

BA (Hons) Graphic Design with Foundation year



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Awarded by	University for the Creative Arts
Taught by	London College of Contemporary Arts
Campus School	London
Language	English
Duration	· 4 years Full-time - With Foundation Year
Entry Criteria	The standard entry requirements** for this course are:

- 32 UCAS tariff points from accepted qualifications*, or
- Pass at Foundation Diploma in Art & Design (Level 3 or 4), or
- Merit, Pass, Pass at BTEC Extended Diploma, or
- Pass at UALAB Extended Diploma, or
- 32 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or
- A minimum of 24 points in the International Baccalaureate, see more information about [IB entry requirements](#)

And

4 GCSE passes at grade A*-C and/or grade 4-9 including Functional Skills English/Key Skills Communication Level 2.

Other relevant and [equivalent](#) level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.

If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.

*To see the accepted QCF qualifications, visit:
<http://uca.ac.uk/study/accepted-qualifications/>

** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.

Regulation

The University for the Creative Arts and its courses are regulated by the Office for Students. This course has been designed in line with Sector Recognised Standards and reference points, including the [QAA Art & Design Subject Benchmark Statement](#). For further information about how the course is quality assured see UCA's Quality & Standards Manual

What to expect

Graphic Design at London College of Contemporary Arts is an industry-facing degree that combines creativity, technical skill, and professional awareness. Students will design brands and visual identities, campaigns, packaging, communication systems including websites, apps, motion graphics and interactive brand experiences. Typography, image-making, motion, and print

form the foundation of the course, while an emphasis on digital platforms reflects the way audiences primarily interact with brands today. This ensures graduates are well prepared to enter the contemporary graphic design industry with a portfolio that is both relevant and recognisable to agencies and employers.

The programme develops the graphic designer as both a creative practitioner and a critical thinker. Students progress from foundations in typography, visual communication and creative experimentation to more specialised areas including brand identity, motion graphics, user experience design and socially engaged communication. The course integrates traditional graphic design principles with contemporary digital practice, enabling students to produce work across print, screen and time-based media while building a professional portfolio and creative identity.

From the outset, you will be encouraged to interpret briefs, research and generate ideas, collaborate with others, solve problems, and develop effective design concepts. Alongside this, they will gain confidence in using industry-standard software and creative processes, building strong communication and presentation skills that are essential to professional practice. Sustainability, inclusivity, emerging technologies and innovation are embedded throughout the programme, encouraging students to design with cultural and social awareness as well as commercial impact.

Throughout the programme you will undertake practical design projects that reflect real-world communication challenges, including collaborative, competition-led and industry-facing briefs. Projects may include developing brand identities for cultural or commercial organisations, designing editorial layouts and typographic systems for print and digital publications, producing motion graphics for screen-based media, creating UX/UI prototypes for websites or mobile applications, and designing exhibition or environmental graphics for physical spaces.

Artificial intelligence and emerging creative technologies are introduced throughout the programme as tools that extend the designer's creative capabilities rather than replace them. You will experiment with AI-assisted

workflows for research, ideation, iteration, prototyping and image generation, exploring how emerging technologies can extend creative practice and support contemporary professional workflows, while critically evaluating issues of authorship, bias and copyright. This ensures graduates develop both technical literacy and critical awareness of AI's role within contemporary design practice.

You will study through a structured blend of intensive studio-based teaching on campus and guided asynchronous learning activities designed to support flexibility, independent practice, collaboration and professional studio habits.

Year 0 (Level 3)

Art and Design Pathway

Unleash your creative potential and discover your unique artistic voice in a transformative foundation year designed to build the essential skills for a career in the vibrant art and design industries. You'll master the principles of academic practice and delve into the rich tapestry of visual culture, learning to decode and create powerful visual messages. This exploratory journey culminates in a self-directed Final Major Project, where you'll synthesize your learning, push the boundaries of your practice through experimentation, discussion and collaborative creative activity, and produce a polished, resolved outcome that announces your arrival as an innovative and industry-ready designer.

Year 1 (Level 4)

The first year provides you with opportunities to develop fundamental skills, principles, processes, and knowledge. These are considered core attributes encompassing the tasks and knowledge expected of all graphic designers. All Level 4 units are designed to provide experience in the studio, encouraging discussion, peer critique, collaboration and confidence in using both traditional and digital processes, to promote confidence in using both traditional and digital processes, methods, and materials essential to the study of graphic design. Additionally, gaining a working knowledge of layout and typography is a key goal for this year, enabling you to effectively structure and arrange information to

enhance communication and expression, and establishing a foundation from which you can progress into branding, packaging, and motion graphics.

Year 2 (Level 5)

In the second year, you will consolidate and expand their digital, technical, and design thinking skills, alongside their understanding of professional practice in the creative industries, including live placements. You will encounter different perspectives, specialisms, and modes of critical design thinking within the wider field of graphic design. You will also explore user experience design, social causes, campaign design, and Spatial Design. You will engage in individual, collaborative and interdisciplinary projects that develop communication, negotiation, teamwork and professional problem-solving skills through real-world applications and industry-facing briefs.

Year 3 (Level 6)

The final year is focused on specialisation, innovation, and professional readiness. Through Design Futures and the Final Major Project, you undertake self-directed projects, respond to live and competition briefs, and explore speculative, forward-looking approaches to design. Emphasis is placed on research, experimentation, and building a strategic, career-focused portfolio. Learning is project-based, you will work to real-world schedules and gaining the opportunity to showcase your work alongside design students, alumni and industry practitioners through portfolio reviews, exhibitions and professional engagement opportunities.

Principles of this course

This course will deliver a personalised learning journey, following five key principles:

- Practice-led and professionally contextualised
- Discipline-specific with interdisciplinary exposure
- Technologically relevant

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- Industry-connected and employment focused
 - Internationalised learning

Highlights

The BA (Hons) Graphic Design degree at The London College of Contemporary Arts (LCCA), awarded by the University for the Creative Arts brings you an applied programme that combines creative thinking with hands-on learning, designed to prepare you fully for the realities of the professional world. The programme aims to build a solid foundation of knowledge and transferable skills that can support further study or direct entry into entry-level employment in a wide range of graphic design-related fields, and prepares students for entering the fast-paced and ever-evolving world of design. Utilising a hybrid model of on-campus and blended learning, they will undertake modules exploring both traditional design methods and contemporary digital platforms and apply this knowledge to create exciting and dynamic outcomes that meet today's industry standards.

This programme combines traditional graphic design foundations with contemporary graphic design practice, enabling students to work across print, motion, UX/UI and spatial design. You will benefit from industry-active tutors, live briefs, competition projects, alumni engagement opportunities and portfolio reviews with visiting practitioners, alongside a strong focus on portfolio development throughout the course. The London location provides access to world-class galleries, museums, studios and design events, ensuring you engage directly with contemporary creative practice through exhibitions, industry events, talks and studio visits.

You will be supported in developing a creative and enquiring mindset, alongside a growing awareness of how businesses operate in fast-changing and dynamic environments. With access to specialist facilities, expert tutors with industry experience, and guided learning, you will produce work that meets current industry standards. The programme also offers opportunities for live briefs, industry exposure, placements, networking events and engagement with alumni and visiting practitioners, helping you build valuable professional connections. You will have the chance to reflect your individual strengths, interests, and career goals throughout your studies.

Our Sceptre Court campus is situated in Tower Hill, an ideal area for students. With numerous restaurants, cafes, and bars nearby, it's perfect for enjoying time with new friends. The waterside at St Katharine Docks offers a great spot for a meal, and the trendy boroughs of Aldgate, Brick Lane, and Shoreditch are within walking distance, providing ample creative inspiration.

LCCA's second location, The Amp, is located on Commercial Road in vibrant East London, nestled amidst the eclectic energy of the city, our new site is designed to inspire creativity and foster innovation.

We provide dedicated facilities for students, helping them to produce work at an industry-level standard and preparing them for a bright future. These facilities are the reason why, upon graduation, our students feel prepared to start working from day one.

Our students have access to a range of specialist facilities across the college. These include:

- Studios with Apple iMacs, equipped with industry-standard creative software, including Adobe Creative Cloud applications, prototyping and interface design tools, and emerging digital media technologies.
- Traditional and digital Printmaking facilities.

You will respond to live and competition briefs, collaborative projects and industry-facing challenges, producing portfolio work that reflects contemporary professional practice and prepares you for employment within the creative industries, particularly in L5 and L6 as you prepare for graduation and entering the graphic design profession. These projects provide real-world projects for their portfolio, and ensure your work is as relevant and appropriate to potential employers as possible. The Graphic Design department works closely with LCCA's Careers and Employability team, ensuring that your CVs and portfolios are tailored to current expectations within the profession.

Your course – unit by unit

Year 0 (Level 3)

Visual Culture; 30 credits

Ever wonder why some images and media have the power to stop you in your tracks? This module is your guide to the hidden language of our visual world. You'll learn to decode the messages embedded in art, design, and media, exploring how images shape our identities, beliefs, and behaviours. By engaging with critical theories and hands-on visual analysis, you'll develop the crucial skill of visual literacy, empowering you to not only understand the power images hold but also to create your own meaningful statements in a world increasingly shaped by AI and other new technologies.

English for Academic Purposes, Research & Study Skills; 30 credits

Ready to thrive in Higher Education? This module is your essential toolkit for academic success. You'll move beyond the basics to master the art of critical thinking, persuasive writing, and robust research. We'll guide you through the landscape of UK higher education, helping you to craft compelling arguments, reference with precision, and communicate your ideas with clarity and confidence. It's more than just study skills; it's about finding your academic voice and engaging ethically and inclusively in the global conversations that shape your discipline.

Final Major Project (Design); 30 credits

This is your capstone project, a chance to define your creative voice and showcase your unique vision. You will take full ownership of a self-directed project, choosing a theme that ignites your passion and allows you to push the boundaries of your practice. Drawing on a year of learning, you will move through a full project cycle, from in-depth research and bold experimentation to the realisation of a polished, resolved outcome. This module is your platform to demonstrate not just what you can make, but how you think, innovate, and solve problems as a designer ready for the challenges of the creative industries.

Introduction to Design; 30 credits

Dive into the vibrant world of creative practice with this hands-on introduction to the essential concepts and techniques of art, design, and media. This module is all about learning by doing; through dynamic, studio-focused workshops, you'll experiment with a wide range of materials and processes to build your unique visual language. The aim is to provide the foundational creative and technical skills you need to thrive, empowering you with the confidence to express your ideas visually and pursue your own creative path with passion and purpose.

Year 1 (Level 4)

Graphic Visual Communication; 30 credits

This module provides a comprehensive introduction to visual communication by exploring the interlinked disciplines of Typography and Editorial Design. You will first delve into the world of typography, mastering type as both a functional and expressive tool through practical tasks that span from traditional printmaking to experimental digital compositions. Building on this foundation, you will then tackle the challenges of editorial design, learning to structure complex text and image across both physical pages and digital platforms. Through a blend of theory, studio discussion, peer critique and hands-on projects, this module will equip you with the fundamental skills to create innovative, conceptually driven work that communicates with clarity, creativity, and impact to a defined audience.

Motion Graphics; 30 credits

Motion Graphics introduces the core concepts of storytelling, sequence, and interactivity within screen-based design, exploring how contemporary digital workflows and emerging creative technologies enable visual language to construct compelling narratives and engage audiences. Synthesising the design skills developed in previous L4 units, such as typography and image-making, you will be introduced to specialist software through practical digital media workshops. The module also introduces the notion of graphic authorship, encouraging you to develop a unique creative voice by producing a self-initiated motion graphics project that considers the interplay between information,

visualisation, and audience interaction.

Design, Creativity and Innovation; 30 credits

This module places you in the role of creative author, empowering you to define and develop a personal programme of work that reflects your unique interests, creative identity and career ambitions within Graphic Design. Running throughout the academic year, the module acts as an ongoing studio and reflective practice spine, supporting the development of ideas, experimentation and portfolio building alongside your other Level 4 studies.

You will steer your own creative direction through the exploration of visual language, media, process and concept, while developing work through experimentation, critique, discussion and ongoing studio practice. The module encourages you to take creative risks, test ideas iteratively and build confidence in communicating your work within collaborative studio environments.

Alongside the development of a professional portfolio, you will begin to establish a distinctive creative identity, preparing you for future independent study, interdisciplinary collaboration and contemporary professional practice.

Brand Identity Systems; 30 credits

As a culminating Level 4 module, Brand Identity Systems brings together typography, image-making, editorial thinking and graphic design within the creation of cohesive multi-platform brand systems. The module guides you through the complete process of developing and applying contemporary visual identities, from strategic thinking and concept development through to implementation across print, motion, digital and experiential contexts.

You will explore how brands operate as flexible visual systems rather than isolated logo solutions, learning to create coherent and commercially relevant identities across a range of touchpoints and audience experiences. Through workshops, critique, collaborative discussion and industry-informed project work, you will develop both your strategic thinking and technical skills using industry-standard creative software and contemporary design workflows.

The module acts as a synthesis of your Level 4 learning experience, enabling you to integrate creative experimentation with professional application while producing conceptually rigorous, visually compelling and professionally relevant design outcomes.

Year 2 (Level 5)

Design Thinking; 30 credits

Design Thinking immerses you in the principles of human-centred design, equipping you to create intuitive and visually engaging digital experiences. You will explore the complete UX/UI design process, from user research and insight gathering through to prototyping, testing and interface development using industry-standard creative tools and contemporary digital workflows.

Through project-based learning, collaborative activities and iterative studio practice, you will develop the ability to respond creatively to real-world problems while balancing functionality, accessibility, aesthetics and audience experience. The module encourages experimentation, critical reflection and strategic thinking, preparing you to work confidently within contemporary digital design environments and interdisciplinary creative teams.

By placing communication, usability and visual identity at the centre of the design process, you will develop professional skills in research, collaboration, presentation and problem-solving that are increasingly essential across the creative industries.

Social and Cultural Context; 30 credits

Social and Cultural Context explores the role of the graphic designer as both a communicator and a cultural participant, examining how visual language, campaigns and design systems can respond to contemporary social, cultural and environmental issues. Using graphic communication as a tool for engagement and advocacy, you will develop projects that combine research, critical thinking and creative practice to address real-world audiences and contexts.

You will explore how design operates across print, digital and experiential

platforms, creating campaigns, visual narratives and audience-focused communication strategies that encourage participation, awareness and action. Through collaborative discussion, critique and contextual research, you will develop a deeper understanding of how graphic design can shape opinion, influence behaviour and contribute meaningfully to public discourse.

The module encourages you to position your work critically and ethically, while developing professional communication, teamwork and presentation skills that reflect contemporary creative practice and socially engaged design.

Experiential Design; 30 credits

Experiential Design challenges you to extend graphic design beyond the screen and printed page into physical, spatial and interactive environments. The module explores how visual communication operates within exhibitions, installations, retail environments, events and brand activations, encouraging you to consider audience interaction, movement, atmosphere and narrative within three-dimensional space.

Through collaborative and project-based studio practice, you will develop concepts that combine graphic systems, typography, motion, spatial communication and digital media to create engaging and immersive audience experiences. You will work through research, ideation, prototyping and presentation processes that reflect contemporary professional workflows and interdisciplinary creative practice.

The module encourages experimentation, teamwork and problem-solving while developing your ability to communicate ideas visually, verbally and professionally across a range of contexts and audiences. By integrating conceptual thinking with practical application, you will produce work that reflects the expanding role of graphic design within contemporary experiential and environmental communication.

Working in the Creative Industries; 30 credits

Working in Creative Industries bridges the gap between your academic studies and professional practice by requiring you to undertake a work placement or an

industry-set project. You will gain first-hand experience of the creative industries, applying your design skills while developing a crucial understanding of business principles, client collaboration, and teamwork. Supported by practical guidance on creating CVs and portfolios, this module is designed to build your professional confidence, self-awareness, and resilience, preparing you for a successful career in the creative sector.

Professional communication and collaboration skills are a key focus of this module. Students learn how to interpret client briefs, ask the right questions, present design concepts clearly, and respond constructively to feedback. Through live briefs, industry-set projects and collaborative work, students develop the interpersonal skills needed to work effectively with clients, colleagues and stakeholders in professional design environments.

Year 3 (Level 6)

Design Futures; 30 credits

Design Futures positions you at the intersection of contemporary industry practice and the emerging future of graphic design. Through live briefs, competition projects and speculative design methodologies, you will explore how communication design can respond to rapidly evolving cultural, technological and professional contexts.

You will develop ambitious and forward-thinking projects that combine research, experimentation and critical design thinking with contemporary creative practice. The module encourages you to challenge conventions, test new ideas and explore “what if?” scenarios across branding, graphic design, motion graphics, spatial communication and emerging design technologies.

Through critique, presentation, collaborative discussion and industry-facing project work, you will refine your professional voice while developing the strategic, conceptual and technical agility required within contemporary creative industries.

Major Project 1 - Proposal; 30 credits

Major Project 1 – Proposal marks the beginning of your self-directed final major project, where you will define, research and establish a substantial body of work aligned to your creative interests, professional ambitions and emerging design identity. The module focuses on developing a clear and purposeful project proposal through critical enquiry, contextual research, experimentation and concept development.

You will investigate audiences, contexts, references and methodologies relevant to your chosen area of practice, using research and iterative development to shape a challenging and professionally relevant project brief. Through studio discussion, critique, presentation and reflective practice, you will refine your ideas and establish a strategic framework for the resolution stage of your project.

The module encourages independence, critical judgement and creative risk-taking while developing professional skills in research, communication and project planning that reflect contemporary design practice and prepare you for employment or postgraduate study.

Major Project 2 - Resolution; 60 credits

Major Project 2 – Resolution is the culmination of your undergraduate study, enabling you to realise a substantial self-directed body of work that demonstrates your creative identity, technical expertise and professional ambitions within contemporary graphic design practice.

Building upon the proposal, research and experimentation developed in Major Project 1, you will refine, produce and resolve a professionally presented portfolio project that integrates concept, audience awareness, visual communication and technical execution across appropriate media and platforms.

The module encourages ambitious and critically informed creative practice through ongoing critique, presentation, discussion and professional reflection. You will develop work that demonstrates strategic thinking, originality and professional awareness while preparing for exhibition, portfolio presentation, employment or further postgraduate study.

As the final stage of the course, the module provides an opportunity to position yourself confidently within the creative industries through the production of a distinctive, conceptually rigorous and professionally resolved design outcome.

Who teaches this course?

The course team, led by the Course Director, combines academic expertise with substantial professional experience across graphic design, branding, motion graphics, UX/UI, editorial design, communication and contemporary creative industry practice.

Academic staff hold postgraduate qualifications in relevant disciplines and/or bring substantial professional experience from contemporary creative industries, ensuring teaching remains professionally relevant, industry-aware and aligned with current developments within graphic design and communication.

Subject Leaders are responsible for the design, delivery and academic quality of modules, while lecturers support your learning through studio teaching, workshops, critique, technical demonstrations and ongoing formative feedback throughout the course.

The course also benefits from visiting practitioners, guest speakers, industry collaborators and alumni engagement activity, providing opportunities to gain insight into contemporary professional practice, portfolio development and emerging creative industries.

What will learning look like?

Our courses are delivered through a blended learning model, designed to provide a flexible yet academically rigorous experience.

During the Foundation Year, you will attend campus for one day of core module delivery, supported by asynchronous online learning designed to develop independent study skills, reflection, and creative practice.

From Level 4 onwards, you will study on campus for one day per week, complemented by asynchronous online learning that supports independent creative development, research, technical exploration, and flexible engagement with course content.

Across all levels of the course, you also have access to additional optional guided studio practice sessions, discipline-focused workshops, technical demonstrations, and specialist skills workshops to further support experiential learning, technical development, and independent creative practice.

This integrated approach combines the benefits of collaborative, in-person engagement with the flexibility of self-paced digital study, creating a contemporary learning experience. Alongside this, you will be expected to undertake independent study and complete termly assessments.

On-campus teaching is centred on applied and experiential learning, placing you at the heart of the educational process. Sessions are interactive and include workshops, critique, group investigations, problem-based activities, technical demonstrations and practice-led challenges that reflect contemporary creative industry workflows. The emphasis is on active participation, experimentation and critical reflection, with limited reliance on traditional lecture formats.

Teaching takes place in our modern, purpose-designed facilities in central London. You will learn in flexible classrooms, specialist studios and collaborative social spaces that support both small group work and whole-class discussion. Our studio and exhibition areas also provide opportunities to develop and showcase your work in a professional environment.

Your on-campus experience is supported by a range of online learning materials. Outside of class, you will engage with curated resources such as interactive activities, quizzes, video content and guided research tasks. These are designed to reinforce and extend your learning, as well as prepare you for upcoming sessions. Reflective activities are also embedded throughout, encouraging you to evaluate your progress and develop critical thinking skills.

Throughout your studies, you will receive personalised academic support.

Individual and group tutorials offer dedicated time to review your progress, refine your work and act on feedback. Formative assessment and peer review activities are integrated across the curriculum to build confidence, strengthen communication skills and support collaborative learning.

By the end of the course, you will be able to:

- LO1. **Apply** and **interpret** the skills of research and analysis to understand the historical, cultural and contemporary influences on your discipline.
- LO2. **Contextualise** your own practice within current industry trends and historical movements and **reflect** on how your findings inform your creative direction.
- LO3. **Execute** a body of work that demonstrates critical analysis, independent learning, iterative development and strategic thinking, **employing** appropriate resources, technical skills and techniques.
- LO4. **Demonstrate** professional project management, collaborative working and technical skills to deliver final outcomes that meet the stated parameters of a brief whilst demonstrating relevance to identified audiences.
- LO5. **Present** work professionally, from initial concepts to completion, communicating ideas effectively, and **utilise** industry-appropriate software and platforms.
- LO6. **EDI**: Demonstrate understanding and application of inclusive and ethical practices, reflecting principles of Equality, Diversity and Inclusion.
- LO7. **Sustainability**: Apply sustainable methods, including circular economy principles, in the development and resolution of creative or academic work.
- LO8. **AI**: Critically engage with artificial intelligence and emerging technologies to support creative problem-solving or discipline-specific outcomes.
- LO9. **Business Skills / Enterprise**: Develop and apply business, professional, or entrepreneurial skills relevant to the creative industries.

Student support

At LCCA, our commitment to your success extends beyond the classroom. We offer a comprehensive and personalised support system to ensure you have access to the help you need throughout your academic journey. These services are designed to promote inclusion, wellbeing, and not only your academic achievement but your personal and professional success as well. You will also be supported by a Student Success Tutor who will offer academic and pastoral guidance throughout your studies.

Our support framework includes several dedicated services:

1. Student Accessibility Services

Our specialist Student Accessibility Services team provides confidential advice and support if you have wellbeing needs, disabilities, long-term health conditions, mental health and wellbeing needs, or specific learning differences. The team can conduct needs assessments to implement reasonable adjustments, arrange learning materials in alternative formats, and connect you with mental health and wellbeing resources. They work closely with academic staff to ensure support plans are effectively implemented, creating an inclusive learning environment for all students.

2. Student Support and Administration

The Student Support and Administration team is your first point of contact for a wide range of administrative and academic queries, ensuring your smooth progression through the course. They are available to assist with enrolment and registration, answer questions about timetabling and attendance, and provide guidance on general course-related matters. This dedicated support ensures you can focus on your studies with confidence.

3. Student Experience

We are committed to providing a vibrant and enriching student experience. Our Student Experience team enhances your time at LCCA through comprehensive orientation and induction programmes, helping you settle into your studies. They also support a range of student societies and extracurricular activities, allowing you to

connect with peers and build your community. Crucially, the team facilitates feedback and student representation opportunities, ensuring your voice is heard and contributes to the continuous improvement of the college.

4. Safeguarding and Data Protection

Your safety, wellbeing, and privacy are our highest priorities. We have robust safeguarding policies and confidential reporting mechanisms in place to ensure a secure learning environment for everyone. We also adhere strictly to data protection regulations, including GDPR, to ensure your personal and academic data is handled securely and responsibly at all times.

Our approach to employability

At LCCA, we place your future career at the centre of everything you study. Our Careers Studio combines support built into your course with one-to-one guidance, employer input and a 24/7 online careers hub, so you are fully prepared for life after graduation.

You will work on live briefs, critiques, pitches and real-world design projects that help you grow in confidence and build a strong professional portfolio. Alongside this, you will develop the key skills employers look for, such as creativity, critical thinking, teamwork, problem solving, communication and digital fluency.

You will meet industry professionals through guest talks, industry events, employer-led projects, portfolio reviews, placements and careers fairs across the graphic design, branding sectors. Where possible, you will also have the opportunity to present your work and gain feedback directly from professionals working in the creative industries.

Employability is embedded throughout the course, with a structured approach that supports you in developing the skills, knowledge and confidence to succeed.

Foundation Year: You will begin by developing creative confidence, digital literacy and collaborative working skills. Through modules such as Introduction to Design and Visual Culture, you will explore visual communication, research

and experimentation while building the foundations of creative practice. The Final Major Project enables you to undertake a self-directed project that develops problem solving, research and presentation skills while producing a resolved outcome.

Year 1: The focus shifts to developing core graphic design and communication skills. Modules such as Graphic Visual Communication, Motion Graphics and Brand Identity Systems introduce typography, editorial design, branding and screen-based communication. You will learn how to interpret briefs, develop ideas and communicate concepts visually while beginning to build a professional design portfolio. The Design, Creativity and Innovation module encourages you to explore your own creative direction and develop an emerging design identity.

Year 2: Career thinking deepens through engagement with real-world contexts and professional practice. In modules such as Design Thinking and Social and Cultural Context, you will explore human-centred design approaches and the role of graphic communication in addressing social and cultural issues. Experiential Design introduces spatial and environmental design, while the Working in the Creative Industries module provides opportunities to undertake a work placement or industry project. This helps you develop professional skills including portfolio presentation, client communication and collaborative working.

Year 3: In the final year, the emphasis is on professional readiness and transition into the creative industries. Through Design Futures and the Final Major Project modules, you will undertake self-directed work and respond to live or competition briefs, developing a substantial body of work that demonstrates your creative identity and technical expertise. These projects contribute directly to a professional portfolio that prepares you for employment within graphic design, branding, digital media and related creative sectors.

To support your career development, you will have access to one-to-one guidance, drop-in sessions and workshops on CVs, portfolios, LinkedIn and interview skills, both in person and online. Our Digital Careers Studio gives you 24/7 access to jobs, resources and virtual appointments.

If you are interested in freelancing or setting up your own business, we will help you explore enterprise pathways with practical advice and tools to bring your ideas to life. We are committed to making opportunities accessible for everyone and continually improve our support based on feedback from students and employers.

Our commitments

Sustainability

At LCCA, sustainability is embedded throughout the programme through projects, research and creative practice that encourage you to consider the environmental, social and ethical impact of contemporary graphic design and communication.

The course integrates themes including the United Nations Sustainable Development Goals (UN SDGs), Equality, Diversity and Inclusion (EDI), responsible design practice and the evolving role of emerging technologies including Artificial Intelligence (AI). You will be encouraged to explore how graphic design can contribute positively to society through responsible communication, accessible design, sustainable production methods and culturally aware creative practice.

Through practical projects and critical reflection, you will develop the skills and awareness needed to operate responsibly within contemporary creative industries while responding thoughtfully to rapidly changing technological, cultural and environmental contexts.

Equality, Diversity and Inclusion

Equality, Diversity and Inclusion are embedded throughout the programme through teaching, project work and professional practice. You will be encouraged to engage critically with diverse perspectives, audiences and cultural contexts while developing work that reflects inclusive and ethical approaches to communication design.

Through studio practice, research and collaboration, you will explore how graphic design can shape representation, accessibility and audience engagement across print, digital and experiential contexts. The programme encourages respectful discussion, critical reflection and culturally aware creative practice, helping you develop the confidence and professional awareness needed to work responsibly within contemporary creative industries.

Overall methods of assessment

Overall methods of assessment	Written exams:	Practical Assessment:	Coursework:
Level 3	0%	0%	100%
Level 4	0%	30%	70%
Level 5	0%	30%	70%
Level 6	0%	20%	80%

Indicative course learning hours

Indicative course learning hours	Independent:	Scheduled:	Percentage of scheduled delivered online:	Placement:
Level 3	60%	40%	62.5%	0%
Level 4	60%	40%	62.5%	0%
Level 5	57.5%	40%	62.5%	2.5%
Level 6	75%	25%	50%	0%

Additional course costs

You are expected to have access to a personal computer (desktop or laptop) capable of running industry-standard graphic design software such as Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects) and other relevant applications such as Figma and Blender etc used on the programme. The institution provides access to specialist facilities, software licences, and hardware on campus; however, you may wish to invest in personal equipment to support independent study outside of scheduled teaching.

Any placement activity may incur some costs, but these will be associated with the types of activity that you undertake on that activity, including the work location and whether it is paid/unpaid. Typical costs will include travel.

Visits

As part of the programme, you may have opportunities to participate in external visits to galleries, museums, and related creative facilities, as well as to graphic design industry events such as conferences, expos, and professional networking activities. These visits may take place as part of a unit of study or as wider year-group enrichment opportunities. Advance notice will be provided of any associated costs, and attendance will not be mandatory where costs are involved.

While the programme provides extensive access to digital library resources and online databases, you are also encouraged to engage with physical design publications and exhibitions through curated reading lists, tutor recommendations and visits to galleries, museums and design collections across London. This approach ensures you are exposed to a broad range of contemporary and historical design references beyond digital resources alone.

Equipment/materials recommended

In addition, you are required to maintain a personal studio kit containing essential drawing and visualising materials, such as pencils, pens, colour media, rulers, sketchbooks, and other tools needed to support traditional approaches to design practice. The programme has minimised additional costs wherever possible to ensure accessibility and inclusivity for all.

Student Equipment Requirements

You are expected to have regular access to a personal computer capable of running the current versions of the software used on the programme. As operating systems, software applications and hardware requirements evolve over time, minimum device specifications are not listed within this document.

The most up-to-date recommended specifications, including supported operating systems and software requirements, are published on the LCCA website. Applicants and enrolled students should consult this page prior to enrolment and when purchasing or upgrading equipment.

LCCA provides access to appropriate specialist software and facilities on campus. However, you are advised that regular independent practice outside scheduled teaching sessions forms an important part of the learning experience, and access to a suitable personal device is strongly recommended.

The published specifications are reviewed periodically to ensure compatibility with industry-standard software and current teaching requirements.