

STUDY@

UNIVER-
SITY OF
CUMBRIA

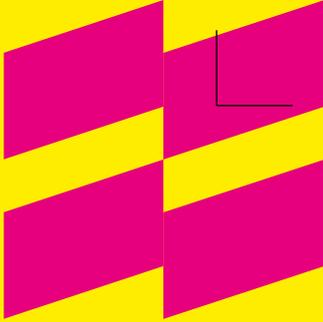
BA [HONS]
GRAPHIC DESIGN



~~YOU NEED TO GET A PROPER JOB~~

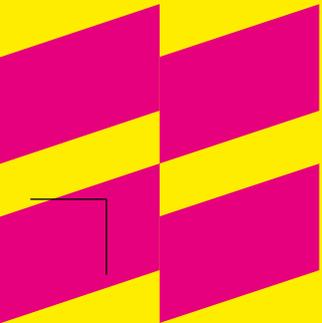
CREATIVITY PAYS

JOIN AN INDUSTRY
WORTH OVER...



£100
BILLION

CREATIVITY PAYS IN MORE WAYS THAN ONE!



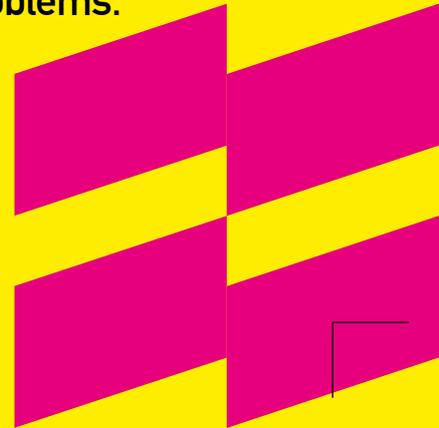
WHAT

Our key aim is to help you successfully make that transition from being a design student to a professional designer, and our impressive employment statistics prove that we're very good at doing this. Our graduates have gone on to work for design and advertising consultancies, multi-media agencies, animation companies, national and international newspapers and magazines, publishing houses and many now run their own design studios.



HOW

To break into the competitive but rewarding graphic design industry, you'll need an exciting portfolio, excellent subject knowledge, the skills to use the latest professional equipment and technology – and your own unique flair in creatively solving communication problems.



SUCCEED

Our hands-on course is designed to take you to your creative limits and graduate with the confidence, experience and skills that are so sought after by employers in this highly selective but exciting industry. Our aim is to give you the professional experience of being a graphic designer before you even graduate. So, you'll take on real-world, innovative project briefs, and you'll compile an impressive portfolio. You'll also meet many renowned industry professionals and have the opportunity to showcase your work in London.

STUDENT SUCCESS #1

BBC

SAM RATCLIFFE
CREATIVE LEAD PHOTOGRAPHY —
BBC CREATIVE
MANCHESTER, UK

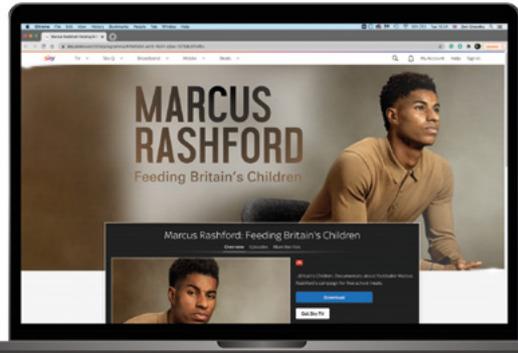
“THE GRAPHIC DESIGN COURSE AT THE UNIVERSITY OF CUMBRIA MOULDED ME INTO THE CREATIVE I AM TODAY. I STARTED THE COURSE WITH LITTLE TO NO EXPERIENCE IN DESIGN, BUT I DID POSSESS AN ELEMENT OF UNHARNESSED CREATIVITY, WHICH THE TUTORS SAW WITHIN ME BEFORE I DID. THE COURSE NOT ONLY TAUGHT ME TO HONE MY CRAFT, BUT MOST IMPORTANTLY, IT TAUGHT ME HOW TO BECOME A REAL CREATIVE.”



MARCUS RASHFORD

More than a footballer

BBC Two documentary Marcus Rashford: Feeding Britain's Children, about footballer Marcus Rashford's campaign for free school meals.



TAKING OVER
WE KNOW OUR PLACE



THIS IS OUR BBC

UEFA Women's EURO 2022 on  **iPLAYER**



BBC Sport launch of a women's sport campaign to showcase the phenomenal female talent.

“MY TUTORS ALSO ENCOURAGED ME TO EXPLORE AND EXPERIMENT WITH DIFFERENT CREATIVE SKILLS, WHICH INTRODUCED ME TO PHOTOGRAPHY. PHOTOGRAPHY NOW HAS BECOME A HUGE FACTOR OF MY WORK. WITHOUT THE GIFT OF THIS GUIDANCE FROM THE TUTORS AT THE UNIVERSITY OF CUMBRIA, I REALLY WOULDN'T BE WHERE I AM TODAY.”

STUDENT SUCCESS #2

SNASK

IMAGE © JUSSHELLSTEN.COM

FREDRIK ÖST
FOUNDER & CREATIVE DIRECTOR
SNASK
STOCKHOLM, SWEDEN

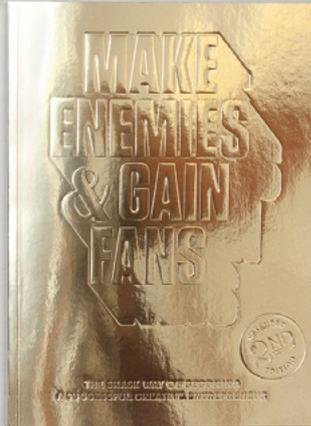
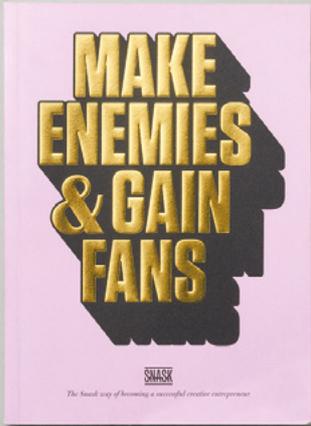


SPOTIFY DOK

**SPOTIFY
DOK**

**SPOTIFY
DOK**

**SPOTIFY
DOK**



Make Enemies and Gain Fans:
SNASK studio promotional book.

Väg: Album cover for SNASK
in-house rock band.



SCAN OR CLICK FOR VIDEO



“BY ATTENDING THE UOC I GOT THE SKILLS, I GOT THE NETWORK AND I GOT THE INSPIRATION TO BECOME A GRAPHIC DESIGNER AND CREATIVE WHO LEADS BY PASSION, NOT BY FEAR OF FAILING OR MISTAKING. THERE’S SO MUCH FUTURE IN THIS PATH OF BEING A CREATIVE. IT JUST KEEPS GROWING.”



VIAGRA BOYS — AIN'T NICE



SCAN OR CLICK FOR VIDEO

STUDENT SUCCESS #3



CHRISTOPHER HUNT
NFT ARTIST/
OWNER OF DISTRESSED DESIGN
DUBAI, UAE



SCAN OR CLICK FOR VIDEO

“MY CAREER IN GRAPHIC DESIGN AND ART DIRECTION HAS CHANGED MY LIFE MASSIVELY. IT’S TAKEN ME TO PLACES I NEVER THOUGHT I WOULD BE ABLE TO GO. REFERRING BACK TO THE SKILLS I’D LEARNT AT THE UNIVERSITY OF CUMBRIA SET ME WELL AHEAD AND I STILL REFER BACK TO THEM NOW.”



SCAN OR CLICK FOR VIDEO

Mashreq Bank. A Ramadan Story.
If you put your heart into it.
Anything is possible.

Adapted from Google search for 04/05/2018

women should |

women should stay at home

women should be slaves

women should be in the kitchen

women should not speak in church



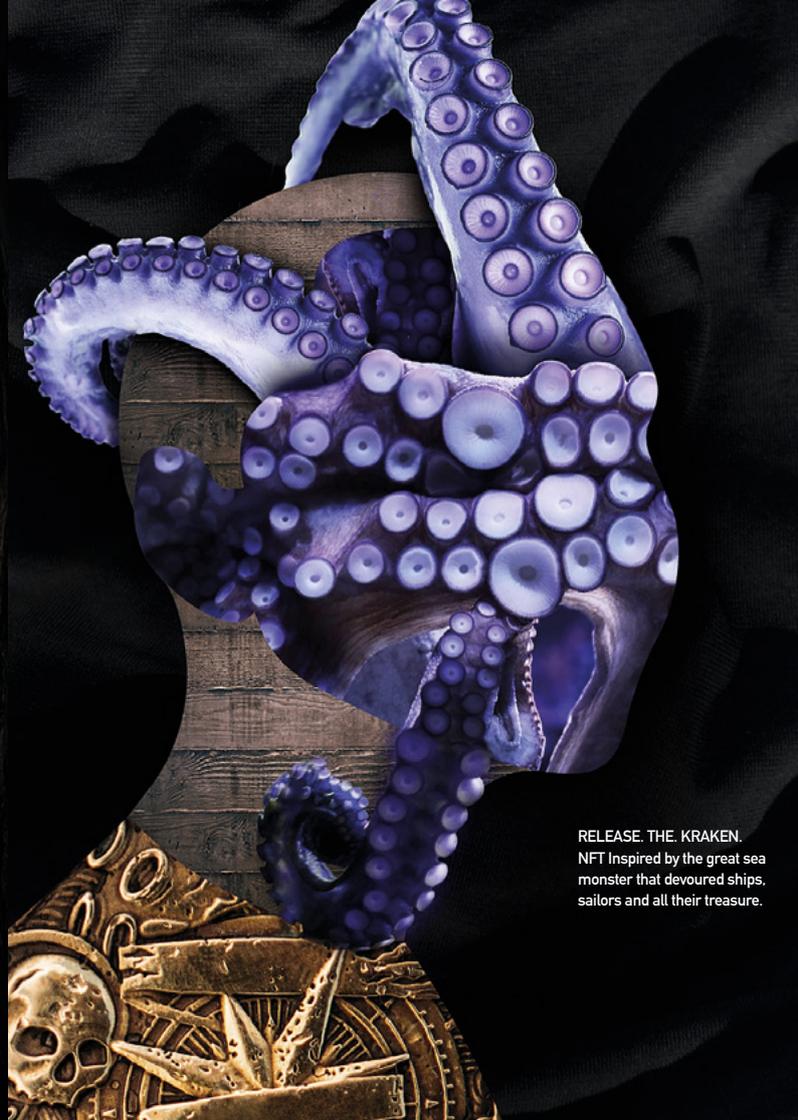
women should have the right to make their own decisions



#womenshould

A series of ads, developed as a creative idea for UN Women by Memac Ogilvy & Mather, Dubai.

RELEASE THE KRAKEN.
NFT Inspired by the great sea monster that devoured ships, sailors and all their treasure.





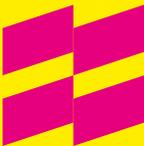
DIEZ. EASHRA. ONE.
This collection exhibits the beauty
of Saudi Arabian and Peruvian cultures.

APPLY

**Interested in applying to the UoC?
Potential to succeed can be measured
in a number of ways including academic
qualifications and skills obtained outside
academic study such as work experience.
We have a UCAS tariff points range
(96–112) so we can take into account
all of the information on your application
form and adjust the offer from the
evidence provided.**

To contact the programme leader email
billy.harkcom@cumbria.ac.uk or call
+44 1228 279 366

CLICK HERE FOR MORE INFORMATION



~~YOU NEED TO GET A PROPER JOB~~

CREA- TIVITY PAYS!



University of
CUMBRIA

SCAN OR CLICK FOR INFO

