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NORWICH  
UNIVERSITY  
OF THE ARTS

# where curiosity leads



**UNIVERSITY OF THE YEAR  
FOR STUDENT RETENTION**

– The Times/Sunday Times Good University Guide 2020



**TOP 10 UK UNIVERSITY  
FOR TEACHING QUALITY**

– The Times/Sunday Times Good University Guide 2018

**TOP 6 UK UNIVERSITY  
FOR CREATIVE SCENE**

– Which? Student Survey 2019

**TOP 5 UK UNIVERSITY  
FOR UNIVERSITY FACILITIES**

– WhatUni Student Choice Awards 2019

**SHORTLISTED  
FOR OUTSTANDING SUPPORT FOR  
STUDENTS AND HIGHLY COMMENDED  
FOR MOST INNOVATIVE TEACHER**

– Times Higher Education Awards 2019



## Bonus content for the Curious

Step 1: Download the Blippar app from Play Store or iOS App Store



Step 2: Open the Blippar app and scan the page whenever you see the 'Curious' symbol (above). Make sure the pages are as flat as possible

Step 3: Interact with and enjoy the exclusive extra NUA content, including videos, student work and soundbites.

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WHAT NEXT

WE ARE  
THE CURIOUS.  
THE MAKERS  
OF CREATORS.  
A CAMPUS  
LIKE NO OTHER.  
175 YEARS OLD  
YET STILL  
PIONEERING.  
WE ARE NUA.

# Welcome to NUA.

Embarking on a creative journey takes courage and conviction whatever your chosen field: a budding film-maker or photographer, fashion designer, games developer, actor or animator.

As you've chosen to read this prospectus, there's every chance that you already feel a passion for committing your ideas to paper, canvas, or screen, or delight in performing for an audience. There's an insistent inner voice that urges you, encourages you, to bring what you imagine to life; to show and to share.

Creativity is not an easy path, but the most rewarding journeys never are.

At NUA, you'll add resilience and confidence to your creative courage and conviction.

You'll find kindred spirits — new friends and collaborators — who share your love of creating and making, and who will lend encouragement and belief in moments of self-doubt.

I've heard it said that NUA is big enough for any ambition, but close enough a community for everyone to know your name. I'm excited for your possibilities and hope to meet you on your journey.

**Amma Asante MBE**  
Chancellor

---

Amma Asante is a BAFTA award-winning screenwriter and director, whose work includes direction for films *Belle*, *A United Kingdom* and international TV series *The Handmaid's Tale*.





A COMMUNITY ————— OF —————

25000

CREATIVES —————

Big enough to be dynamic, small enough to know your name.

CAMPUS

CITY

COURSES

WHAT  
NEXT



# Learning through *making.*

You will explore your ideas, collaborate with fellow students, and develop your own creative approach. Our specialist and supportive creative community is a place where everyone is encouraged to imagine, design and make.

## **Practical and project-based**

Our courses are practical, project-based and run through studios, media labs and workshops where you will experiment with different techniques and test different formats. Rather than choose between modules, our curriculum is carefully-constructed so each unit builds on what you have learned in the last. Every term your portfolio will grow in quality, complexity and professionalism.

If you are looking for an opportunity to explore your creative horizons, think and practise sustainability, and take a bold first step towards a creative career, NUA is the place for you. You will be assessed by the quality of work you produce on the course, not by sitting exams. You will need to hit deadlines just like in the workplace – and we expect you to be passionate about your creative field.

We want to see you build a distinctive portfolio of work that will set you apart from other graduates competing for jobs.

**Artists. Designers.  
Sculptors. Stylists.**

*And that's just  
our teachers.*

Our staff share their knowledge and experience of working on commercial projects with brands or preparing their artistic endeavours for public exhibition.

They are supported in our well-equipped workshops by an experienced team of technicians who are qualified practitioners and experts in the array of equipment and technologies available for students to use.

You will also hear from visiting professionals from industry about the latest practice in the workplace. Many visiting speakers are acclaimed in their field – whether A-list photographers, to professionals who work on blockbuster Hollywood movies or hit video games, to creatives in London fashion houses or design agencies.





## Specialist facilities. Expert technicians.

Our dedicated studios and fully-equipped workshops have been designed to help you build specialist knowledge and flourish in your chosen discipline.

Introductory 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.





**East Gallery<sup>NUA</sup>**

East Gallery<sup>NUA</sup> is the university's city centre gallery space. Exhibitions through the year range from student, staff, and graduate work to collaborations with national and international partners such as the Jerwood Prize, the Hayward Gallery and the Arts Council.

Recent exhibitions include Pop Art pioneer Eduardo Paolozzi, sculptor Sir Anthony Caro, the Turner Prize-nominee Cornelia Parker, designer Orla Kiely, and photography by surrealist Claude Cahun.

East Gallery<sup>NUA</sup> is a valuable resource for students, as well as providing opportunities to work as Gallery Assistants.

[www.nua.ac.uk/thegallery](http://www.nua.ac.uk/thegallery)

**Ideas Factory<sup>NUA</sup>**

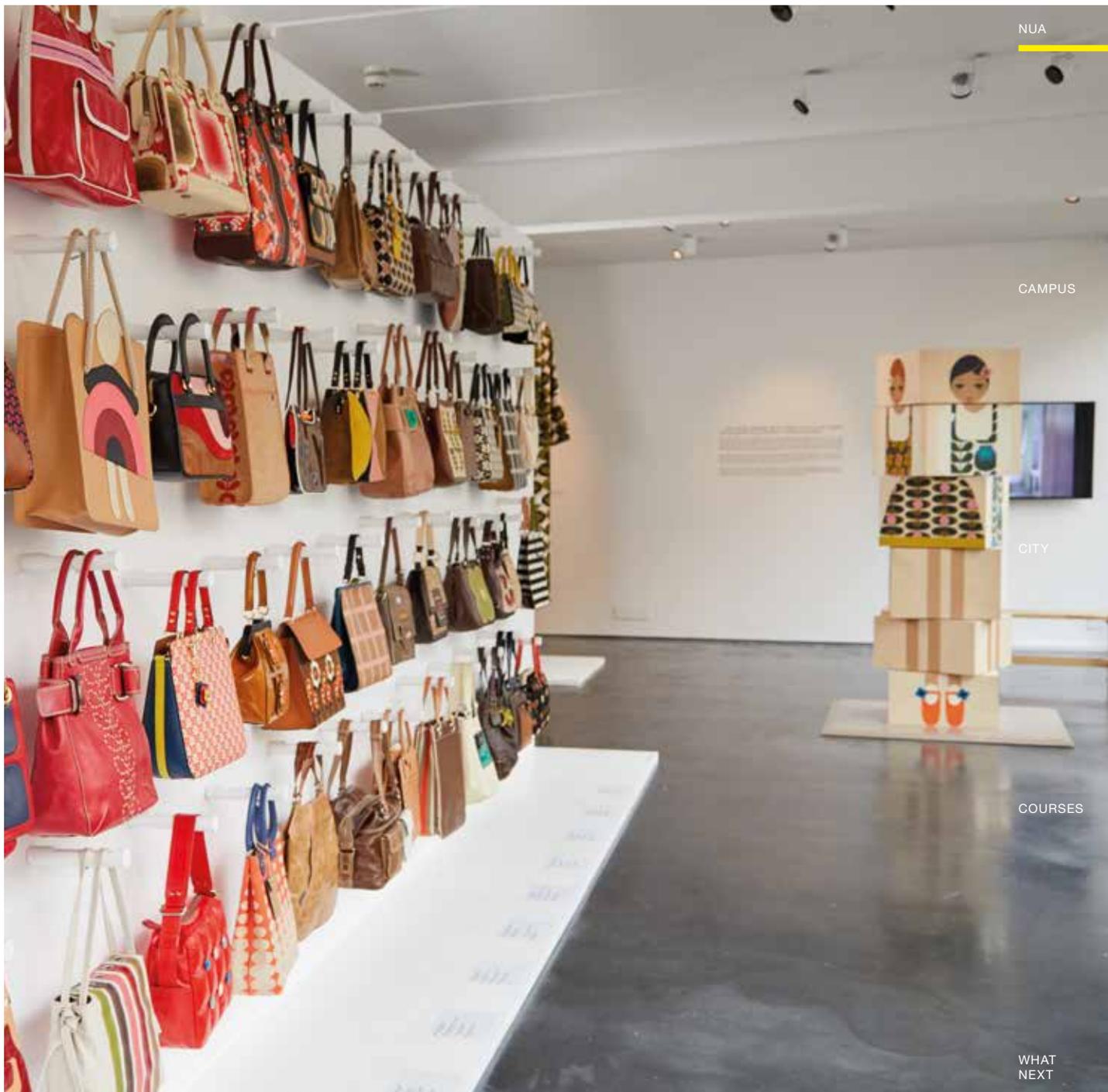
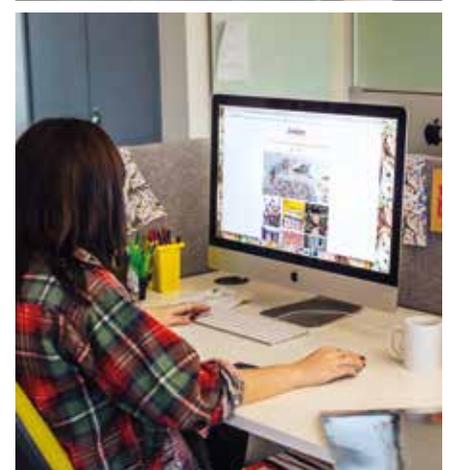
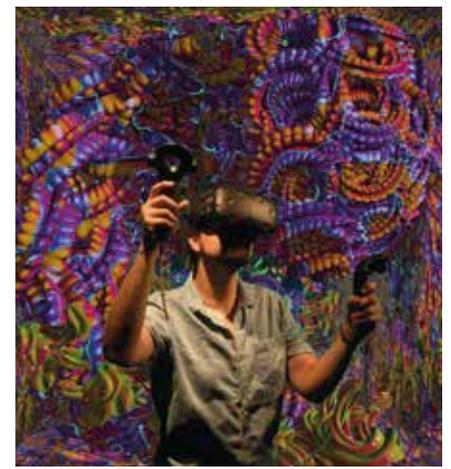
Ideas Factory<sup>NUA</sup> is our incubation space for creative and digital start-ups.

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](http://www.nua.ac.uk/ideasfactory)

*Clockwise from top:  
Mutator VR exhibition  
Orla Kiely: A Life in Pattern  
Ideas Factory<sup>NUA</sup> incubation centre, a creative community for businesses  
The Big Book Crit; sessions for students and graduates to network with industry professionals for portfolio feedback and advice*



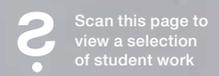


# how curious?

## NUA undergraduate end of year show

Exhibiting your work, and engaging with audiences, and collaborating with your peers is part of life at NUA.

In your final year, there are a range of opportunities to exhibit or screen your work to a wider audience, both the public and industry professionals. NUA's end of year shows across the campus exhibit the finest work by our final year students; major events like New Designers and Graduate Fashion Week, film and games festivals, offer the chance to win wider acclaim.



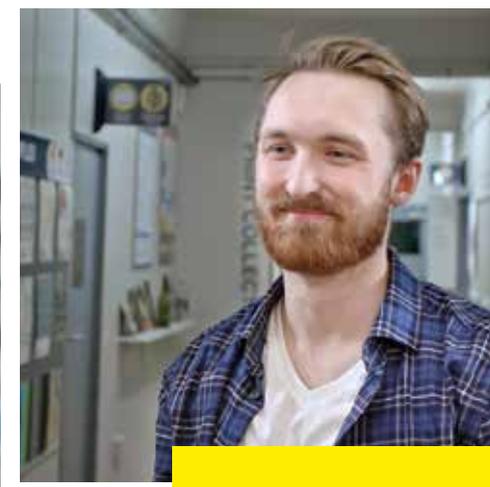
Scan this page to view a selection of student work

# STUDENT VOICES

Do you want to know what life is really like at NUA?

We asked a selection of students and graduates for their unfiltered take on how it feels to be an undergraduate in Norwich. Here's their verdict.

 Scan this page to hear from our NUA students



"If you're thinking about applying, don't do what I did and think about it for four or five years – do it."

CARL DURBAN,  
BA (HONS) FINE ART

"I came here because of the facilities. They're modern and up to date – and we're always getting more."

LEONA HEUNG,  
BA (HONS) GRAPHIC DESIGN

"Everyone here has skills that transcend really well into other people's projects, so we're able to help each other out and learn new skills from others as well."

TOM HARDWICK,  
BA (HONS) GRAPHIC DESIGN



# Preparing for a career.

26

Helping you to prepare for a creative career is at the heart of every NUA course. We want you to graduate with the expertise to succeed in your chosen creative discipline.

Right: Jim Sutherland, NUA Graduate and founder of Hat-trick Design and Studio Sutherland running a design workshop with students



# 94%

OF NUA GRADUATES ARE IN EMPLOYMENT OR FURTHER EDUCATION WITHIN SIX MONTHS OF GRADUATING<sup>1</sup>

CAMPUS

### From networking events to live projects

Networking events, industry panels, and practical workshops will help you to develop entrepreneurial and business skills.

Independent projects, competitions, and live briefs will help you build professional networks and learn the art of self-promotion. Opportunities to take independent internships and placements will help you to gain work experience.

You will also benefit from specialist careers advice and employment guidance – even after graduation. Projects will help you identify where in your sector you will want to work and you will spend time researching the trends shaping your industry.

### Industry links and accreditation

Every course benefits from NUA's professional network, including an Industry Liaison Group, professional panels and guest lecturers.

Many courses are recognised by professional bodies in their field, from the Association of Photographers to the Graduate Fashion Foundation.

### Award-winning careers advice

You will find an award-winning approach to careers advice at NUA – drawing on gaming techniques and Virtual Reality technology to help you find the right path after university.

Our Profile game won a Guardian University Award in 2019 and will help you match your talents and personal attributes to different jobs and industry requirements.

NUA's Business and Employability team will help you to showcase your skills ready to compete for creative jobs.

We run CV workshops, industry networking events, and offer financial and legal advice for graduate start-ups.

You will have opportunities to gain experience in your chosen field and the chance to work on live briefs and real client projects throughout your degree.

CITY

COURSES

WHAT NEXT

<sup>1</sup>. Destination of Leavers HE 2016/17

Our graduates help shape the creative landscape: from Oscar nominees to BAFTA winners, to winners of some of the art world's most prestigious prizes. Some are at the height of their careers, others are making their name in their chosen industries just a few years after graduation.

[www.nua.ac.uk/alumni](http://www.nua.ac.uk/alumni)

# Industry-leading graduates.



**Top: Stuart Craig OBE**  
– Production Designer

Winner of the BAFTA Award for Best Production Design 2017 and nominated 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*.

**Bottom right: 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*.

**Bottom middle: Anita Clipston**  
– Composer and Senior Paint Artist

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

**Bottom left: Adam Avery**  
– Illustrator

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



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**EXPO  
SURE**

**COMMIT  
NO  
NUISANCE  
HERE**

**LEARN  
THE  
RULES**

*THEN*

**BREAK  
THE  
RULES**



NUA

CAMPUS

CITY

COURSES

WHAT  
NEXT

# A curious campus.

Look around our city centre campus and you will find studios, media labs, and creative spaces in 11 buildings that sit among the cafés, bars, independent galleries and shops of Norwich's cultural quarter.



NUA

CAMPUS

CITY

COURSES

WHAT NEXT

# Where history meets hi-tech.



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Our award-winning campus is a combination of medieval to modern architecture on the outside, and contemporary tech and industry-standard tools on the inside.

Our historic studios have high ceilings and windows that flood rooms with natural light – the perfect place to design, make and create.

Norwich is a city where inspiration can be found on every street corner and NUA's campus is a launch pad to explore your ideas.



**Awards**  
**OUTSTANDING ESTATES STRATEGY AWARD-WINNER<sup>1</sup>**  
**BUILDINGS THAT INSPIRE FINALIST<sup>2</sup>**

1. The Times Higher Leadership and Management Awards 2018  
 2. Guardian University Awards 2018



NUA

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# Our campus.

The NUA campus is in the heart of the city putting students at the centre of a diverse social and cultural scene.

- 1 DUKE STREET**
  - NUA Library
  - Lecture Theatre
  - Seminar rooms
  - NUA Shop
- 2 DUKE STREET RIVERSIDE\***
  - Lecture Theatre
  - Teaching rooms
  - Student accommodation
- 3 GUNTONS BUILDING**
  - Digital Design
  - Open access design suite
  - Laser cutters
  - In-house printing
  - UV printer
  - Digital design helpdesk
  - 3D Workshop
  - Industrial sewing machines
- 4 ST GEORGES BUILDING**
  - Printmaking and photomedia
  - Screenprinting
  - Etching
  - Relief and monoprint
  - Constructed Textiles
  - Life Drawing Studio
- 5 WEST GARTH**
  - Daylight Studio
  - Media Resource Centre
  - Loanable equipment for all students:*
  - DSLR cameras & lenses*
  - Wacom tablets*
  - Projectors*
  - Sound recording equipment*
- 6 EAST GARTH**
  - Digital Darkroom
  - Photographic studios
- 7 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
- 8 ST ANDREWS HOUSE**
  - Teaching rooms
  - Media Labs
  - Student Union Lounge
  - Cafe<sup>NUA</sup>
- 9 BOARDMAN HOUSE**
  - Film studio
  - Drawing studios
  - Model making room
  - Scan and print rooms
  - Laser cutters
- 10 CAVENDISH HOUSE**
  - Ideas Factory<sup>NUA</sup>
  - East Gallery<sup>NUA</sup>
  - UX Lab
- 11 FRANCIS HOUSE**
  - Student Support
  - Student Finance

\*Under construction

Walking time  
 Drive time  
 Bus time

Café  
 Theatre  
 Museum  
 Hotel

Restaurant  
 Bar/Pub  
 Car Parking

CAMPUS

CITY

COURSES

WHAT NEXT

Main picture: All Saints Green

# Love where you live.

Norwich is one of the UK's friendliest and most affordable cities – with a range of accommodation options for students to choose from to suit their budget and needs.



NUA

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COURSES

WHAT  
NEXT



**All Saints Green**  
(Top left, and bottom)

All Saints Green offers first-class student accommodation in the city centre, close to the bus station and less than 10 minutes' walk from NUA campus. It features en suite bedrooms with communal kitchens, lounge and study space.

**Beechcroft**  
(Top right)

Set in landscaped gardens just a short bus ride from the university, Beechcroft offers a selection of rooms, some en suite, with communal kitchen, dining and bathroom facilities.

**Private accommodation**

From rooms to flats and houses, there is a good supply of student-friendly private accommodation in Norwich at a range of prices – typically from £70 to £170 per week. Among the options is a brand new student residence, Crown Place, in the city centre.

**Safe, walkable and affordable city**

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.

Both the cost of living in Norwich and the cost of accommodation are lower than in London – making NUA a more affordable destination to study.

Students generally live within walking distance of our campus – choosing to cycle or walk to the university, keeping travel costs low and avoiding the need to commute.

**NUA's student accommodation**

NUA offers accommodation at All Saints Green in the heart of Norwich and just a short bus ride from campus at Beechcroft. Rooms in All Saints Green cost between £145 and £170 per week; rooms in Beechcroft from £96 to £130.

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



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# The city of stories.

England's first UNESCO City of Literature.

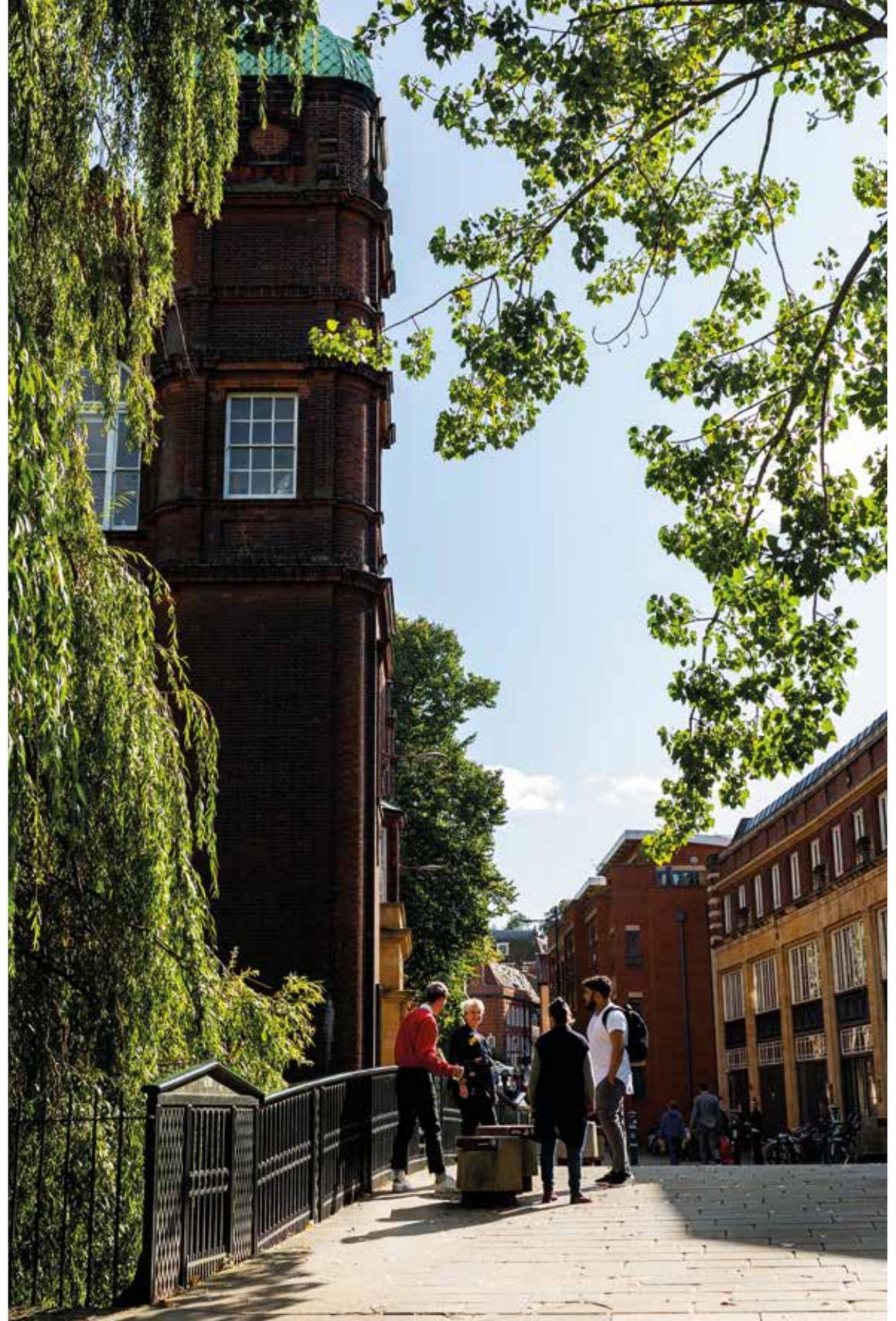
**A flourishing music scene. A vibrant culture and rich history of storytelling. A green and safe city filled with independent businesses that thrive.**

**Norwich sparks with creativity.**

The city centre is famous for independent shops and cafés you won't find anywhere else in the world – all within easy walking distance of our campus.

Norwich's historic open-air market is one of the biggest in Europe and bustles with life and the sights, sounds and flavours of a cosmopolitan city.

Don't be fooled by the city's stunning medieval architecture; Norwich has a history of rebellion and radicalism, of innovators, creators and makers.



NUA

CAMPUS

CITY

COURSES

WHAT  
NEXT



Clockwise from far left: Pottergate, The Playhouse, Norwich Market, NUA Winterfest Party at Norwich Arts Centre, The Flamings Lips at the Nick Rayns LCR.

# The spirit of the city.

You will find our campus in the heart of the city – at the centre of a buzzing and diverse social and cultural scene. Norwich is England’s first UNESCO City of Literature and home to one of the oldest annual international arts festivals in the UK.

It’s no wonder Norwich has been voted one of the best small cities in the world. The Sunday Times Best Places to Live said, “Norwich is a fashionable city with a growing sense of cool and a reputation for architecture, style and innovation. Cool, comfortable, relaxed and at one with itself.” The city is also one of the UK’s safest, with a warm and welcoming attitude to its student population.

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).

# SCHOOLS OF OF

# THOUGHT

## Our courses.

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

CAMPUS

CITY

COURSES

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NEXT

# YEAR



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The option of taking an extra year at the start of your degree will see you collaborate on common projects with Year 0 students from other courses. Those common projects will build your creative skills and show you how to successfully work collaboratively.

#### **Integrated with degree programme**

Our Year 0 courses are integrated with our regular undergraduate programme and validated as degree-level study – a key difference compared to foundation courses offered elsewhere. Take the Year 0 option and you will start working towards your degree, share many of the same course staff and access to visiting industry speakers, as students on the three-year programme.

#### **What will I do in Year 0?**

Most Year 0 teaching takes place in dedicated studios and seminar spaces and NUA's specialist workshops. Here you will gain early experience of the university's teaching and learning methods, and our tools and technologies – putting you a step ahead when you enter Year One.

#### **YEAR 0 STRUCTURE**

Year 0 is structured in two parts.

**In the first 10 weeks**, we teach Year 0 students from across our courses together. You will learn fundamental skills that are essential to any of our degree courses. There will also be specialist workshops in your chosen course where you will immerse yourself in the creative process and build your confidence in creating and making.

**In the following 20 weeks**, you will be more focused on your chosen course with your own timetable. You'll start to develop your own style and approach by building on your emerging skills in research, questioning, ideas development, and creating and making.

CAMPUS

CITY

COURSES

## *A head start in creative exploration.*

WHAT  
NEXT



NUA

CAMPUS

CITY

ACTING

WHAT  
NEXT

Main picture:  
Charlotte Phelan



# ACTING

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Our Acting course presents an opportunity to develop as a performing artist and work towards a successful career in film, television, radio or digital media.

Clockwise from right: Students working on set in the Sir John Hurt film studio; film still from Jack Jennings; students experimenting with green screen technology

### Acting for screen and digital media

Actor training will be at the heart of learning and teaching as you develop professional performance techniques and focus on recorded screen and voice performance.

There will be opportunities to learn from industry figures through masterclasses and field trips and the potential to collaborate with your peers across our media courses – whether the possibility of being cast in student film projects, to voicing animation and games projects.

### Professional preparation

We will help you to develop vital skills in self-promotion as you build your portfolio of work.

In addition to acting for recorded screen and sound, we will encourage involvement in live media as a valuable part of an actor's practice and experience.

Your skills will have the potential to open a range of career opportunities within the acting profession and in the wider creative industries where communication skills are in high demand.

### Performance, production and broadcasting in Norwich

Norwich has a rich history in broadcasting and performance with regional BBC and ITV hubs, six theatres and a host of independent production companies.



### What you will learn

- Core acting skills and the fundamental processes involved in acting whatever medium or setting
- Performance techniques for camera and recorded sound
- Fundamentals of technical production processes
- Experience of pitching and commissioning procedures
- High-calibre verbal presentational and writing skills
- Build confidence, resilience and resourcefulness.



### COURSES YOU MAY ALSO BE INTERESTED IN:

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ANIMATION AND VISUAL EFFECTS  
/ PAGE 62

FILM AND MOVING IMAGE PRODUCTION  
/ PAGE 96

GAMES ART AND DESIGN  
/ PAGE 106



NUA

CAMPUS

CITY

ACTING

WHAT NEXT

Main picture:  
Shaina Stoker

BA (HONS)

# ANIMATION

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.

? Scan this page to view the NUA Animation showreel

CAMPUS

CITY

ANIMATION

WHAT NEXT

Main picture:  
Steffan Wilby



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### Creative exploration

Our BA (Hons) Animation course will encourage your individual creative exploration and development helping you choose which specialism to focus on. Interactive lectures and practical workshops will help you explore character design and sculpting. You will learn the fundamentals of animated storytelling through workshops and masterclasses in dynamics, storyboarding and character creation.

### Professional preparation

Learning broader film industry skills such as sound design and production will set you apart from other graduates and your work will result in a distinctive showreel and online portfolio. You will 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.

### Graduates' global success

Graduates have gone on to secure internships at Oscar-winning studios like Aardman Animations or work on blockbuster animated movies like *Pokémon Detective Pikachu*.

The course allows  
me to approach  
briefs with  
unleashed creativity.

Valentina Hucková  
Year Three, BA (Hons) Animation

CAMPUS

CITY

ANIMATION

WHAT  
NEXT



**COURSES YOU  
MAY ALSO BE  
INTERESTED IN:**

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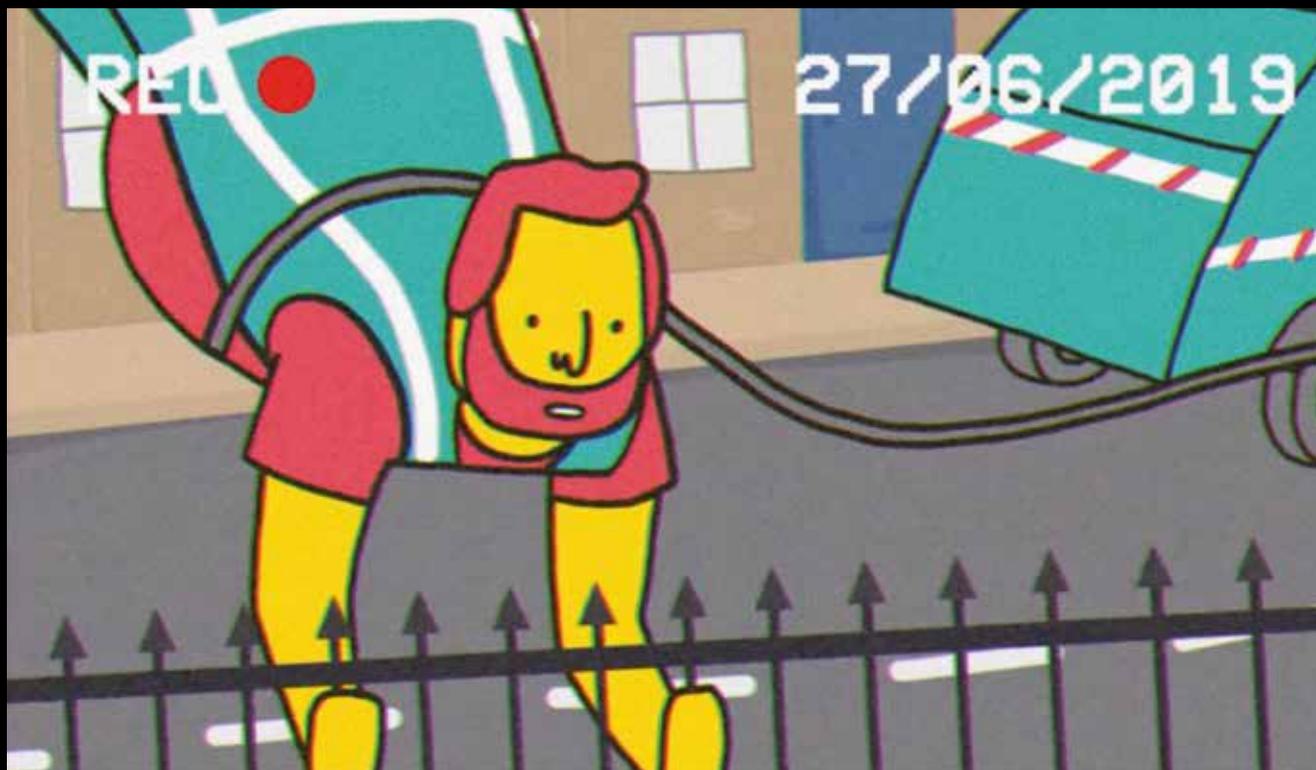
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VISUAL EFFECTS  
/ PAGE 62

GAMES ART  
AND DESIGN  
/ PAGE 106

ILLUSTRATION  
/ PAGE 128

FINE ART  
/ PAGE 100

GRAPHIC  
COMMUNICATION  
/ PAGE 116



**What you will learn**

- 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 and show reel design
- Explore theory in character analysis and narrative structures
- Develop an understanding of media roles and practices
- Work collaboratively through a series of projects designed to allow you to establish a good practice, essential for the animation industry
- 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
- Bring together all your learning and experiences to create a personal portfolio with a great showreel
- Engage with a collaborative project with either your peers or external collaborators, allowing your creative skills to be tested in an industry-standard practice
- Produce a personal showcase of your specialist skills and an original, animated short film.



NUA

CAMPUS

CITY

ANIMATION AND VISUAL EFFECTS

WHAT NEXT

BA (HONS)

ANIMATION AND

# VISUAL EFFECTS

Develop the creative and technical skills behind the latest Hollywood blockbusters and learn from award-winning studio professionals.

 Scan this page to view the NUA Animation and Visual Effects showreel

Main picture:  
Steph Woodward



Main picture:  
Nathan Reynolds

### Industry masterclasses

Our Animation and Visual Effects degree reflects NUA's success in both disciplines. Our approach to teaching visual effects evolved from advice from professional bodies like ScreenSkills and UK Screen Alliance and the majority of the UK's VFX industry.

You'll hear from guest speakers from major studios: in the last year we've hosted masterclasses and lecturers from the studios behind *Avengers: Infinity War*, *Solo: A Star Wars Story*, *Ready Player One*, and *Blade Runner 2049* among others.

Last year we hosted masterclasses from the studios behind *Avengers: Infinity War*, *Solo: A Star Wars Story*, *Ready Player One*, and *Blade Runner 2049*.



NUA

CAMPUS

CITY

ANIMATION AND  
VISUAL EFFECTS

WHAT  
NEXT

Top: Nick Slade  
Below: Luke Pett

## Career preparation

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

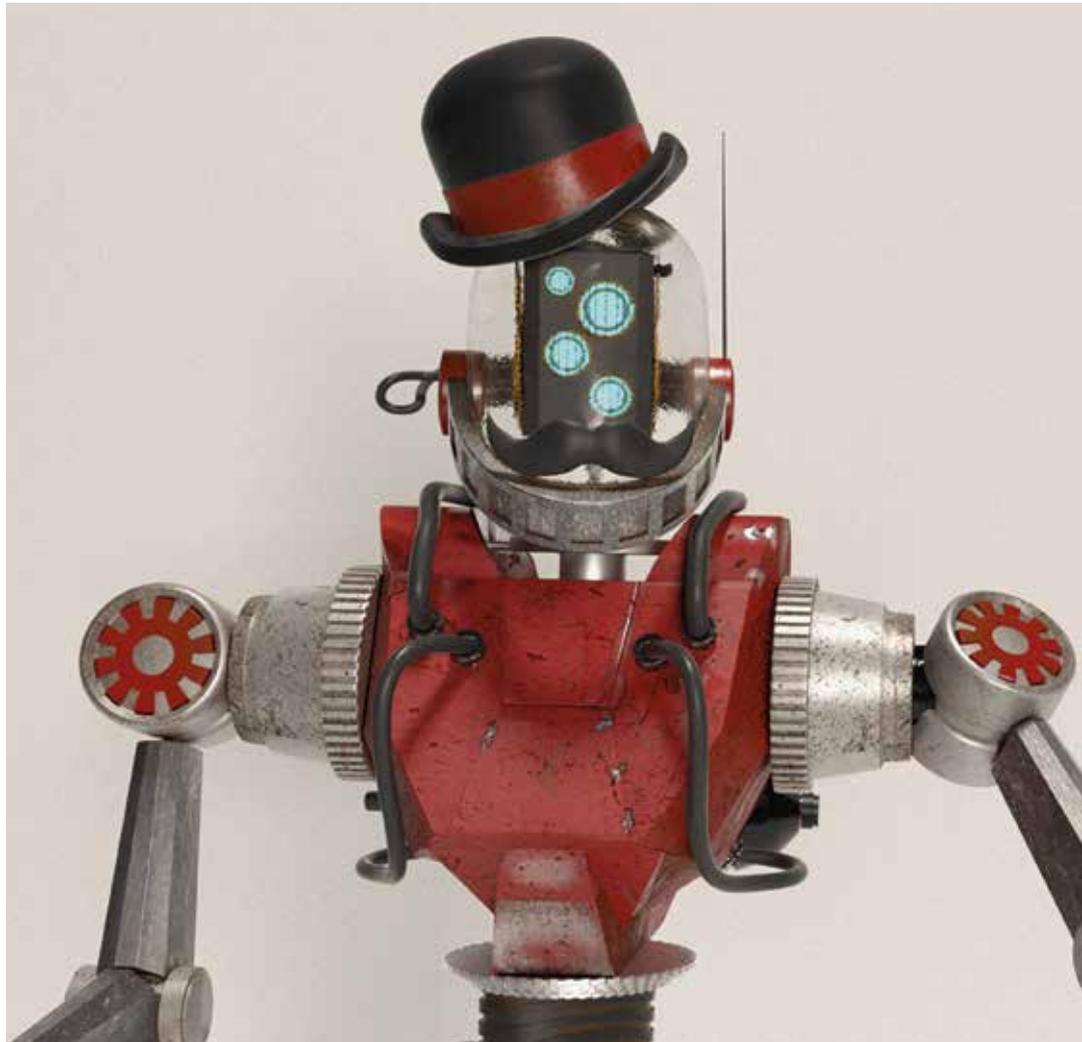
Working side-by-side with BA (Hons) Animation students in your first year, you will acquire skills across the range of animation and visual effects expertise.

You'll have the opportunity to attend FMX, one of Europe's biggest and best animation, visual effects, and games conference. 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.

As you become an expert 'world builder', you'll use visual effects to create character designs, enhance stories, work with directors or film your own shots, helping to develop a portfolio that could fast-track you into the animation or visual effects industries.

## What you will learn

- Learn to see: study visual effects fundamentals about lenses, pixels and light to see differently
- Explore the major animation techniques including digital 2D and 3D to underpin your visual effects projects
- Gain understanding of the principles of animation and visual effects: dynamics; character design; storyboarding; production; skills of observation; editing; green screen/compositing; photorealism; perspective; theatrical stagecraft and show reel design
- Progress from making two-dimensional flat imagery towards testing 3D designs
- Have the opportunity to attend industry talks, presentations and take part in live brief projects with animation and visual effects companies and professionals
- Focus on production areas of your choosing and continue to explore through the course areas of specialisation and develop your skills
- Learn about Look Development, lighting, texturing, rendering and all you'll need to build your environments
- Develop an understanding of audience, context, film language, and the elements of compelling storytelling
- Gain powerful project management techniques to ensure you can lead animation and visual effects teams and increase job prospects
- Develop a plan to market and promote yourself, and show your 'creative edge' to sell yourself to employers.



## COURSES YOU MAY ALSO BE INTERESTED IN:

ANIMATION AND VISUAL EFFECTS YEAR 0 / PAGE 50

ANIMATION / PAGE 56

FILM AND MOVING IMAGE PRODUCTION / PAGE 96

GAMES ART AND DESIGN / PAGE 106

GAMES DEVELOPMENT / PAGE 112



NUA

CAMPUS

CITY

ARCHITECTURE

WHAT NEXT

BA (HONS)

# ARCHITECTURE

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 and responsible design is our primary focus.

## Imagination and exploration

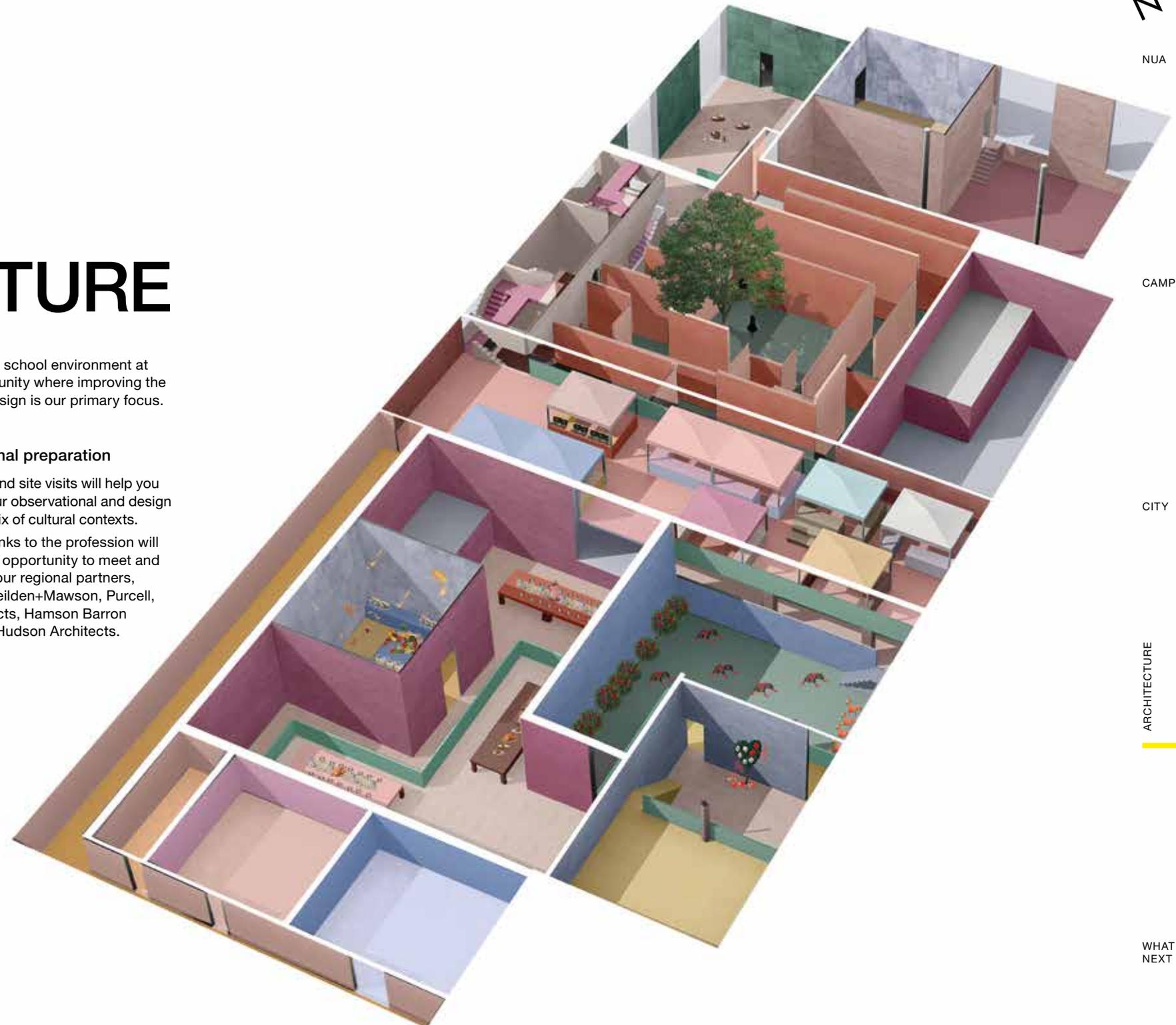
Our BA (Hons) Architecture degree is prescribed by the Architects Registration Board (Part 1) and is your first step towards a successful career as a registered architect or in a related profession. A distinctive combination of imagination and exploration, research and critical evaluation will be at the centre of your approach to the built environment. You will acquire skills in technical aspects of spatial design using a variety of traditional and contemporary techniques, from drawing and model-making to 3D digital design.

## Awards and accolades

Recent graduates have been selected for RIBA East Awards and the TRADA University Challenge.

## Professional preparation

Field trips and site visits will help you develop your observational and design skills in a mix of cultural contexts. 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.



Right: Drucilla Boakye, LSI Architects Drawing Prize

Right: Aisha Flynn  
Below: Jake Cruse

### What you will learn

- 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
- Study user needs in relation to the aesthetic and technical requirements of a built environment
- Explore structural and environmental design considerations
- Examine the social context of architecture, drawing on theories from other disciplines such as philosophy, cultural geography and fine arts
- 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.

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NUA

CAMPUS

CITY

ARCHITECTURE

WHAT NEXT



NUA

# A distinctive combination of *imagination and exploration.*



COURSES YOU MAY ALSO BE INTERESTED IN:

CAMPUS

ARCHITECTURE  
YEAR 0  
/ PAGE 50

INTERIOR DESIGN  
/ PAGE 134

GAMES ART  
AND DESIGN  
/ PAGE 106

ILLUSTRATION  
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CITY

GRAPHIC  
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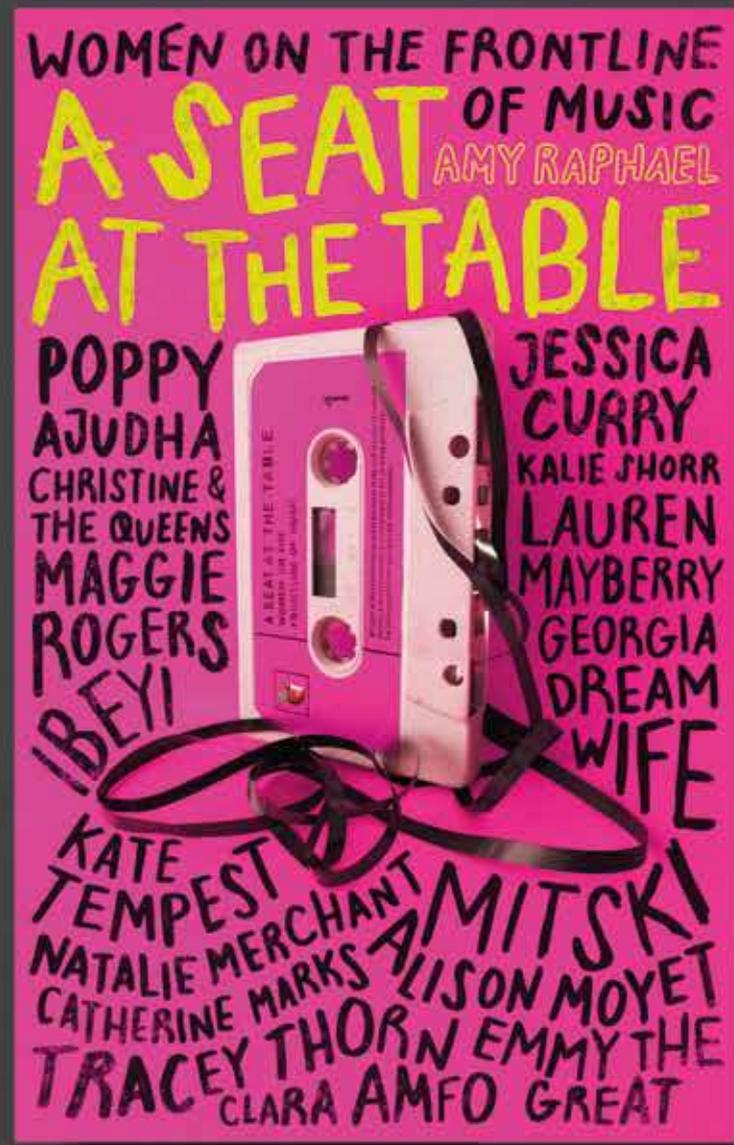
ARCHITECTURE

WHAT NEXT



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Main picture: Jake Cruse, RIBA East Student Award 'Outstanding Design'



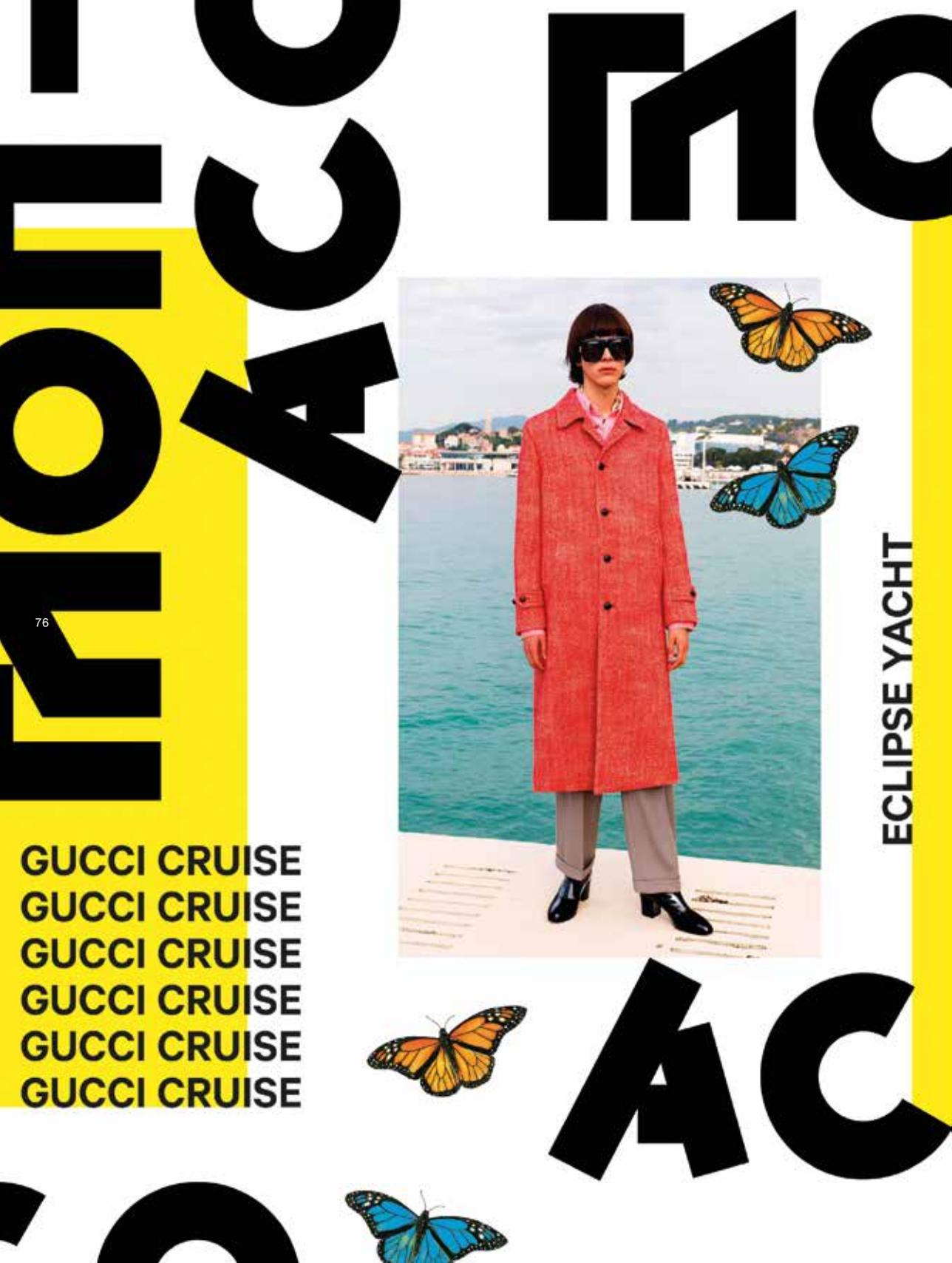
Main picture: Louise Aspinall: book jacket design for a live project brief which has been taken into production by Little, Brown Book Group

BA (HONS)

# DESIGN FOR PUBLISHING

You will explore your passion for stories, information, typography, photography and illustration on this award-winning course.

You will explore how words and images can come to life on the page and screen to tell stories and to deliver information. Our highly regarded course will nurture your love of type, typography, typefaces, image creation and art direction.



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GUCCI CRUISE

ECLIPSE YACHT

Left: Jake Newbury, selected for Gradwatch by Creative Review

### Effective digital and print design

Our BA (Hons) Design for Publishing course covers creating effective design for printed books, newspapers and magazines as well as digital apps and online publications.

You will use industry-standard software to explore a broad range of editorial design approaches from storytelling with text and images to mastering typography, book binding and specialist print finishing, to complex data visualisation and infographics.

### Professional preparation

You will work on projects set by our many partners from industry and have a chance to work on competition entries and live briefs set by professionals. There will be opportunities to pitch your work to visiting speakers and hear their feedback on your ideas and approach.

### Industry links

You will be taught by passionate and experienced tutors, as well as many visiting professional designers, whose reputation for nurturing talent means that leading design groups and agencies actively recruit graduates from the course.

### Award-winning students

Our course has a history of student success in design competitions, including the British Book Design Production Awards, Penguin Books Student Design Awards, and the Society of Publication Designers' Student Design competition.

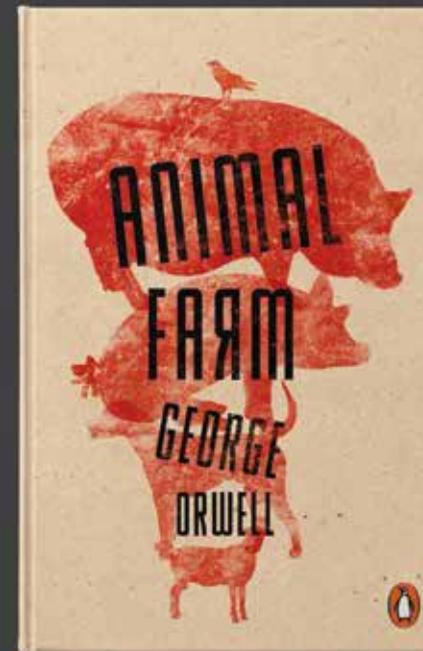
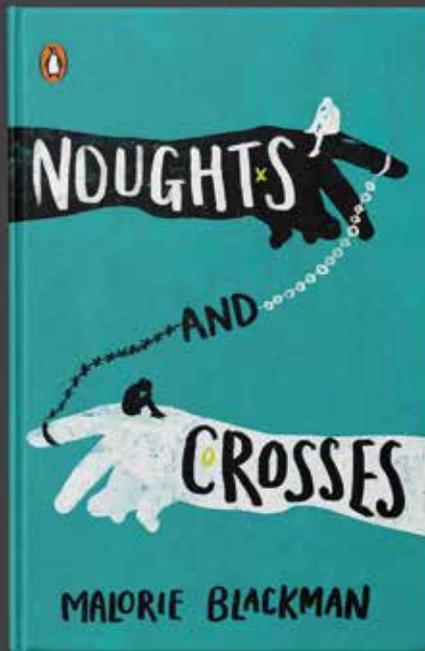
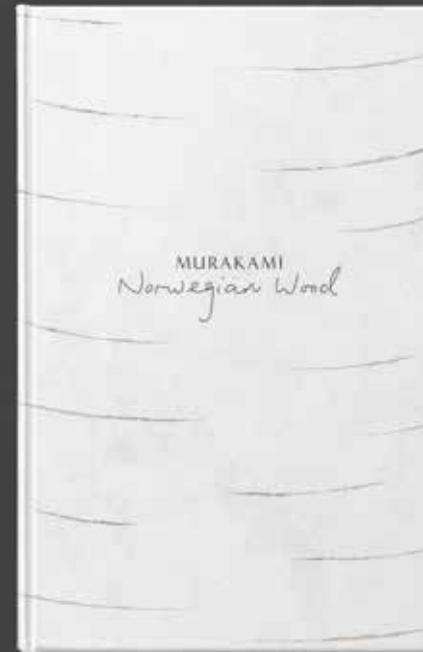
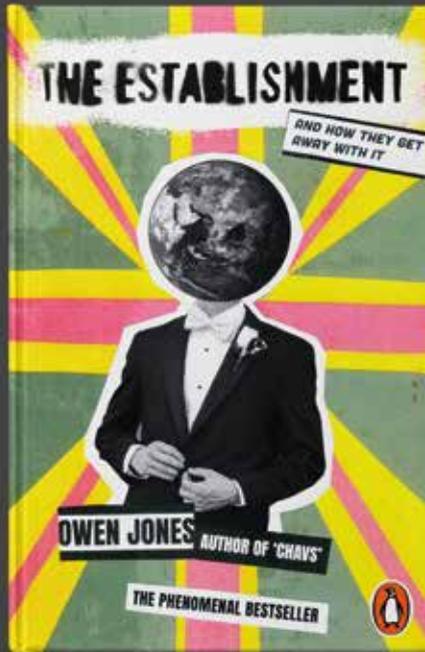
Leading design groups and agencies *actively* recruit graduates from the course.



Clockwise from top left: Charlotte Vaughan;  
Rowan Collins; Emily Courdelle – all finalists,  
Penguin Random House Student Design Award

### What you will learn

- Develop key technical skills in various design-related digital media such as InDesign, Photoshop and Illustrator
- Develop skills in typography, printing, layout and page design, 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 handcraft/making skills
- 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
- Create a professional portfolio of work – in multiple 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 puts your practice in context.



The tutors and technicians are always willing to help with any weird, exciting or ambitious ideas you may have. I never feel like an idea is out of my depth.

Amelia Dave  
Year Three, BA (Hons) Design for Publishing

!  
COURSES YOU  
MAY ALSO BE  
INTERESTED IN:

DESIGN FOR PUBLISHING  
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/ PAGE 50

GRAPHIC DESIGN  
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GRAPHIC COMMUNICATION  
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NUA

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CITY

DESIGN FOR PUBLISHING

WHAT NEXT

Main picture:  
Jack Fenn, awarded  
the Dubery  
and Brogden  
Scholarship 2019

Far right:  
Emilia Ridealgh

Far left:  
Lauren Price

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NUA

BA (HONS)

# FASHION

CAMPUS



CITY

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

Our BA (Hons) course will encourage exploration in concept development, pattern cutting, and professional garment construction supported by technical skills and couture levels of craftsmanship.

FASHION



Scan this page to  
view NUA at Graduate  
Fashion Week

WHAT  
NEXT

Main picture:  
Annabelle Shortland

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There's a huge sense of achievement when you perfect a design or garment. I've learnt to refine my making skills and work more precisely.

*Jerry Huang  
Year Three, BA (Hons) Fashion*



NUA

CAMPUS

CITY

FASHION

WHAT  
NEXT

# A course to *push* creative boundaries.

## Professional preparation

Your technical expertise and understanding of materials and industry markets will grow by working on design competitions and briefs for high profile companies such as Burberry and ASOS.

Guest lectures, seminars and workshops with acclaimed practitioners, stylists and academics will give you insight into how the industry works.

We will help you to develop a professional portfolio to showcase your design identity and profile the quality of your manufactured garments to employers.

## Awards and accolades

Recent graduates' work has been selected for catwalk shows in London and New York, and students have won a range of awards, from a national design competition for Boohoo, to the winning official T-shirt design for BBC Children in Need in 2019.

*Right: Phoebe Constable, selected for Graduate Fashion Week gala show and featured in the 'Dream Big' video for the UK Foreign Commonwealth Office's GREAT Britain campaign*

*Far right: Megan Grinham, Winner, BBC Children in Need x George T-shirt design competition as part of Graduate Fashion Week*



## What you will learn

- Build an advanced technical skill base in pattern cutting, fabric development and manufacturing to create 3D garments
- Develop skills in sourcing and compiling visual research
- Explore professional ways of communicating ideas and essential digital skills and build a strong fashion industry awareness
- Work collaboratively alongside Year Three students; assisting with their final collections and NUA fashion catwalk show at Graduate Fashion Week
- Take part in industry projects including competition briefs from the Graduate Fashion Foundation and the British Fashion Council
- Develop strong conceptual and practical skills through extensive research, design development, and original pattern cutting and craftsmanship
- Complete a research report that explores the wider context of your work.



## COURSES YOU MAY ALSO BE INTERESTED IN:

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NUA

CAMPUS

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BA (HONS)

CITY

# FASHION COMMUNICATION AND PROMOTION

FASHION  
COMMUNICATION  
AND PROMOTION

## Show-offs wanted.

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.

WHAT  
NEXT

Main picture:  
Jess Anderson



## Collaborate with other students, including photographers, videographers and fashion designers.

### Skills for the fashion industry

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

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.

As you build your knowledge of fashion communication, you will develop skills that are sought after by employers, including:

- Branding and promotional strategies
- Image, media and film content creation
- Publication design and writing for fashion
- Trend forecasting and fashion cultures.

And you'll use an enviable range of facilities, including NUA's Digital User Experience Laboratory studio space and workshops – supported by experienced tutors and expert technicians.

### Professional preparation

You will follow in the footsteps of graduates who are leading successful fashion media and marketing careers after work experience, live projects and internships with brands like Adidas, Vivienne Westwood and Vogue.

Main picture: Ryan Hyde, Winner of Graduate Fashion Week Fashion Publication Award

Main picture:  
Ethan Lagman

### Awards and accolades

Recent graduate Ryan Hyde won the Fashion Publication Award at Graduate Fashion Week in 2019.

### What you will learn

- You will share a joint first year with BA (Hons) Fashion Marketing and Business allowing you to explore a range of fundamental theories and skills
- Examine the theory and practice of fashion trends and trend forecasting, marketing and branding and explore the world of fashion publications
- Explore graphic design and digital content creation
- Experiment with fashion styling, photography and set design
- Design and create a 360-degree fashion campaign
- Develop an understanding of professional practice in areas of professional pitching, network building and self-promotion
- Identify an area of study that reflects your intended professional practice culminating in a substantial and focused final major creative project
- Take part in live projects and competitions such as briefs from Graduate Fashion Week
- Compile a professional portfolio
- Complete a research report that puts your practice in context.



NUA



### COURSES YOU MAY ALSO BE INTERESTED IN:

FASHION  
COMMUNICATION  
AND PROMOTION  
YEAR 0 / PAGE 50

FASHION MARKETING  
AND BUSINESS  
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FASHION  
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CAMPUS

CITY

FASHION  
COMMUNICATION  
AND PROMOTION

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NEXT



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Top and below:  
Beth Poulter



BA (HONS)

# FASHION MARKETING AND BUSINESS\*

**Style *and* substance.**

You are a budding business strategist who is passionate about the fashion industry and wants to understand the marketing mechanics behind big name and challenger brands on the catwalk and high street.

\*Subject to validation



**COURSES YOU MAY ALSO BE INTERESTED IN:**

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**Skills for the fashion industry**

Our BA (Hons) Fashion Marketing and Business degree will offer you an insight into the commercial fundamentals, marketing strategies and core brand development techniques that are used to run the fashion industry today.

You'll create dynamic marketing campaigns, retail concepts, buying proposals and business plans that will allow you fully understand and operate within successful fashion businesses.

As you build your knowledge of fashion marketing, you will develop skills that are sought after by employers, including:

- Marketing and promotional strategies
- International fashion branding
- Fashion retail and visual merchandising
- Fashion buying and merchandising.

And you'll use an enviable range of facilities, including NUA's Digital User Experience Laboratory studio space and workshops – supported by experienced tutors and expert technicians.

**Professional preparation**

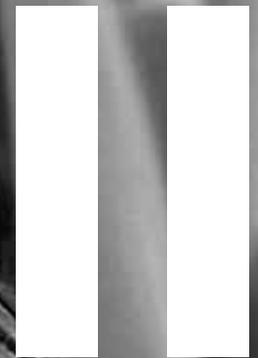
You will follow in the path of graduates from our sister course, Fashion Communication and Promotion, who are set-up for successful careers after work experience and internships at brands such as Vivienne Westwood, Jimmy Choo, Net A Porter and Adidas.

**What you will learn**

- You will share a joint first year with BA (Hons) Fashion Communication and Promotion allowing you to explore a range of fundamental theories and skills
- Examine the theory and practice of fashion trends and trend forecasting, marketing and branding and explore the world of fashion publications
- Extend your theoretical awareness of fashion retail, visual merchandising, fashion buying and international fashion marketing
- Develop an understanding of the fashion industry, organisational management and fashion business fundamentals
- Identify an area of study that reflects your intended professional practice culminating in a substantial and focused final major project and/or business plan
- Take part in live projects and competitions such as briefs from Graduate Fashion Week
- Explore the interaction between different design media and genres
- Compile a professional website
- Complete a research report that puts your practice in context.

Top: Gabrielle Hopley  
Below: Marta Zaremba

\*Subject to validation



BA (HONS)

# FILM AND MOVING IMAGE PRODUCTION

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.



Scan this page to view the NUA Film and Moving Image Production showreel

Main picture:  
Laura Wadha, selected for  
Aesthetica Film Festival,  
Norwich Film Festival,  
London Short Film Festival

Top: Matthew Nodwell,  
RTS East Student Craft award  
for Best Camera 2018  
Middle: Adam Cracknell  
Bottom: Joshua Masters



## COURSES YOU MAY ALSO BE INTERESTED IN:

FILM AND MOVING  
IMAGE PRODUCTION  
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ANIMATION  
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ANIMATION AND  
VISUAL EFFECTS  
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FINE ART  
/ PAGE 100

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/ PAGE 140

## Creative storytelling, industry skills

We will encourage you to explore a variety of filmmaking mediums and platforms to become an accomplished and creative storyteller.

Your focus will be the short film form, including original and adapted drama, documentary, advertising and commercial editorial work.

You will learn fundamental skills in script writing, producing, directing, cinematography and editing, as well as other areas like sound recording, sound design and production design.

## Professional preparation

Entrepreneurial skills will be crucial as you pitch films to professional visitors, explore film marketing and distribution strategies.

You will make full use of the course team's industry networks by attending workshops with leading professionals.

## Film festival selections and awards

Our graduates' work has won film festival awards in London, Los Angeles, and Tokyo.

Their technical skills have been recognised through Royal Television Society East Awards and BAFTA-crew membership.

Accredited by



## What you will learn

- Develop your storytelling skills and your fundamental creative craft skills such as producing, script development, direction, cinematography, colour grading, sound editing, and production design
- 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 original and adapted drama, documentary, fashion, and advertising content
- 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 designed research document
- Consolidate skills and knowledge in the wider context of film forms, including documentary and advertising films, alongside different forms of drama
- Develop collaborative working skills on projects with students on other courses, as well as work placement opportunities and live industry projects
- 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.



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CITY

FILM AND MOVING  
IMAGE PRODUCTION

WHAT  
NEXT

Main picture: Emilia Symis,  
Winner of the John Ruskin Prize 2019

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CAMPUS

CITY

FINE ART

WHAT  
NEXT

BA (HONS)

# FINE ART

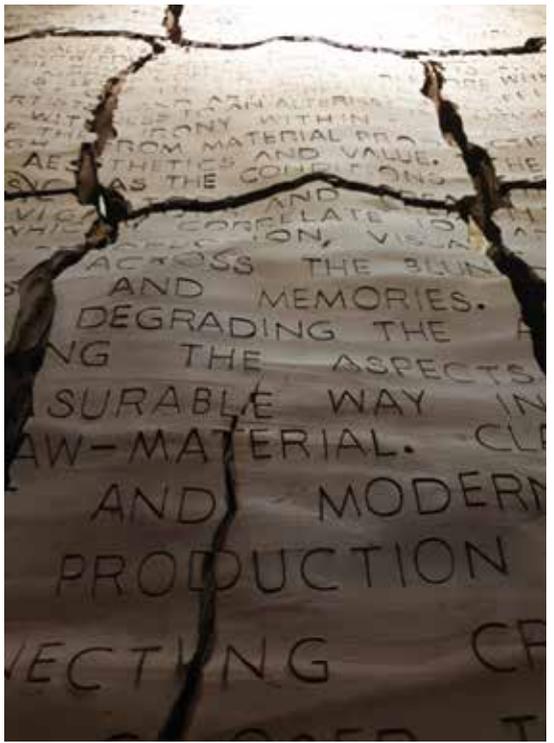
Explore your creativity, ideas and instincts in a vibrant community of artists, makers and thinkers at NUA, one of the country's longest-established Fine Art degrees.

## Thinking through making

Our BA (Hons) course encourages 'thinking through making' and you will explore the breadth of fine art with workshops in painting, print, sculpture, mixed media and video. You will use project spaces and external venues for performance, display and curation. Whatever your choice of medium, we will encourage and support you in our purpose-built studio spaces to develop your own practice and develop a substantial portfolio.

## Professional preparation

Your creative development will include gaining valuable professional skills related to promoting and selling your work, curation, contracts, costing and networking. Opportunities will emerge through the course team's close links with regional and national galleries like Tate Modern, Wysing Arts Centre, Firstsite, Sainsbury Centre for Visual Arts and OUTPOST.



Clockwise from top left: Laura Potts; Ji-Young Kim, selected by Honorary Fellow Vicken Parsons and Antony Gormley for High House Residency 2019



**Awards and accolades**

Recent graduates have been selected for the John Ruskin Prize, Broomhill National Sculpture Prize, and the Jerwood Student Award.

**What you will learn**

- 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
- Contextualise your work and think more practically about audience
- Explore collaborative, collective and socially engaged approaches
- Introduction to the 12 essential skills of the Fine Art innovative programme
- Learn advanced drawing techniques
- Opportunities to exhibit in the NUA Project Spaces, and external venues for experimentation, collaboration, display, critique, curation, performance and discussion
- Opportunity to be part of the curation team planning the end of year show, attended by curators, collectors, buyers and gallery owners
- Opportunity to showcase your work in London.



**COURSES YOU MAY ALSO BE INTERESTED IN:**

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- ILLUSTRATION / PAGE 128
- PHOTOGRAPHY / PAGE 140
- FILM AND MOVING IMAGE PRODUCTION / PAGE 96
- ARCHITECTURE / PAGE 68
- INTERIOR DESIGN / PAGE 134

Throughout my time at NUA I developed an amazing skillset in something I never thought I’d be able to do.

Beth Freer  
2019 BA (Hons) Fine Art graduate



N  
NUA

CAMPUS

CITY

FINE ART

WHAT  
NEXT

*Explore your  
creativity, ideas  
and instincts.*

Main picture:  
Aurelia Coster, Winner of the Jennifer Davey  
Memorial Award 2019



NUA

CAMPUS

CITY

GAMES ART  
AND DESIGN

WHAT  
NEXT

BA (HONS)

# GAMES ART AND DESIGN

You are a content creator with artistic flair who wants to explore the inner workings of games and aspires to develop the industry's next big thing.

Top left: Will Hyde  
Top right: Jack Edwards  
Below: Anatomical wax modelling of hybrid human/animal designs



**Versatile skills**

Graduates from our BA (Hons) Games Art and Design course have gone on to work on major titles, from *Forza Horizon 4* and *Red Dead Redemption 2*, to *Batman: Arkham Asylum* and *Sea of Thieves*.

You will design and create characters, props, environments and vehicles using 2D and 3D content creation software for a range of platforms, including console, web, mobile, computer, augmented and virtual reality.

Joining the NUA Games community enables interaction and collaboration with peers on our sister course, BSc Games Development, as you pursue your area of specialism in Concept Art or Asset Production.

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**Professional preparation**

Our industry partners will challenge you with live briefs and projects, and you will engage with professionals through visiting lectures and pitching your ideas.

NUA Games is a member of the Sony PlayStation First Academic Partnership Programme, and is accredited by ScreenSkills, and the games industry body TIGA. The Rookies, a global panel of games industry experts, ranked NUA in the world's top 10 in 2018.



**Graduate success**

You will follow in the footsteps of BAFTA-winning games designers, employees at Rockstar Games, Sony Interactive Entertainment Europe, Epic Games, Frontier Developments, Rare, Ubisoft, and the Victoria & Albert Museum's first Games Designer in Residence.

CAMPUS

**What you will learn**

- 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
- Identify your aspirations and future career goals and align your skillset to match those of your dream job
- Engage with industry experts and events such as EGX, Develop: Brighton, Norwich Gaming Festival, Brains Eden, and more
- 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
- 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 fully working game prototypes.

CITY

GAMES ART AND DESIGN

Accredited by



WHAT NEXT

Main picture:  
Johan Lagesson

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NUA



**COURSES YOU  
MAY ALSO BE  
INTERESTED IN:**

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GAMES ART AND  
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CAMPUS

CITY

GAMES ART  
AND DESIGN

WHAT  
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Main picture:  
George Britton

BSc (HONS)

# GAMES DEVELOPMENT

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You are a games designer, developer, or coder who wants to learn the end-to-end process of making games and prepare for a successful career in a dynamic and rapidly-evolving industry.

## Build your technical expertise

You will explore the mechanics of playful interaction on our BSc (Hons) Games Development degree as you develop skills in prototyping and user testing.

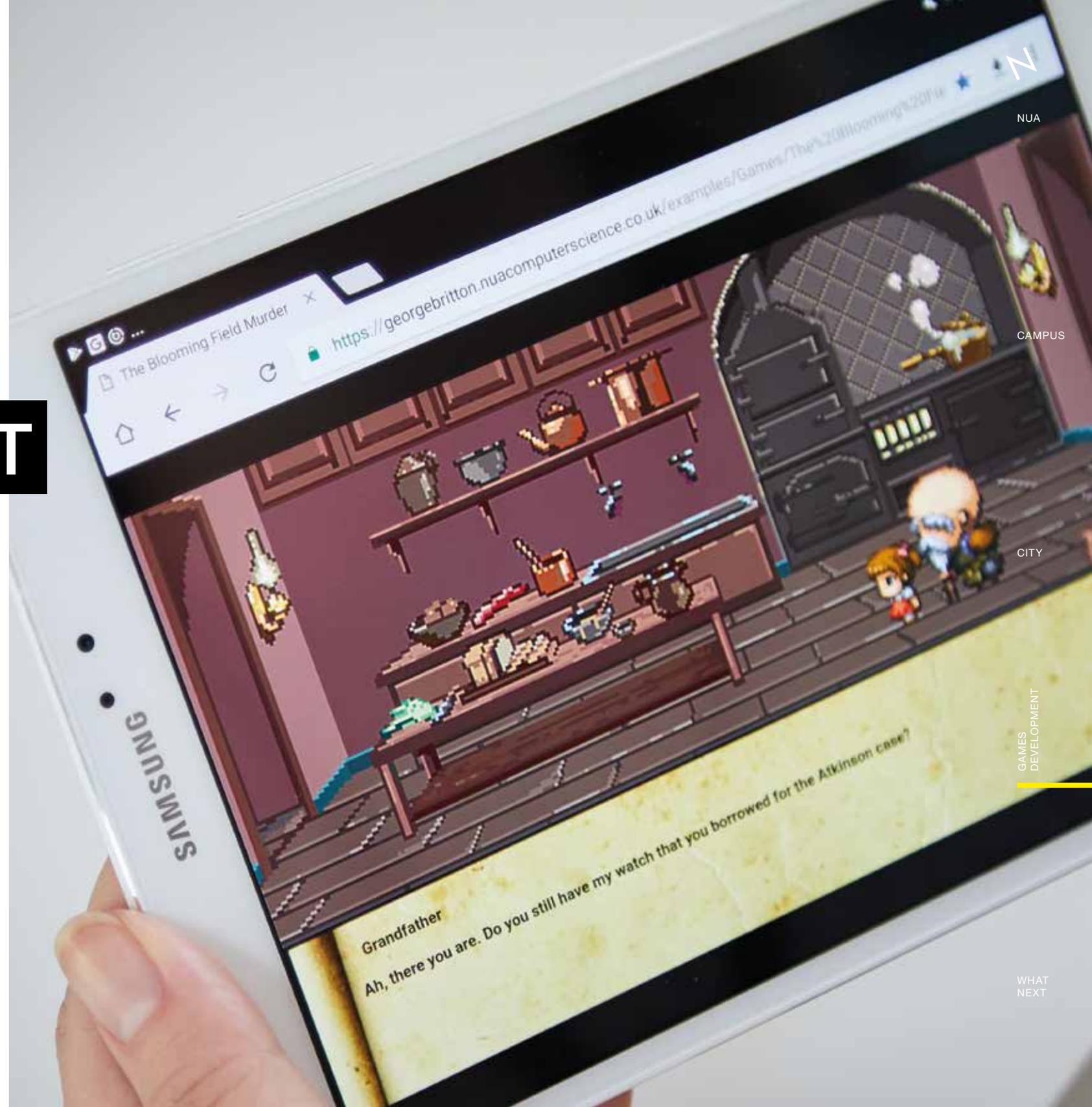
You will work with different technologies and platforms, including console, web, mobile, PC, augmented and virtual reality.

How you think, make decisions, and develop ideas will evolve as you learn to code games that give users an exceptional experience. And you will be part of the NUA Games community, interacting and collaborating with your peers on our sister course, Games Art and Design.

## Professional preparation

Workshops, technical demonstrations and live briefs will help prepare you for a career in the games industry.

NUA Games is a member of the Sony PlayStation First Academic Partnership Programme, and was ranked as the UK's best educational institution in 2017. The Rookies, a global panel of games industry experts, ranked NUA in the world's top 10 in 2018.



NUA

CAMPUS

CITY

GAMES DEVELOPMENT

WHAT NEXT

### What you will learn

- Gain core Games Development skills through the design and development of games for a specific platform and audience
- Learn the fundamental skills associated with software engineering for games and build core technical competency focused on a successful career in the games industry
- Develop prototyping, user testing skills and gain understanding of the digital project lifecycle, key milestones and processes by designing and developing fully functional games
- Work within an industry-standard integrated development environment (IDE) to develop more sophisticated programming techniques
- Examine the principles of physics and mathematics that underpin games to simulate real-world environments, and the principles of data structures
- 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.

Middle: Robin Wragg

Top right: Developed by William Sparkes in collaboration with Games Art and Design

Bottom right: Students at Norwich Gaming Festival



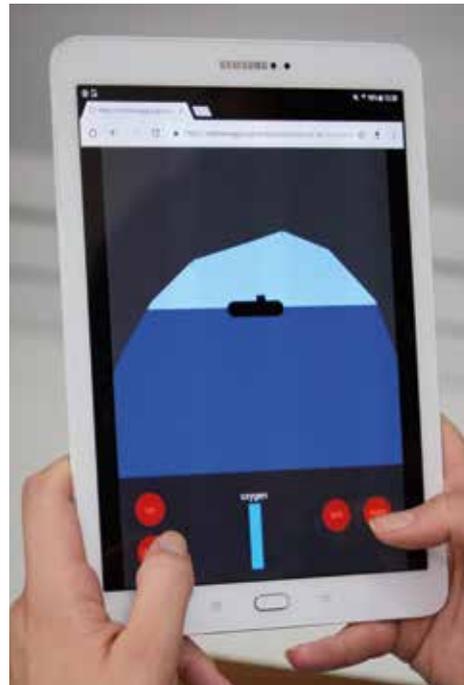
### COURSES YOU MAY ALSO BE INTERESTED IN:

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CAMPUS

CITY

GAMES  
DEVELOPMENT

WHAT  
NEXT



Main picture:  
Sophia Brandt, Winner of a TDC  
Medal for typographic excellence



NUA

CAMPUS

Your passion for exploring visual ideas and brand communication across all platforms will be at the heart of your time at NUA studying on our award-winning Graphic Communication course.

CITY

BA (HONS)

# GRAPHIC COMMUNICATION

GRAPHIC COMMUNICATION

WHAT NEXT

Main picture:  
John Miller

Our BA (Hons) Graphic Communication course is closely aligned to industry and you will work on a wide variety of briefs set by staff, professional design agencies and external competitions. You will engage in work that explores traditional formats as well as emerging digital technologies such as augmented and virtual reality. Your knowledge and skills will grow in branding, identity, advertising, motion graphics interaction/UX design, whilst developing strong skills in creative thinking and ideas-led communication solutions.

### Professional preparation

You will work on projects set by our many partners from industry and have a chance to work on competition entries and live briefs set by professionals. There will be opportunities to pitch your work to visiting speakers and hear their feedback on your ideas and approach.

### Industry links

You will be taught by passionate and experienced tutors, as well as many visiting professional designers, whose reputation for nurturing talent means that leading design groups and agencies actively recruit graduates from the course.

# From real-world problems to commercial briefs, from digital to print.



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CITY

GRAPHIC  
COMMUNICATION

WHAT  
NEXT

## Awards and accolades

Recent students have won prestigious D&AD Pencils, the grand prize in the Tokyo Type Director's Club, and a branding competition for the National Centre for Writing.

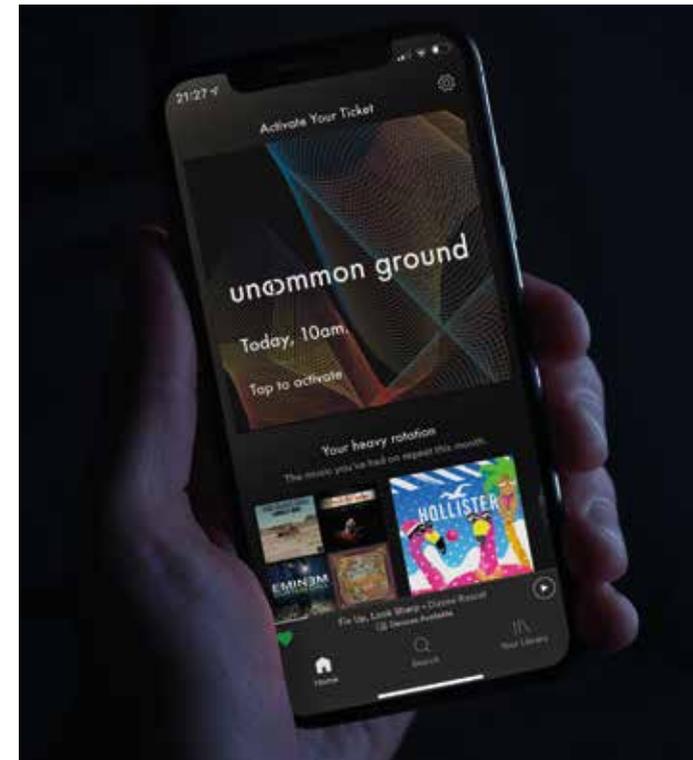
## What you will learn

- Develop skills in typography, layout, photography, motion graphics, copywriting, screen design, design research and idea generation
- Learn technical skills in various design-related digital media such as InDesign, Photoshop and Illustrator, After Effects, Premier and Adobe XD
- Explore print, paper, material, format and handcraft/making skills
- 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), and exhibition 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 take part in projects, including competition briefs and other professionally-focused projects
- Create a professional portfolio of work
- Complete a research report that puts your practice in context.

Below: Eliza Fudge  
Top right: Elena Lockyer  
Bottom right: Hinal Patel

I'm surrounded by peers and tutors who help me develop my work, collaborate on briefs and make the process of ideas generation and crafting a social and exciting one.

Ruby Douglass  
Year Two, BA (Hons) Graphic Communication



COURSES YOU  
MAY ALSO BE  
INTERESTED IN:

GRAPHIC  
COMMUNICATION  
YEAR 0  
/ PAGE 50

DESIGN FOR  
PUBLISHING  
/ PAGE 74

GRAPHIC DESIGN  
/ PAGE 122

PHOTOGRAPHY  
/ PAGE 140

USER EXPERIENCE  
DESIGN  
/ PAGE 152



NUA

CAMPUS

CITY

GRAPHIC  
COMMUNICATION

WHAT  
NEXT

Main picture: Charles Mason,  
Vice-Chancellor's Commendation

BA (HONS)

# GRA PHIC DES IGN

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

 Scan this page to view more work from NUA's four award-winning graphics courses



NUA

CAMPUS

CITY

GRAPHIC  
DESIGN

WHAT  
NEXT

Main picture:  
Amelia Cherrill,  
YCN Student of the Year

# Creative *solutions,* commercial *focus.*

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.

You will develop skills in creative thinking, typography, printing, layout, photography and visual narrative and storytelling.

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

## Professional preparation

You will work on projects set by our many partners from industry and have a chance to work on competition entries and live briefs set by professionals.

There will be opportunities to pitch your work to visiting speakers and hear their feedback on your ideas and approach.

## Industry links

You will be taught by passionate and experienced tutors, as well as many visiting professional designers, whose reputation for nurturing talent means that leading design groups and agencies actively recruit graduates from the course.



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CAMPUS

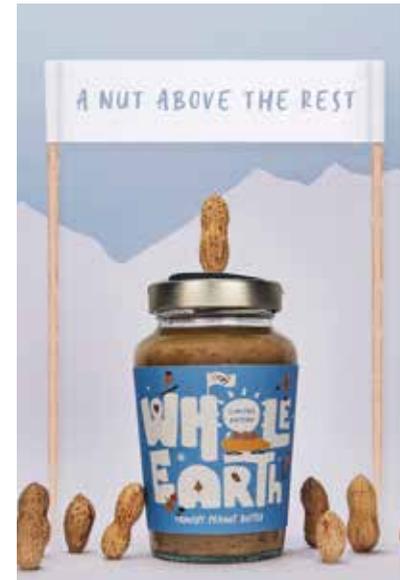
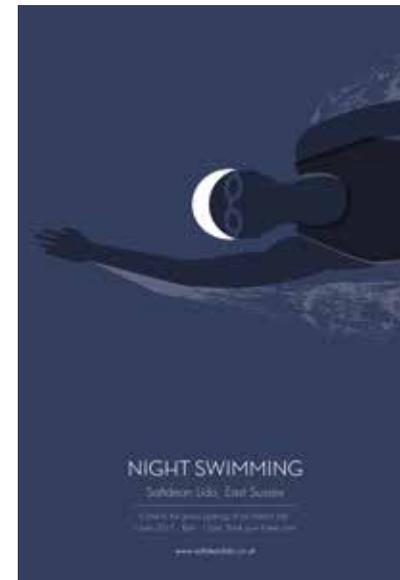
CITY

GRAPHIC  
DESIGN

WHAT  
NEXT



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Clockwise from top left: Alice Cave; Ella Smith; Harriet Davie; Amy Joslyn



NUA

### Awards and accolades

Recent students have won prestigious D&AD Pencils, the Design Bridge, Black Sheep and EIZO Awards.

### What you will learn

- 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 handcraft/making skills
- Work on visual identity, packaging design, advertising and promotion, design for digital platforms and editorial design
- Pitch your work to leading industry professionals, and work on projects set by external bodies such as industry employers, live clients and competition briefs
- Collaborate with students from another course at NUA on interdisciplinary projects
- Construct a professional portfolio of work
- Complete a research report that puts your practice in context.

CAMPUS

CITY



### COURSES YOU MAY ALSO BE INTERESTED IN:

- GRAPHIC DESIGN YEAR 0 / PAGE 50
- GRAPHIC COMMUNICATION / PAGE 116
- DESIGN FOR PUBLISHING / PAGE 74
- USER EXPERIENCE DESIGN / PAGE 152
- ILLUSTRATION / PAGE 128

GRAPHIC DESIGN

WHAT NEXT

BA (HONS)

# ILLUS- TRATION

Building your creative and professional skills in a variety of techniques and approaches to illustration is at the heart of our well-regarded course at NUA.

## Personal approach, professional skills

Our BA (Hons) course has a reputation for challenging conventional thinking. We will help you to develop your personal style as your expertise grows in drawing, print, collage and multi-media. You will explore visual storytelling and both digital and analogue image-making: from the page to the screen, to installations and interactive experiences.

## Professional preparation

Live projects, competitions and collaborations will offer work opportunities to prepare you for a successful career as you develop your own way of thinking about illustration, storytelling and the connection of images to text or the spoken word.

We will help with advice about working in the creative industries, including freelance careers, employment and entrepreneurship, and practical tips on handling commissions and negotiating with clients.





**SOUTHBANK  
CENTRE**

**Awards and accolades**

Student accolades include the Penguin Books Student Design Awards, the RSA Student Design Awards, and selection for Masters of Art International.

*Left: Charlotte Chesher,  
Vice-Chancellor's Commendation*

*Below: Louise Fitzgerald,  
Vice-Chancellor's Commendation*



**What you will learn**

- Develop an understanding of visual communication, informed by design principles and cultural ideas
- Develop and explore methods of researching
- Examine storytelling through visual narrative and sequential design
- Explore analogue and digital image making
- Understand drawing languages, observational drawing, mark-making, print, collage and multi-media processes
- 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
- Take the opportunity to enter a variety of competitions, stage exhibitions, work on live briefs, and present work to peers and industry panels to broaden your professional profile
- Apply specialist skills and employ advanced research methodologies (e.g. field trips, site visits, archived-based research)
- Engage in professional practice and 'live' experiences, and channel your specialist illustration knowledge towards the creation of a final degree show and graduate portfolio
- Complete a research report that puts your practice in context.

Right: Alice Morley,  
Vice-Chancellor's Commendation

I have the  
freedom to  
explore and  
develop my  
practice, with  
a passionate  
creative  
community to  
support me.

Kaelin O'Hare  
2019 BA (Hons) Illustration graduate



COURSES YOU  
MAY ALSO BE  
INTERESTED IN:

ILLUSTRATION YEAR 0  
/ PAGE 50

FINE ART  
/ PAGE 100

GRAPHIC  
COMMUNICATION  
/ PAGE 116

GRAPHIC DESIGN  
/ PAGE 122

ANIMATION  
/ PAGE 56



NUA

CAMPUS

CITY

ILLUSTRATION

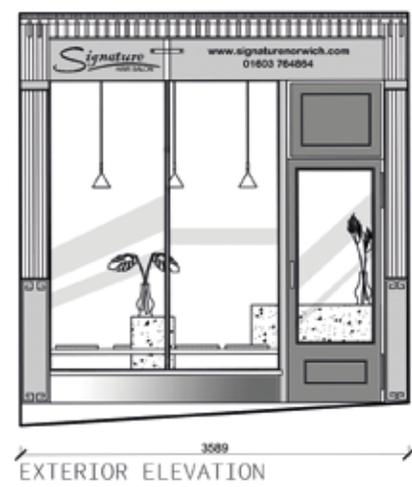
WHAT  
NEXT

BA (HONS)

# INTERIOR DESIGN

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.

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## Human reactions to interior design

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 and housing projects to hotels and shops, restaurants and offices.

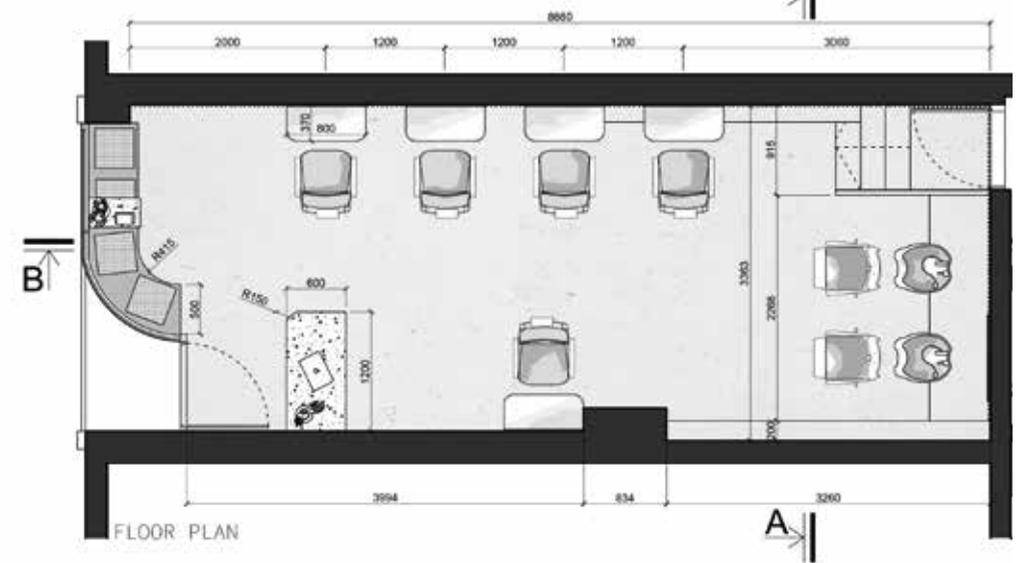
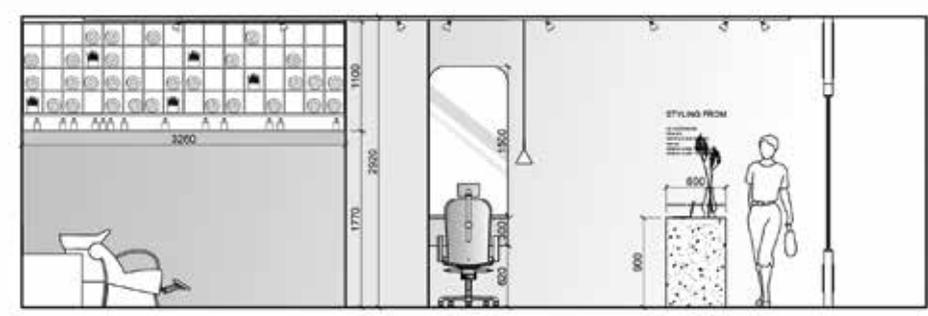
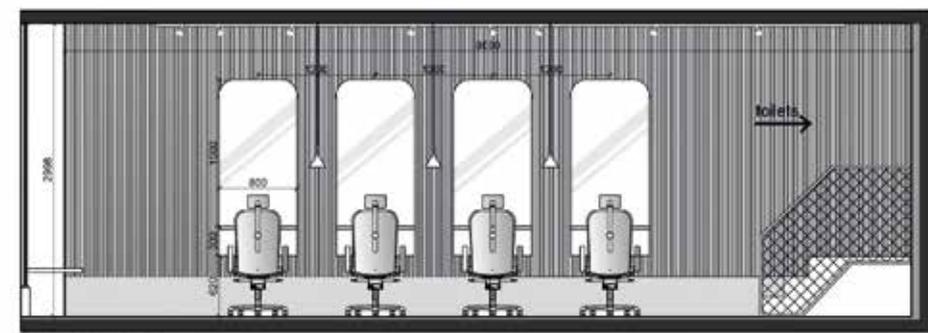
Working in our Interior Design studio, you will explore how scale, light, colour, materials, texture and their acoustics affect human reactions and the social impact of design.

With the support of our expert staff, you will develop industry-standard skills in 2D and 3D visualisation methods, sketching and drawing by hand and using digital platforms, as well as collage, photography and model-making.

## Professional preparation

You will build a professional portfolio by mastering industry-standard design techniques and digital tools, and visiting professionals will share their insight through lectures and seminars and live projects.

Above and right:  
Jurgita Stankunaite



I have really developed as a designer, learning how to make logical choices to enhance my designs by using my strengths as well as other techniques NUA has taught me.

*Leah Walker  
Year Three, BA (Hons) Interior Design*

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*Main picture:  
Jurgita Stankunaite*



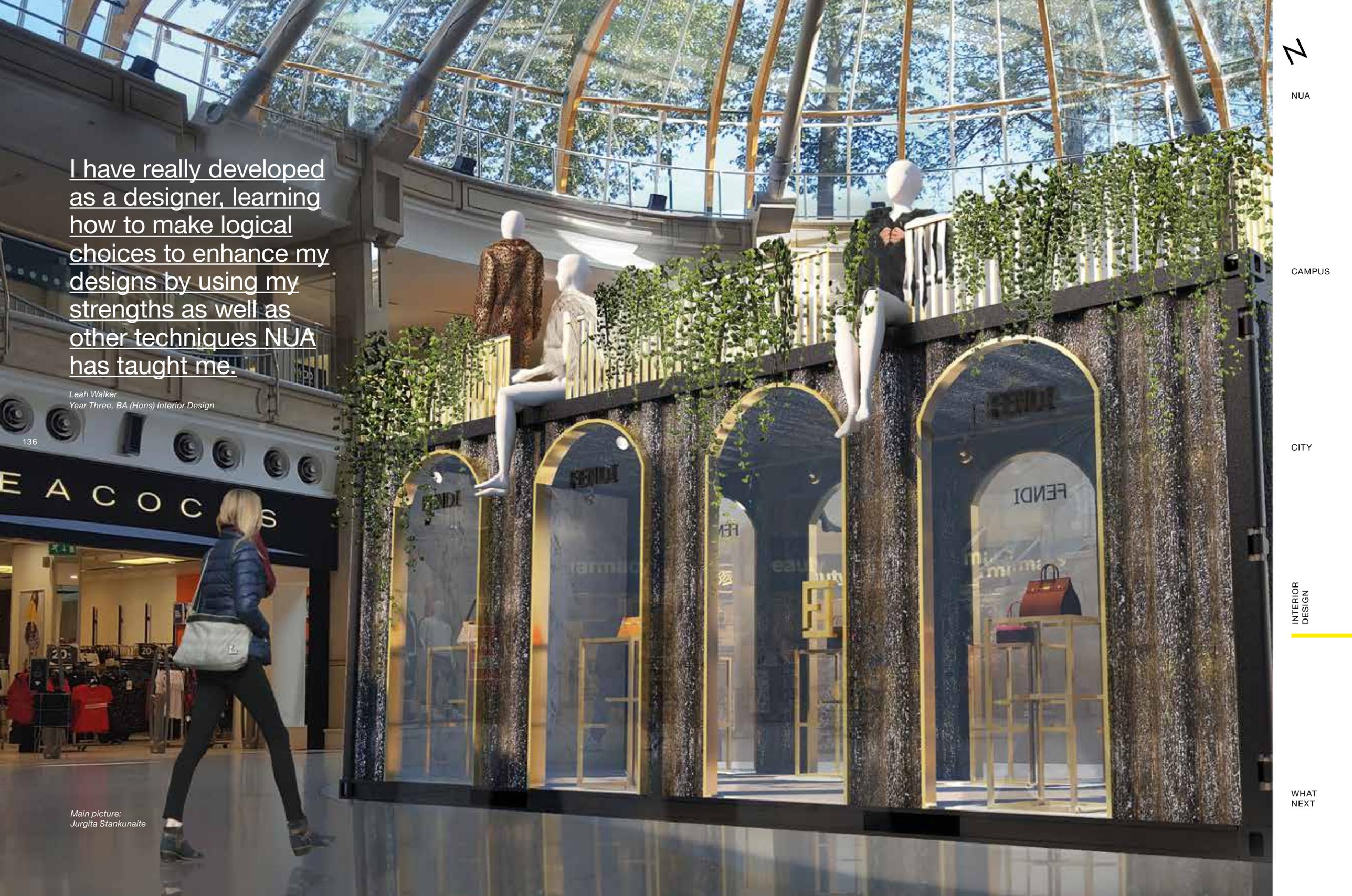
NUA

CAMPUS

CITY

INTERIOR  
DESIGN

WHAT  
NEXT





**COURSES YOU MAY ALSO BE INTERESTED IN:**

- 
- CAMPUS
- INTERIOR DESIGN  
YEAR 0  
/ PAGE 50
- ARCHITECTURE  
/ PAGE 68
- FINE ART  
/ PAGE 100
- GRAPHIC DESIGN  
/ PAGE 122
- ILLUSTRATION  
/ PAGE 128
- CITY

CAMPUS

CITY

INTERIOR DESIGN

WHAT NEXT

**What you will learn**

- Understand the principles of ideation and communication in interior design through a range of projects, workshops, experiments and exercises
- Explore the interdisciplinary nature of the interior and its cultural and historical context
- Work on competitions and live projects
- Examine new technologies and sustainable materials, as well as manufacturing techniques and their application to interior design
- 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
- Explore working in a team and developing a creative role through course and university-wide collaborative projects
- Explore materials and technologies for the construction and operation of building interiors with particular focus on sustainability, environmental and performance issues
- Deliver your own design project that reflects your career aspirations and embraces the full interior design process and your approach to contemporary design issues
- Complete a research report that puts your practice in context.



Top: Cairo Hill, Vice-Chancellor's Commendation  
Above: Rebecca Sayer  
Right: Leonor Peixoto

BA (HONS)

# PHOTOGRAPHY



## Connecting *passion* with perspective.



Above: Scott Soley,  
Shortlisted for  
AOP Student Awards

Left: Sherlyn Goh

### Professional practitioner, distinctive portfolio

You will learn how to apply your creative vision to a range of industry briefs, from fashion to advertising and editorial photography. Your work will be unmistakable as you develop a distinctive portfolio.

### Designed for the future

Studying at NUA will give you access to a wide range of industry-level photographic and lighting equipment and opportunities to explore the possibilities of moving image and computer-generated images (CGI).

Inspirational guest speakers will feature in your timetable frequently and you will 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 develop business skills including:

- Self-promotion
- Networking
- Client management.

Your work  
will become  
*unmistakable.*

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Main picture: Radha Jones



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CAMPUS

CITY

PHOTOGRAPHY

WHAT  
NEXT

Top: Cara MacNally  
Below left: Kane Layland  
Below right: Lara Chandler,  
Winner 2019 Photobox  
Scholarship for Photography

### Awards and accolades

Recent students have been selected for the Association of Photographers Awards, and the International Photography Awards.

### What you will learn

- How to work with digital cameras, studio and location lighting and large format inkjet printers
- Production and post-production skills in the Digital Darkroom
- How to apply your creative style in different contexts, including fashion, advertising and editorial photography
- Explore new and emerging technologies like digital moving image and CGI
- How subtle changes in photographic technique, visual elements and context affect communication of ideas
- How to produce a professional portfolio
- Opportunities to enter national competitions and a London graduate showcase.

The course pushed me to find my own photographic focus and style.

Leoni Lessmann  
2017 BA (Hons) Photography graduate



NUA



**COURSES YOU  
MAY ALSO BE  
INTERESTED IN:**

PHOTOGRAPHY  
YEAR 0  
/ PAGE 50

FILM AND MOVING  
IMAGE PRODUCTION  
/ PAGE 96

FASHION  
COMMUNICATION  
AND PROMOTION  
/ PAGE 86

GRAPHIC DESIGN  
/ PAGE 122

GRAPHIC  
COMMUNICATION  
/ PAGE 116

CAMPUS

CITY

PHOTOGRAPHY

Associated to

**AOP**

WHAT  
NEXT

Main picture:  
Georgia Stone



NUA

CAMPUS

BA (HONS)

# TEXTILE DESIGN

CITY

TEXTILE  
DESIGN

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.

WHAT  
NEXT



Left: Florence Poppy Dennis,  
Vice-Chancellor's Commendation

### Contemporary and traditional techniques

Our BA (Hons) course will encourage you to try a range of techniques: from traditional processes to 21st century technology; from screenprinting, weave, knit, stitch and material explorations, to digital design such as laser cutting and e-textiles, and making with industry-standard equipment.

Your work will gain a wider audience through opportunities for exposure at national and international showcases, competitions and events.

### Professional preparation

As your skills evolve, you will gain insight into the industry through lectures and workshops with guests like Deborah Bowness, Karen Nicol and Margo Selby.

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 studio designers, for textile design in fashion and interiors, trend forecasting, conservation, education, manufacturing, or theatre.

### Award-winning graduates

Our graduates are award-winners in the UK and beyond, including the 2018 winner of the SDC International Design Competition, and winners at the i-dott and Bradford Textile Society Awards.

I have a great appreciation of the creative control I have at NUA.  
I enjoy the freedom of being able to experiment whilst learning.

Sarah Venn  
Year Three, BA (Hons) Textile Design



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CAMPUS

CITY

TEXTILE  
DESIGN

WHAT  
NEXT



**COURSES YOU  
MAY ALSO BE  
INTERESTED IN:**

TEXTILE DESIGN  
YEAR 0  
/ PAGE 50

FASHION  
/ PAGE 80

ILLUSTRATION  
/ PAGE 128

FINE ART  
/ PAGE 100

INTERIOR DESIGN  
/ PAGE 134



*Top left: Eleanor Briggshaw  
Top right: Louisa Kwame  
Below: Brandon Tan,  
Winner (Regional) and UK  
Finalist in Society of Dyers  
and Colourists International  
Design Competition*

**What you will learn**

- Learn a variety of workshop skills, which may include screenprinting, weaving, hand and machine knitting and stitching, digital imaging and printing
- Develop your drawing, visual research and design development skills, including pattern repeat, visualisation and professional presentation
- Examine the history and theory of textiles, and associated aspects of design and culture
- Explore advanced applications of digital and CAD tools for design and manufacture
- Learn about contemporary textile design topics including ethical and sustainability issues
- Collaborate with other students on projects exploring a variety of textile related contexts
- Create your professional portfolio of work and develop promotional material targeted towards future employment and career opportunities
- Engage with the contemporary textile industry through lectures and seminars from a range of visiting lecturers
- Develop research and writing skills in relation to your design interests.

Main picture:  
Naomi Winter



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# U

BSc (HONS)

# USER EXPERIENCE DESIGN

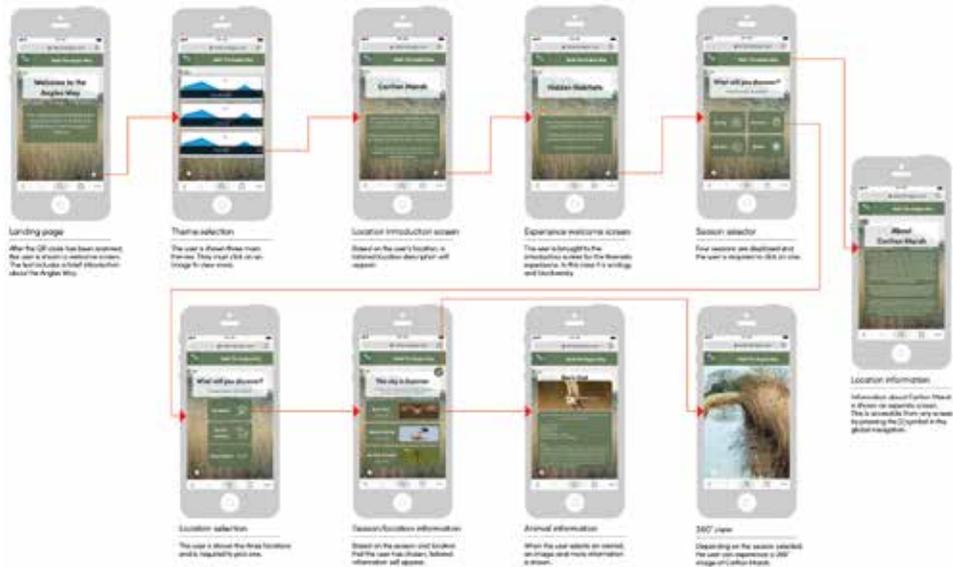


CAMPUS

CITY

USER EXPERIENCE  
DESIGN

WHAT  
NEXT



Responding to one of the fastest growing sectors of the visual communications industry, this course will allow you to use design, problem solving, research and psychology to test and create better digital products and services.

The consideration of screen design, digital interaction and creative coding will focus your work around the creation of great user experiences and commercially viable brand user journeys. You will share your first year with students from our three award-winning graphics courses, giving you a firm grounding in idea generation, problem solving, visual design and research methods.

**Industry techniques and technologies**

Our BSc (Hons) User Experience Design course gives you the essential skills to become a successful UX designer – shaping how people engage with digital products and services.

Your learning will focus on applying user experience and digital design principles that are highly prized in today's fast-changing design industry.

You will use industry-standard technologies and prototyping techniques to develop professional solutions for a range of contexts. In each case, you will move from research to the creation of user journeys to the design of user experiences that work across multiple digital environments: from desktop to mobile.

Above: Naomi Winter  
Right: Jason Brown

**Professional preparation**

You will learn how to work with the commercial sector through contact with external businesses via live briefs, UX design agencies and a student-led consultancy.

The project management, communication and collaborative working skills you develop will make your CV and portfolio stand out to employers.



**COURSES YOU MAY ALSO BE INTERESTED IN:**

- USER EXPERIENCE DESIGN YEAR 0 / PAGE 50
- GRAPHIC COMMUNICATION / PAGE 116
- GRAPHIC DESIGN / PAGE 122

**What you will learn**

- Share your first year, and then continue to work alongside graphics students, allowing for a unique cross fertilisation of knowledge, skills and experience
- Develop skills in visual design, problem solving, idea generation, research and user testing, iterative design, coding and psychology
- Through UX design, research and testing, create designs for screen applications and web technologies
- Collaborate with others in a competitive presentation and/or pitch environment, and take part in projects, including competition briefs and other professionally-focused projects
- Complete a research report that puts your practice in context.



# 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](http://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](http://www.nua.ac.uk/study)

## Finance

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

Visit (NUA) [www.nua.ac.uk/study/finance](http://www.nua.ac.uk/study/finance)

Visit (GOV) [www.gov.uk/student-finance](http://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](http://www.nua.ac.uk/study/interviews)

Visit [www.nua.ac.uk/study-at-nua/portfolio-advice](http://www.nua.ac.uk/study-at-nua/portfolio-advice)

Email [studentrecruitment@nua.ac.uk](mailto: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.

We are committed to doing all we can to support EU applicants who want to study with us after Brexit. You will find information about fees, visas and access to finance on the NUA website.

Find out more [www.nua.ac.uk/international/apply](http://www.nua.ac.uk/international/apply)

Email [international@nua.ac.uk](mailto: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](http://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](http://www.nua.ac.uk/study/support)

Email [support@nua.ac.uk](mailto: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](http://www.nua.ac.uk/disability)

Email [support@nua.ac.uk](mailto: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 is closer than you think.

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## Where we are

Norwich is on the east coast of the UK, just a 90 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](http://www.nua.ac.uk/opendays)  
Call +44 (0) 1603 610 561

## To get in contact

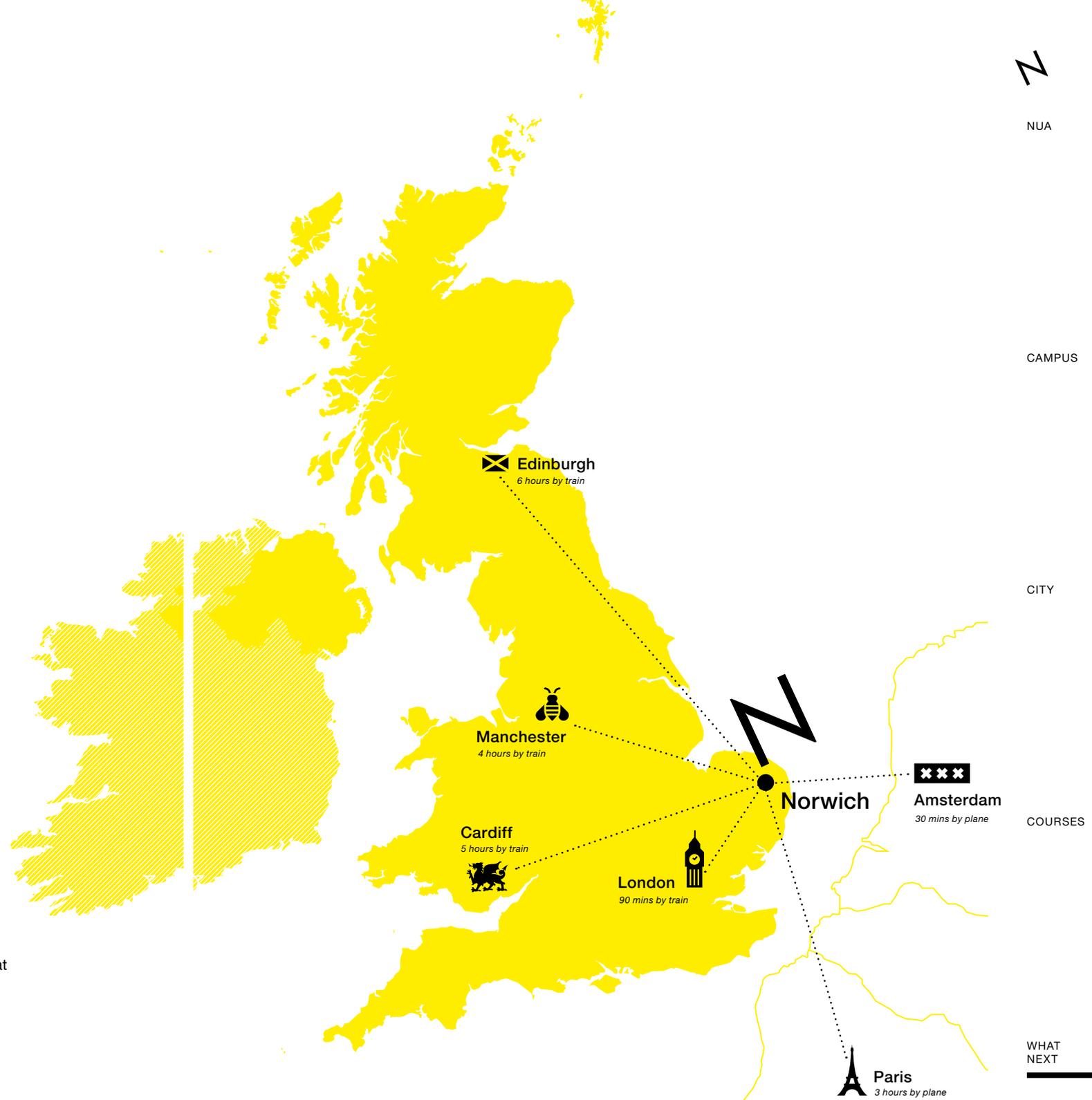
United Kingdom **01603 610 561**  
International **+44 (0)1603 756 249**  
Email [info@nua.ac.uk](mailto:info@nua.ac.uk)

Find out more about our courses, campus life and the student experience in our beautiful city.  
[www.nua.ac.uk](http://www.nua.ac.uk)

## Stay social

 [@norwichuniarts](https://twitter.com/norwichuniarts)  
 [fb.com/@NUAnews](https://www.facebook.com/NUAnews)  
 [@norwichuniarts](https://www.instagram.com/norwichuniarts)

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



NUA

CAMPUS

CITY

COURSES

WHAT NEXT

