skills but also make mistakes and learn from them.

Brandon Tan
Year Two student

There's not a set list of requirements needed to be a textile designer, there's so many routes you can take. The textile industry is about the here and now and that's why it is so relevant to be around budding, creative people, sharing ideas and skills.

Victoria Friend
Print Designer, Next Home

OVERVIEW

Experiment and explore the broad context and future of textile design at NUA as you develop your professional skills and personal style through commercial and creative briefs.

Our BA (Hons) course will encourage you to try a range of techniques: from traditional processes to 21st century technology; from hand-printing, weaving, knit, stitch and material explorations, to digital design and making with industry-standard equipment.

You won't be asked to specialise or follow a house style; we will help you to find your preferred working methods. With expert teaching and technical support, our course develops your skills and nurtures your unique perspective.

Member of

ftc

Inspiring perspectives

The breadth of design experiences throughout the course means that NUA is a source of talent ready for a variety of industries, whether it be as a designer maker, for textile design in fashion and interiors, theatre, trends, conservation, education or manufacturing. Our studio spaces and workshops will provide the perfect environment to experiment as you develop your professional portfolio.

As your skills evolve, you'll gain insight into the industry through lectures and workshops with guests like Orla Kiely, Sarah Angold and Margo Selby. There will be opportunities to take in diverse cultural perspectives and influences through field trips and trade fair visits in cities like Paris and New York.

Your work will gain a wider audience through opportunities for exposure at national and international showcases, competitions and events. You will follow in the footsteps of award-winning NUA students who have celebrated success through competitions such as the Bradford Textile Society and i-dott awards.

Make it your way

The difference you'll see in textile design at NUA different is the broad interpretation of the subject area and the individual student journey. The context and direction of your studies will follow your creative and professional interests. We'll help you build a comprehensive skills base in textile design. On this course, your imagination and creative flair will take flight.

YEAR ONE

Learn a variety of key skills which may include screenprinting, weaving, hand and machine knitting and stitching, digital imaging and printing

Examine the history and theory of textiles and associated aspects of design and culture

Develop your drawing, visual research and design development skills

Engage with the contemporary textile industry through lectures and seminars from a range of visiting lecturers, visits to trade shows and field trips.



YEAR TWO

Broaden your understanding of traditional techniques and explore advanced applications of digital and CAD tools for design and manufacture

Examine contemporary textile design topics including ethical and sustainability issues

Collaborate with other students on projects exploring a variety of textile related contexts

Continue your engagement with the textile industry through placements, national competitions, visiting professionals and field trips.

YEAR THREE

Undertake self-negotiated projects offering opportunities to showcase your design and technical skills

Develop a Research Report around a topic of your own choosing and underpinned by individual studio practice

Consolidate your professional portfolio of work and create promotional material targeted towards future employers and career opportunities.



NUA graduate Savio Thomas, who now works at Karen Millen

YEAR 0 – NEW FOR 2020

Four year degrees offer students a chance to build on their experience from within their undergraduate course of choice.

Year 0 will help build confidence and develop subject specific practical, creative and conceptual skills – making full use of university studios and workshops.

Year 0 is a new option for this course in 2020. For more information about our four year degrees please see pages 42-43.

For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.

Course Code:
W231

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Fashion – Page 66
- 2 Fashion Communication and Promotion – Page 72
- 3 Fine Art – Page 84
- 4 Interior Design – Page 126



Mia Herrod
Rust dyed dress
Selected for Bishop's Art Prize



Iga Szymanska
Digitally printed scarf
SDC International Design
Competition 2018 winner



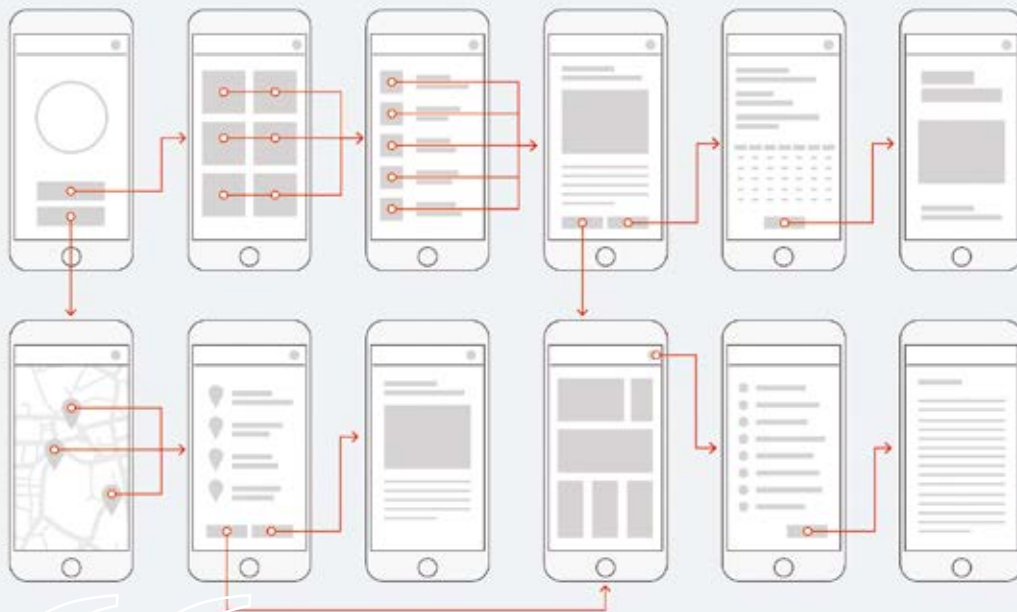
Amy Thompson
Digitally printed fabrics for interiors
Vice-Chancellor Commendation



Zoe Bell
A collection of digital and hand printed scarves
Selected for Bishop's Art Prize

BSc (HONS)

USER EXPERIENCE DESIGN



The facilities at NUA have enabled me to effectively design, build and test software prototypes and even use eye-tracking to collect data. The industry links are fantastic with regular external speakers from professionals in the industry, so even in Year One we are connecting with the industry and forming relationships.

Jason Brown
Year One student

I'm really excited to see the output from the students on the course. The focus given to teamwork, multidisciplinary techniques and design system thinking will create precisely the talent that the UX industry needs to flourish. I just wish these courses had existed when I was at the start of my career!

Tom Haczewski
Founder of The User Story

OVERVIEW

BSc (Hons) User Experience Design explores two questions:
How does a user experience a digital product or service?
How can we design the best possible experience for them while aligning this to business objectives?

You'll explore these questions and master the skills you need to become a successful UX designer by understanding the technical computing skills required to implement great user interfaces, as well as the research and creative skills that will inform your designs.

Human first

With a focus on design led by the psychology of user-needs, data gathering and analysis, you'll develop an understanding of how to apply

principles of cognitive science and computer programming in order to develop innovative and effective design solutions.

You'll discover how UX designers gather data through ethnographic research and combine these insights with other data sources such as website statistics and industry trends. You'll learn how to analyse and apply that data in order to devise and refine digital experience that works best for a given situation.

Commercial application

Crucially, your learning will be oriented around the application of user experience design principles in support of successful business models. You'll use industry-standard techniques to develop professional solutions for a range of contexts; in each case moving from research to the creation of user journeys to the design of user experience design that works across multiple digital environments.

You'll learn how to work with the commercial sector through contact with external business via live briefs and a student-led consultancy; on the way developing project management, communication and collaborative working skills that will make your CV stand out to employers.

YEAR ONE

Pursue a common first year with fellow BSc routes Games Development and Interaction Design, enjoying the wider insights gained from interdisciplinary learning while maintaining a sharp focus on developing core user experience skills

Research and develop aspects of user experience design, and visual usability within the design of user interfaces, through the application of digital design principals and frameworks

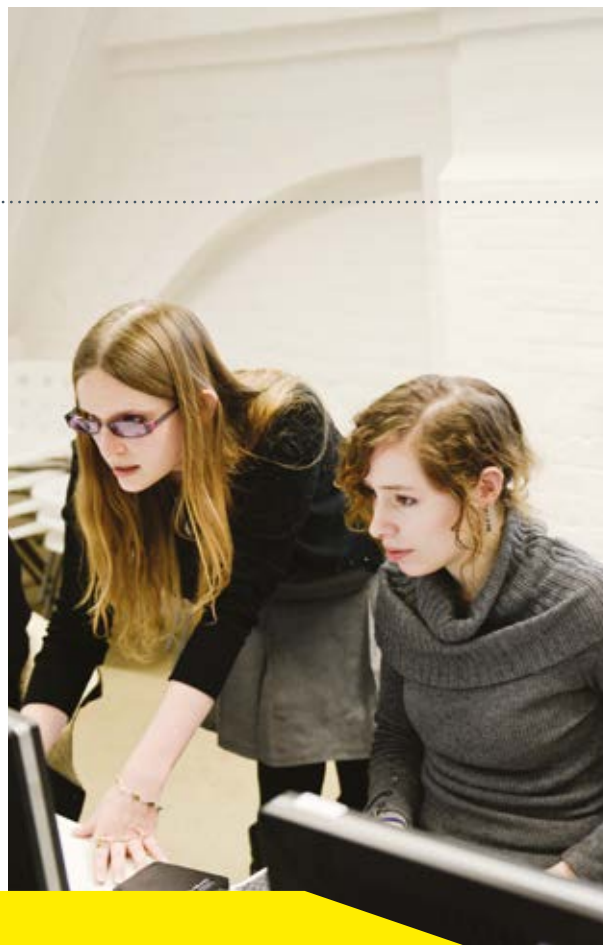
Learn fundamental practices associated with implementing user interfaces and build core technical competency

Undertake web development projects using industry-standard practices and frameworks, incorporating relevant coding languages

Develop techniques for the collection and analysis of user interaction metrics

Develop prototyping and user testing skills awareness of the role of cognitive science within digital design

Develop awareness of the digital project lifecycle, key milestones and processes by designing and implementing a fully functional user experience design project.



YEAR 0 – NEW FOR 2020

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Year 0 is a new option for this course in 2020 and is subject to validation.

YEAR TWO

2

Develop a greater understanding of the business of digital design through the application of user experience design on a live project with an external client

Develop user-centred design methodologies

Develop awareness of business models, processes and requirements and how these can be serviced by good design

Undertake app development projects

Develop digital design solutions for specific platforms based on requirements

Investigate the wider ethical and sustainable implications of digital design

Consolidate knowledge of cognitive science within digital design

Gain project management experience, using industry-standard tools for developing and tracking the delivery and results of projects

Consolidate and develop user testing skills

Develop awareness of issues concerning professional practice, such as health and safety, funding structures, curation/display, enterprise and entrepreneurship.

YEAR THREE

3

Actively investigate and incorporate trends in user research, user-centred design, data-driven design and new digital tools/technologies

Have the opportunity to undertake industry work placement, internship and student-led consultancy

Develop and deliver a final project involving an external client, in which you'll demonstrate an in-depth command of contexts, processes and mastery of techniques in the development and realisation of an effective and commercially viable user experience design solution as part of your graduate portfolio.

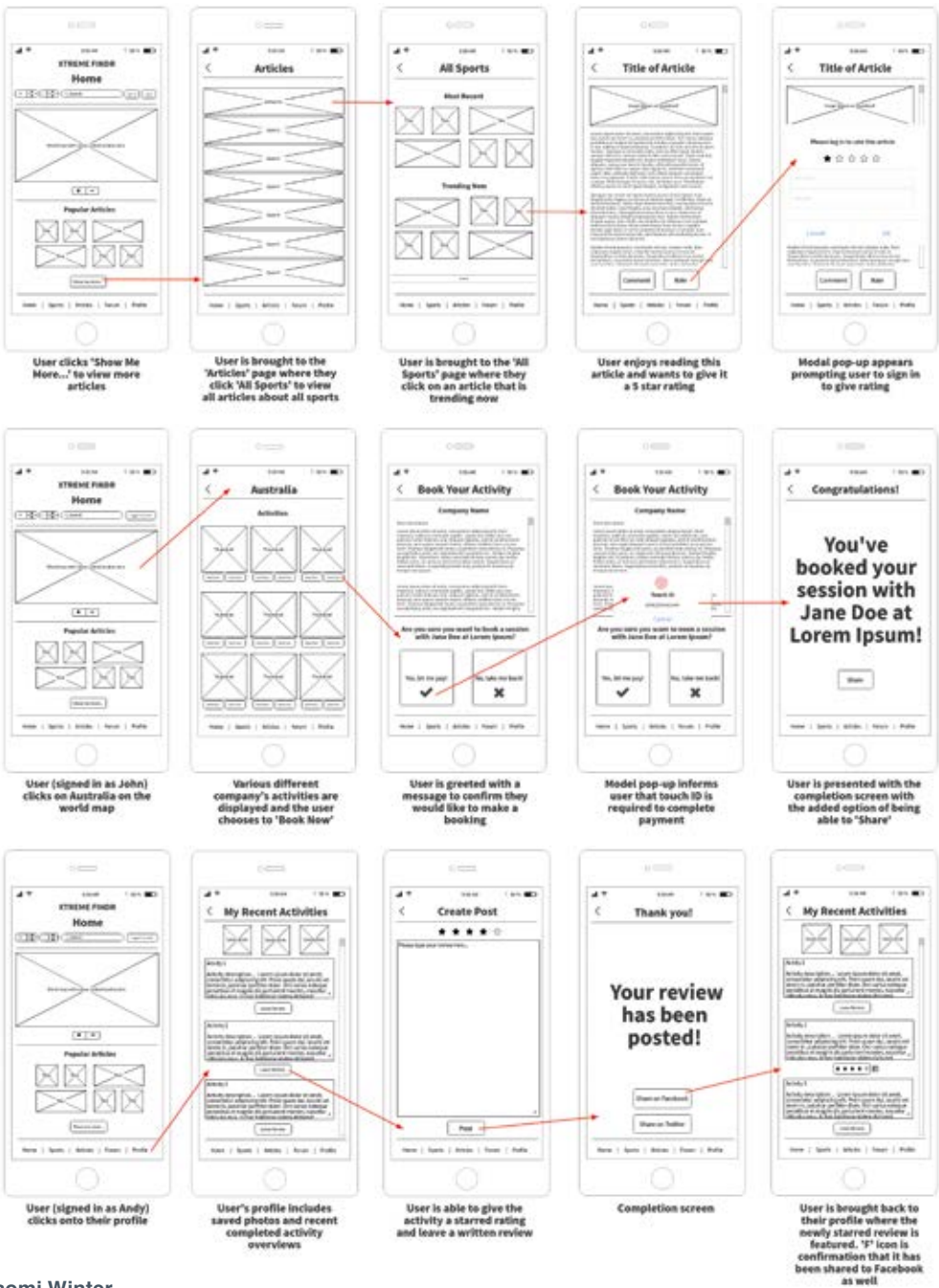
Course Code:
I141

Length of course:
3 or 4 years
Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:
1 Interaction Design – Page 120
2 Graphic Communication – Page 102
3 Graphic Design – Page 108



Naomi Winter
Xtreme Findr
User journeys



Jason Brown
Elebase
Responsive website prototype

BA (HONS)



The course has provided so many exciting experiences, all of which have been incredibly invaluable towards connecting with the VFX industry. We have already begun collaborating with young filmmakers in London and received professional guidance through visitors from ILM, Double Negative and Framestore.

Steph Woodward

Year Two student

What's really different about NUA is the quality of the visiting speakers. There are VFX supervisors that have visited, that I'd love to come and listen to! NUA really stands out as the place to be if you want to hear from people in the industry who are working on some of the biggest movies.

Josh Parks

VFX Compositor, ILM

OVERVIEW

Develop the creative and technical skills behind the latest Hollywood blockbusters and learn from award-winning studio professionals on our highly-regarded Visual Effects (VFX) course.

The BA (Hons) course was built on advice from an industry group representing the majority of UK's VFX industry – including Double Negative (DNEG), Framestore, MPC and ILM – plus professional bodies like ScreenSkills and UK Screen Alliance. We're the only UK university to be part of Access:VFX – the industry's initiative to create the widest possible pool of future talent.

Tomorrow's world

On this future-looking course, you will develop skills that prepare you for the increasing demand for VFX expertise: from TV and film to architecture and urban design; scientific visualisation to creative design and virtual reality.

You will acquire skills across the range of VFX expertise; from the use of 4k cameras and green screen, to digital matte painting, to lighting, texturing and rendering to build your imagined worlds.

In the last year, we've hosted guest speakers from the studios behind *Solo*, *Ready Player One*, *Jungle Book*, *Fantastic Beasts* and *Blade Runner 2049*. One recent masterclass was led by the VFX Supervisor of *Avengers: Infinity War*. Underlining the strength of our industry connections, double Oscar-winner Paul Franklin (*Interstellar*, *Inception*) became an honorary doctor at NUA in 2018.

Major studio software

You'll have the opportunity to attend FMX, the biggest and best VFX and animation conference in Europe. You'll also have access to a subsidised commercial version of Nuke, the industry-standard software used in major studios, with a licence that even extends for one year after graduation.

World builders

As you become an expert 'world builder', creating seamless lifelike believable worlds, you'll use visual effects to enhance stories, working with directors or filming your own shots, helping to develop a portfolio that could fast track you into the VFX industry.

YEAR ONE

Learn to see: study VFX fundamentals about lenses, pixels and light to see differently

Follow set exercises aimed at understanding pixel fundamentals and fooling the eye

Progress from making two-dimensional flat imagery towards testing 3D virtual space

Research use of optics, photorealism, perspective, theatrical stagecraft, monumental and civic art, sci-fi films, architecture and photography then apply these to make your VFX more novel and convincing

Use green screen with 4k URSA cameras

The opportunity to attend industry talks, presentations and discussions with key VFX companies and VFX professionals

Practice digital matte painting to improve your work.

YEAR 0 – NEW FOR 2020

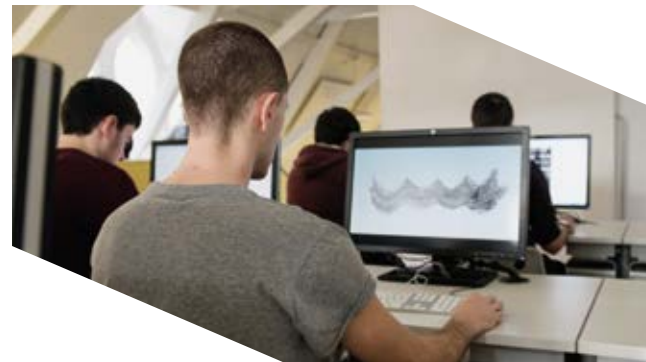
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For more detail visit www.nua.ac.uk/courses

Year 0 is a new option for this course in 2020 and is subject to validation.



YEAR TWO

Progress from 2D to 3D

Learn industry processes like tracking, match moving, and extracting motion data from footage and transferring it to your developing scenes

Independently research how these techniques might be used within a professional setting

Gain short periods of work experience, engage in a live brief and attend industry conferences

Collaborate in flexible, open-ended and innovative ways to build amazing showreels

Attend industry talks, presentations and discussions with key VFX companies and VFX professionals

Learn about Look Development, lighting, texturing, rendering and all you'll need to build your worlds.

YEAR THREE

Develop a professional portfolio of work

Gain powerful project management techniques to ensure you can lead VFX teams and increase job prospects

Research, prepare and complete a full-blown VFX production, and prepare a Research Report in a field related to your final production

Develop a plan to market and promote yourself, and show your 'creative edge' to sell yourself to employers

Take part in industry talks, presentations and discussions with key VFX companies and VFX professionals.

Course Code:
W614

Length of course:
3 or 4 years

Find out more about four year degrees – Page 42

Entry Requirements:
www.nua.ac.uk/study

Fees:
www.nua.ac.uk/study/finance

Courses you may also be interested in:

- 1 Animation – Page 48
- 2 Film and Moving Image Production – Page 78
- 3 Games Art and Design – Page 90
- 4 Games Development – Page 96
- 5 Interaction Design – Page 120





Nick Rollason
Diver



Steph Woodward
Timeline



James Sarson
VFX for *Portraits of Living*

HOW TO APPLY

Applications
Candidates for all courses usually apply online through the University and College Admissions Service (UCAS). Be aware that there are deadlines for UCAS to receive your application. NUA is a selective university, so consideration of late submissions is not guaranteed.

Visit www.nua.ac.uk/apply

Entry criteria
The key focus of our application process is your portfolio, but all courses have minimum entry requirements. Please visit our website or contact us for more information.

Visit www.nua.ac.uk/study

Finance
Please visit our website for up-to-date information on fees, funding, grants and bursaries.

Visit (NUA) www.nua.ac.uk/study/finance
Visit (GOV) www.gov.uk/student-finance

Interviews and Portfolio
Selected applicants will be invited to attend an interview. Along with your portfolio, your interview is the major factor in determining the success of your submission, giving us a chance to meet you and assess your work. It's also an invaluable opportunity for you to meet course staff and ask questions, tour our campus and explore the city.

For tips and advice on interviews and building your portfolio
Visit www.nua.ac.uk/study/interviews
Visit www.nua.ac.uk/study-at-nua/portfolio-advice
Email studentrecruitment@nua.ac.uk

International and EU students
We welcome students from more than 40 countries to NUA – and everyone at the university recognises the benefit of diverse perspectives, experiences and opinions to life in our creative community and city.

NUA is a Highly Trusted Sponsor under the UK points-based system. Most undergraduate applicants will apply through UCAS.

Applicants are required to have an average score of IELTS 6.0 or above with at least 5.5 in each component (academic modules or equivalent examinations are accepted).

These English language requirements are required by the UK Visa and Immigration Service and are strictly adhered to. Students who are citizens of all non-EU/EEA countries will need to apply for a Student (Adult) Visa under Tier 4 of the points based system. NUA offers a pre-sessional English language course in partnership with INTO UEA, delivering a 12 and 8-week intensive programme to help candidates achieve their IELTS.

EU applicants can visit our website for the latest information about applying for admission in 2020.

Find out more www.nua.ac.uk/international/apply
Email international@nua.ac.uk
Call +44 (0) 1603 756 249

Postgraduate Study
NUA offers a range of courses at Postgraduate level. For more information please visit our website or request a Postgraduate prospectus.

Visit www.nua.ac.uk/courses/postgraduate

Student Support
Our Student Support team offers help with educational, practical, personal and financial matters, ensuring every NUA student can make the most of their university experience. An external counselling service is available for all students.

Visit www.nua.ac.uk/study/support
Email support@nua.ac.uk

Disabilities
NUA welcomes applications from everyone, including those with disabilities and specific learning differences (such as dyslexia). To help us meet your needs and put appropriate support in place, please let us know on your UCAS application form or when you attend an interview.

Visit www.nua.ac.uk/disability
Email support@nua.ac.uk

Disclaimer
The information in this prospectus is intended as a general guide to the course and facilities offered at Norwich University of the Arts. Although the information provided is believed to be correct at the time of publication, the university reserves the right to make changes to the content or delivery of courses or the facilities and resources which support them.

The prospectus is listed as a guide and does not form any part of any contract between NUA and the student.

YOUR NEXT MOVE

COME AND SEE US

Where we are

Norwich is on the east coast of the UK, just a 1hr 50 minute direct train journey from London Liverpool Street. Norwich also has direct train links to Cambridge, Peterborough, Sheffield, Manchester and Liverpool. Norwich International Airport offers daily direct flights to Schiphol, Amsterdam, connecting Norwich to thousands of destinations worldwide.

Open Days

Open Days are the best opportunity to explore our city centre campus and discover more about our unique creative community. You'll get to meet current students and teaching staff, attend essential sessions like the portfolio presentation talk, take a guided tour of the campus, and find out what makes studying at NUA so great!

Visit www.nua.ac.uk/opendays

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Phone or email

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International +44 (0)1603 756 249
Email info@nua.ac.uk

Find out more about our courses, campus life and the student experience in our beautiful city www.nua.ac.uk

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Instagram @norwichuniarts
Snapchat norwichuniarts

Search #WeAreNUA for insight into what's happening on campus and what it's like to be a student at NUA.



Design

borne™
weareborne.com

Photography

NUA staff, graduates and students

Proofreading

Joanna Peios at WORDetc

Print

Barnwell Print

Additional Photography

Denisa Ilie, Owen Richards,
Joanna Millington, Joakim Boren,
David Drake, Jonathan Casey,
Sara Davey, Norfolk & Norwich
Festival, Sainsbury Centre
for Visual Arts

