Welcome to the University of Northampton.
BA (Hons) Graphic Communication

Trevor Brown BA, MA, FHEA — Programme Leader and Senior Lecturer
Learning & Teaching at Waterside.

➢ You will study in small interactive group sessions, enhanced by the latest developments in technology.

➢ Our Learning Hub, the heart of Waterside Campus combines resources, staff and learning spaces that would traditionally be separate.

➢ Waterside has been designed to give you a personalised learning experience, excellent opportunities to develop your academic experience and life skills.

* Valid for 2021/22 entry. For 2020/21 academic year, please refer to our website for the latest information: https://www.northampton.ac.uk/about-us/situation-updates/
The Integrated Foundation Year at the University of Northampton is an opportunity for you to successfully study a **four-year version** of the **three-year degree** without the standard entry qualifications, whilst gaining critical study skills.
STUDY ANYWHERE

Every full-time undergraduate student starting their first year with us in 2020 will get their own laptop to keep as part of their fee – meaning you can study where and when you like.
NO EXTRA COST

All sports clubs and societies are free to join at Northampton and every essential course textbook is available via the library, meaning you won’t have to purchase copies.
THE FUTURE NEEDS PEOPLE LIKE YOU

If you've not landed a job 12 months after graduating, but completed a Changemaker programme alongside your studies then we'll find you a paid, six-month internship as part of our Northampton Employment Promise.
Funded Trips

Many of our courses include trips that’ll help you develop new skills, discover new cultures and explore new ways of thinking. We think that’s really important. So we fund all travel & accommodation costs on any compulsory study trips.
## Support.

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<td>You will be allocated a personal tutor at the start of the year.</td>
<td>A range of scholarships and bursaries to support you.</td>
<td>Halls of Residence on campus, in the town centre and Boughton Green Road.</td>
<td>Doctor’s surgery on campus.</td>
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<td>They are there to help you with every aspect of university life.</td>
<td>Financial Guidance Team on hand to help you with any money queries from student loans to financial hardship, and budgeting to loans.</td>
<td>Private Sector Officer to give advice and guidance if you’re looking to go into private sector accommodation.</td>
<td>Counselling and Mental Health Team.</td>
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<td>They’ll be in touch at various point in the academic year.</td>
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<td>Additional Needs and Disability Support (ASSIST).</td>
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<td>You can arrange to meet them at any time.</td>
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<td>Residential Life Team are there to support and advise students living in halls.</td>
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So, what is Graphic Communication? What do we actually do?

Graphic Communicators...
- Sell
- Solve
- Entertain
- Simplify
- Engage
- Brand
HAVE TO WAIT A MINUTE?
3.2 MILLION PEOPLE HAVE TO WAIT AN AVERAGE 988 DAYS FOR AN UNFAIR TRIAL.

SPEND YOUR MINUTE DIFFERENTLY AND TAKE INJUICE PERSONALLY A MINUTE AT THE TIME
AMNESTY INTERNATIONAL
AMNESTY.ORG
Entertain...
Engage...
Course structure

To support students to become the creative problem solvers of the future, our course is based on four areas:

commercial, experimental, contextual & professional.
Year 1

Contextual Studies
Understanding how Design and visual culture works.

Design fundamentals
Skills and application to real-world scenarios.

Tools & techniques
Ways of thinking and creating work with impact.

Professional Studies
Developing professional attributes.
Year 2

Contextual Studies
Exploring theory in relation to practice.

Design application
Problem solving for real-world projects.

Experimental practice
Collaborative working and enhancing personal approaches.

Professional Studies
Project management and self promotion.
Year 3

**Live projects**
Client briefs, Professional Studies and Portfolio creation.

**Self-initiated practice**
Negotiated Final Major Project as a culmination of skills.

**Design Dissertation**
In-depth exploration of an area of design practice or theory.
Teaching & support

Our students are taught by experts who are passionate about design and education.
Lecturers
+ Trevor Brown – Programme Leader
+ Alexis Taylor – Subject Leader Art & Design
+ James Smith – Senior Lecturer
+ Hala Georges – Senior Lecturer
+ Louise Bird – Senior Lecturer
+ Will Hoon – Senior Lecturer
+ Joe Kessler – Illustrator / Printmaker
+ Paul Hill – Digital Designer
+ Richard Hunt – Photography

Technical Demonstrators
+ Michael Wright – Digital Media
+ Steve Godfrey – Photography
+ Jayne Corfield – Printmaking
Guest speakers and workshops
+ Adrian Shaughnessy – Designer & publisher
+ Ken Garland – Design legend
+ Malcolm Garrett – Graphic Designer
+ Jonathan Barnbrook – Graphic Designer
+ David Pearson – Penguin Books
+ Alan Kitching – Letterpress guru
+ Hyperkit – Design studio
+ Le Gunn – Illustration collective
+ Will Sweeney – Big Active
+ John Bateson – Typographic Circle

Portfolio surgeries
+ Stocks Taylor Benson – Branding agency
+ Engine Creative – Digital agency
+ Verto – Design agency
Supporting development

Regular feedback, formative assessment and a Personal Tutor ensure each student meets their potential.
Our students learn in dedicated spaces and have access to leading equipment to enhance their skills.
Graphic Communication resources
+ Dedicated design studio & Macbooks
+ Open access computer suites
+ Industry standard software packages
+ Digital printing and production
+ Photography & Printmaking studios
+ Special collections inc. Osborne Robinson
+ Extensive library, print and online
+ University Art shop on campus

Wider University resources
+ Learning Development
+ Academic Librarians
+ Changemaker Hub
+ Student Services inc. ASSIST
Employment focussed learning

Project briefs are client and audience focussed, and there are lots of chances to work directly with business and community groups.
‘GROOMING IS ALSO A TOOL FOR TERROR, DON’T GIVE IN TO FALSE PROMISES’
BE AWARE OF GROOMING

‘IT’S NOT ALWAYS THE WAY IT’S BEEN PROMISED.’
BE AWARE OF GROOMING
NMF 15
NORTHAMPTON MUSIC FESTIVAL
19-21st JUNE 2015
OVER 80 ACTS ACROSS 6 OUTDOOR STAGES
The Northampton music festival is back! Pop-up venues and gigs are taking place in venues and on town centre streets throughout the weekend, with the main festival site centre-clearing supporting Regular Flat from 11.

Free Entry to all events Bringing Northampton Town Centre alive with music!

Check out the website for full listings and info!

NMF 16
NORTHAMPTON MUSIC FESTIVAL
SUNDAY 19th JUNE
NORTHAMPTONMUSICFESTIVAL.CO.UK
ALL SAINTS STAGE
YELLOW DOG BLUES BAND
STEVIE JONES AND THE WILDFIRES
TOM ROSE AND THE HEATHEN ORCHESTRA | EMILY FAYE
JONO AND THE UKE DEALERS
THE DEPORTEES

Plus stages in venues throughout the town centre all weekend.
Industry connections

We’re well connected with local and national industry, giving students insight into what employers need.

+ Portfolio reviews & interview guidance
+ Internships
+ D&AD New Blood exhibition
Our students enter at least one international competition each year. And they win, too.

- D&AD
- YCN
- Secret 7"
- Royal Society of Arts
- Penguin Book Cover
- Design In Sight
The Establishment

A dissection of the profoundly and sickeningly corrupt state that is present-day Britain. He is a fine writer, and this is a truly necessary book.

Philip Pullman

You will be enlightened and angry

Irvine Welsh

Owen Jones is a phenomenon of our times

David Kynaston, The Times Literary Supplement

Our generation’s Orwell

Russell Brand

Fantastic, timely, eye-opening

Armando Iannucci

Captures a collective sense of anger and awakening

Matt Haig, Observer, Books of the Year

A book of revelations … The Establishment have stitched it up – stitched you up – and they know it.

Danny Dorling, Times Higher Education

The phenomenal bestseller

Owen Jones

Owen Jones

And how they get away with it
Jeanette Winterson
Oranges Are Not the Only Fruit

Steven D. Levitt & Stephen J. Dubner
Freakonomics
A Rogue Economist Explores the Hidden Side of Everything

S.E. Hinton
The Outsiders
The Original Teenage Rebel Story
WHY BLEND IN WHEN YOU CAN STAND OUT
Just CHILLING with my Mates.

THE OLD BANK, NORTHAMPTON

Confirm taxi from current location
Book a taxi from another location

Collect 4 and receive 20% off your next journey.

Collect 8 and receive 50% off your next journey.
Lumi is an augmented reality app that enables energy customers to see the energy saving improvements on offer.

Placing information directly into customer’s hands.
Graduate case studies

**Victoria Langridge (2015)**
Commended by D&AD for Lumi, went on to work for Yahama. Now a designer at Education City producing learning resources for children.

**Georgia Webb (2016)**
After graduation, Georgia founded Posh Girl Co, selling her own creative stationery, gifts and homeware.

**Elliot Lee (2017)**
Won the Penguin Book Award and went on to study at School of Communication 2.0. Elliot is now a junior Art Director at McCanns in London.

**Taylar Wong (2018)**
Won every competition going and secured a part time job whilst in her final year. Taylor now works as a junior creative at Byte – London.
Advice for your portfolio

We’re looking for potential, not polish – we don’t expect everything to be perfect. Yet!

Include a range of work: typography; drawing; digital; photography; printmaking; animation.

Be selective – around 10 -15 pieces is plenty.

Sketchbooks show us how you think and work

We like to see some work-in-progress – bring it along and we’ll give you some pointers.

We’re big on ideas – think about the concepts that underpin your work.

Interview us – come with questions to make sure this is right place for you.

More at northampton.ac.uk/portfolio-guide
Thank you.

Any questions?

Instagram: @gc.uon