

Course Guide



London College of Communication

is a pioneering world leader in creative communications education.

Animation and Games

BA (Hons) Animation

In a rapidly changing media environment, new technologies are changing how animation is created, understood and experienced. Animation is creative, exploratory and playful. As a student of this course you will become versatile and innovative and understand how traditional skills underpin new digital technologies and platforms, and where and how those skills can be applied and exploited. You will also learn how to negotiate different ways of working, to collaborate and test ideas.

BA (Hons) Games Design

This course will teach you how to take the software tools of games design and create new gaming experiences from concept to finished game. You will be expected to explore code and programming, enabling you to translate an idea into playable prototypes and to use software to achieve your design goals rather than have software decide your creative direction. Graphics development, storyboarding and the conceptual framework underpinning games design are covered in depth.

MA Animation

MA Animation explores both the theory and practice of animation across a broad range of experimental visual media. You will investigate the production of animation in an era with unparalleled opportunities for skilled visual communicators. You will create, explore and play with digital technologies, changing how you make, understand and experience animation. The course will give you the chance to develop your practice and understand animation in multiple forms, developing innovative animation driven by critical understanding.

MA Games Design

Rooted in experimental practice, MA Games Design will equip you with both the technical and critical skills to allow you to produce a broad portfolio of innovative game prototypes. The course will enable you to understand and articulate the unique value of game experience to an increasingly interested design industry and allow you to understand the value of your game experience prototypes. You will also examine how games design principles are being used more generally and how these ideas impact upon our increasingly digital culture.

Communications and Media

BA (Hons) Advertising

This is a multi-award winning course with students gaining accolades at Young Lions, Cannes, D&AD UK, The One Show New York and around the world. The course will equip you with the skills that are essential to a successful career and place you at the centre of the fast moving world of advertising. You will develop innovative thinking, creativity and enterprise skills and gain an understanding of the theoretical and practical aspects of every level of the advertising industry. Graduates enjoy excellent employability across the communications industry ranging from jobs in creative departments through to research and planning.

BA (Hons) Contemporary Media Cultures

This course explores what it means to study media and culture in a contemporary context. It develops critical thinking and practice through an in-depth study of the role that media, cultural and creative processes play in shaping today's world. The course draws on a range of new academic perspectives and combines them with the making of media, such as film, photography, journalistic writing and web-based content.

BA (Hons) Media Communications

With an emphasis on the social and cultural impact of digital media forms, this course examines the technologies, practices and policies that drive modern media communications. You will develop a critical understanding of new communications technologies through content production and by stimulating debate. Applied skills such as image manipulation, different styles of writing, editing and working with layout software are covered. You will also learn how to project manage, pitch and present your ideas.

BA (Hons) Public Relations

Prepare for a successful career in the growing and dynamic Public Relations (PR) industry. This course is strongly linked to industry, and taught by a team of PR experts who also advise commercial clients. You will learn how brands communicate ideas, products and services to diverse audiences, and how reputations are formed and maintained in a digital environment. You will explore PR as a force in the 21st century, its relationship to marketing and advertising, and learn key skills for building relationships in media relations, social media, event management, political communication and employee engagement.

MA Advertising

By combining cutting edge thinking with practical project work, MA Advertising will enable you to develop the essential skills and experience to succeed within this dynamic and challenging industry. You'll be encouraged to develop your own creativity, produce persuasive advertising work and gain an in-depth critical insight into advertising and its role in shaping society and culture.

MA Media, Communications and Critical Practice

Explore contemporary media and communications alongside the cultural and creative industries on this unique Masters programme. You will be introduced to a range of critical and theoretical approaches as well as practice-based work in audio-visual content production, social media, and visual cultural practice. Workplace learning forms an integral part of this programme and previous students have gained placements at such London institutions as the Tate Modern, Arts Catalyst, The British Council, Film London and the BBC. Alumni have gone on to work for BBC factual programming, the British Council, branding consultancies, and to PhD study.

MA Public Relations

This industry approved course develops the advanced skills and theory needed for a successful career in public relations and communications. You will develop the abilities, knowledge and skills to strategically manage the reputation of organisations and communicate effectively with stakeholders and the public as well as building relationships with all forms of commercial and institutional organisations. You will also learn a range of practical skills that will help you implement communications plans that add value and deliver organisational success.

Design

BA (Hons) Design for Art Direction

This is a unique course which explores the practical, conceptual and managerial skills relating to design and art direction. Throughout the course you will develop expertise in the practical aspects of graphic design related to the communication of concepts. Additionally the course will focus on the role of the art director/creative director in developing and realising ideas through leadership, management and commissioning of individuals and teams of designers, photographers, filmmakers, advertisers, illustrators or other media specialists in the creative industries.

BA (Hons) Design for Branded Spaces*

BA (Hons) Design for Branded Spaces introduces you to the design of immersive and interactive spaces using the latest digital technologies. You will design innovative spatial solutions to key challenges affecting urban futures across a range of commercial, retail, workplace, cultural and community branded interiors. Design opportunities could include leisure and entertainment spaces, flagship and concept stores, pop-up and event spaces, and more broadly tourist destinations and urban environments. The course integrates an interdisciplinary and human-centred approach to the design of virtual and physical branded spatial experiences.

BA (Hons) Design Management and Cultures

BA (Hons) Design Management and Cultures is a unique course that offers a creative approach to the study of design business, global cultures and histories. You will study design management and cultures from the unique perspective of a communication, design and media institution. On this practice-based course you will apply critical thinking and design research methods to a range of projects and collaborations that address social, business and environmental needs.

BA (Hons) Graphic and Media Design

This well respected course builds on the rich heritage of graphic design education at LCC. Teaching is innovative and flexible and encourages exploration of materials, media and methodologies related to key subject areas including social design, branding, information design, typographic media and communication environments. The course addresses a growing need for designers to be original and divergent thinkers who can identify, analyse and solve communication problems. Through our excellent global contacts, you also have the opportunity to take a directed year out in industry anywhere in the world.

BA (Hons) Graphic Branding and Identity

BA (Hons) Graphic Branding and Identity is designed to produce strategic thinkers and creative communicators who will become significant professional practitioners within this expansive industry. It will allow you to explore diverse and creative approaches to branding and identity from concept to outcome. You will also gain valuable insights into all aspects of the subject from its historical, social, cultural and commercial contexts through design practice relating to brand and identity expression. Practical projects and technical workshops are designed to enable you to develop and deliver the right message, to the right audience, at the right time, using the right media.

BA (Hons) Illustration and Visual Media

This studio-based course aims to produce creative and innovative illustrators who will challenge preconceptions about illustration and be prepared to take risks with their work. Tutors are actively engaged in scholarly investigation and will support you in becoming well informed and critically engaged. They will also help you to develop your range of visual languages including animation, computing, photography and printmaking. Ultimately, you will be involved in an exploration of the future direction of image making.

BA (Hons) Information and Interface Design

BA (Hons) Information and Interface Design is a design-led digitally focused course exploring user experience (UX) and user interface design (UID) for current and emerging technologies. The course embraces code as a creative medium and prepares communication designers to work in specialised screen-based areas such as design for the web, app design, interactive data visualisation, and in emerging areas such as wearable technology and augmented reality. The course produces industry ready designers with a creative, practical and critical understanding of new technologies.

BA (Hons) Interaction Design Arts

Create. Experience. Communicate. This is a highly practice-led and experimental course that focuses on the relationship people have with designed objects and experiences and explores the communicative potential of physical experience. You will work with narrative, moving image and filmmaking, alongside processes such as design prototyping and physical computing.

MA Design Management and Cultures

MA Design Management and Cultures combines academic study with creative and professional practice in a project-led curriculum that draws on a range of interdisciplinary perspectives from business and the arts. The course will enable you to develop high-level leadership, management, communication and analytical skills for a career in the creative and cultural industries.

MA Graphic Branding and Identity

Driven by intelligent enquiry and evaluation, this programme encourages students to challenge what is understood about the meaning of graphic branding. It explores the strategic thinking underlying brands and focuses on how that strategy can drive the creative expression. Designers who understand, translate and communicate a brand story that is graphically engaging, practical and visually exciting go on to become key players within the branding and identity design industry.

MA Graphic Media Design

Taught in both part time and full time modes, MA Graphic Media Design is concerned with establishing a distinct understanding of the fields of graphic design and visual culture, as well as those that infect, destabilise and unravel it. We invite thoughtful, critical, productive individuals interested in the effective articulation of design.

MA Illustration and Visual Media

MA Illustration and Visual Media explores the creation and production of images at a time of unparalleled possibilities for skilled visual communicators. Specifically investigating the opportunities for image-makers to work with time-based, sequential, interactive and narrative forms. You will develop an experimental illustration practice that reflects the integrated nature of the design, communication and media industries.

We work at the cutting edge of new thinking and developments to prepare our students for successful careers in the creative industries of the future.

MA Interaction Design Communication

This is a dynamic, practice-led design course that will prepare you to work in an increasingly technologically informed and interdisciplinary design world with real skills in the following areas: interaction design, design prototyping, physical computing, user centered design, open source digital platforms, future casting, foresight and insight, design research, experience design, communication design, value engineering, thought leadership, interactive media and digital arts.

MA Service Experience Design and Innovation

This unique transdisciplinary course is designed for creative people who want to develop and apply design thinking to a broad range of societal and business challenges. It covers service design research methods and processes, offering opportunities for user-centred and co-designed innovation. By taking design to a strategic level, the course offers the opportunity to work collaboratively with experts from different fields. There is a particular focus on start-up entrepreneurship, global future trends and emerging technologies like the Internet of Things, big data, virtual reality and 3D printing.

Postgraduate Certificate/Diploma Design for Visual Communication

These courses offer an intensive vocational route into the graphic design profession and build confidence for those seeking to switch career, to return as a mature student, or wanting a bridge to Masters study. You will be taught design theory and practical skills in visual language, typography, colour and information design delivered through set and self-initiated projects. Available as part-time (Certificate) or full-time (Diploma) over a duration of 30 weeks.

Film, Television & Sound

BA (Hons) Film and Television

This is one of the UK's most highly regarded film and television degrees. Course tutors include acclaimed filmmakers, lecturers and award-winning directors and producers, and you will benefit from many opportunities to secure work in the international screen industries. A stimulating and diverse range of options are available to choose from, and you will learn skills in directing, producing, sound design, cinematography and editing. All students use Final Cut Pro HD and Pro Tools/Logic sound software and specialise in their chosen area of production.

BA (Hons) Film Practice

Designed to develop the creative, technical, commercial and practical skills required in digital film production, this course is geared towards industry. Professionals lead workshops in the areas of camera, sound, lighting, directing, assistant directing, producing, editing, screenwriting, acting and production design. You will develop and expand your skills and potential to operate creatively and within a variety of technical roles.

BA (Hons) Live Events and Television

This industry focused course uniquely allows you to develop specialist skills and gain a detailed understanding of the many types of production work involved in live events and television. You will learn to produce, direct and manage productions and create and transform environments for this exciting industry. You will also gain a detailed understanding of the economics of staging events such as sponsorship and income generation.

BA (Hons) Sound Arts and Design

This course centres on the creative use of sound, both as a medium in its own right and in support of other media. It includes sound design for film, video and animation, field recording and soundscape studies, interactive programming, multi-channel composition, digital improvisation and sound art installations. Led by a team of tutors comprised of internationally recognised sound artists, composers and writers, you will gain technical, creative and theoretical knowledge in the sound arts and develop specialist skills as you build a portfolio of sound-related projects.

MA Documentary Film

Direct and produce your own film in a high definition professional environment on this highly regarded course. The emphasis is on strong ideas and the development of specialist skills in production, directing, camera-operating, sound recording and editing. You will benefit from the extensive industry experience of your tutors, including BBC and Channel 4 broadcast, gallery and festival screenings. You will also learn how to pitch and compete for funding and commissions. Many graduates achieve distinction in leading industry awards and festival screenings with their LCC graduate films, and they go on to find contracts and lead prestigious projects.

MA Film

MA Film is a highly vocational and hands-on course which will develop your understanding of the creative, commercial and practical aspects of digital film production. The course places a strong emphasis on collaborative production to reflect the professional realities of the sector, where the traditional auteur model is becoming less relevant. The course will enable you to develop and expand your potential as a creative practitioner, able to operate across a variety of disciplines and produce original and valued work within this highly competitive industry.

MA Screenwriting

This is one of the UK's leading film and TV scripting courses with a strong reputation in the industry. Its graduates have won numerous UK and international awards, have major film projects in active development and are writing for numerous programmes currently being screened on UK television. The course develops writing skills and generates a unique portfolio of work, preparing you for a career as a writer or script editor. It is taught by professionals with extensive experience as well as visiting industry practitioners.

MA Sound Arts

Intensive and specialised, this programme is designed to further the development of your conceptual and contextual understanding of sound arts practice and its discourse. You will be encouraged to adopt a personal and distinctive approach to your work in building your portfolio, and will be engaged in practical and theoretical research that develops your creative and critical competence to an advanced level.

MA Television

This unique course delivers the skills needed to design and make fact-based television programming. You'll learn how to translate your ideas into practical, hands-on, advanced programming and also learn about pitching, budgeting, and how to establish your own production company. From travel, history, art, literature, science, current affairs, daily life, cookery, and much more besides, graduates of MA Television will gain access to a huge range of jobs in this increasingly dominant TV sector.

International Access

International: Introduction to Design and Media Communication (NQF Level 3)

This exciting and fast-paced one-year course is a practical and theoretical introduction to the varied media and design disciplines offered at LCC. It is designed for international students who want to progress on to an undergraduate course at LCC and prepares you with transferable academic and practical skills, plus support for developing your academic English language skills.

Journalism and Publishing

BA (Hons) Journalism

Praised for being as close to on-the-job learning as it gets, this course will give you specialist training in all aspects of print, online and television journalism. You will be able to put your skills into practice in London College of Communication's (LCC) multi-platform media centre and newsroom working on the College magazine *Artefact* and its website. Tutors with extensive industry experience focus on practical skills supported by critical theory, which will advance your ability to research, debate, reason and criticise.

BA (Hons) Magazine Journalism and Publishing

BA (Hons) Magazine Journalism and Publishing is a unique course that combines the practical and technical skills of journalism, editing and production with a contextual understanding of the business of publishing. Students go on to enjoy successful careers in editorial, production, marketing, and sales positions across the world of media publishing. This wide-ranging course explores media studies, journalism, law, production and business management, and will give you the creative, analytical and transferable skills necessary to succeed in this increasingly dynamic, evolving media world.

BA (Hons) Sports Journalism

Discover the fundamental skills of sports journalism in the context of print, broadcasting and web on this practice-based course. You will learn how to cover real sports events, interview athletes, profile sports stars and generate original investigations alongside the new skills of digital production, multimedia and social networking. You will also learn about the social, cultural, political and economic importance of sport so that your journalism will connect with contemporary debates.

MA Arts and Lifestyle Journalism

MA Arts and Lifestyle Journalism will prepare you for this important and growing field of journalism. From music magazines and newspaper arts supplements to specialist radio and TV programmes, websites and digital publishers, there is a huge demand for arts, lifestyle and cultural journalism. Guided by tutors with professional, multi-platform experience gained at national newspapers and websites, the BBC, Sky TV and elsewhere, you will develop key practical journalistic skills and learn how to apply them to your particular area of interest in arts, culture and lifestyle.

MA Publishing

Prepare for a career in the dynamic publishing sector. You will acquire the professional toolkit to analyse different audiences and reader contexts, and master how content is commissioned, designed, produced, marketed and delivered across different media including books, magazines, tablets, e-readers and social media environments. A feature of the course is collaborations within international teams to conceive and deliver print and digital prototypes. Opportunities to engage with leading industry players also offer a strong platform for networking, work experience and research.

Photography

BA (Hons) Photography

This innovative programme is aimed at encouraging the development of a distinctive approach to photography. Graduates go on to successful careers in the arts and media. Prominent alumni include Tom Hunter, Bettina von Zwehl and photographer Rankin, the acclaimed co-founder of Dazed and Confused magazine. Spanning fine art, documentary and commercial practice and grounded in a critical understanding of the medium, you will develop and research your own ideas in relation to project briefs and learn the skills needed to work professionally.

BA (Hons) Photojournalism and Documentary Photography

This exciting course is rooted in professional photojournalism and documentary photography as practiced today. You will acquire the essential skills to become a working photographer and to produce work for a range of outlets including newspapers, magazines (print and online), galleries, books and picture agencies. The emphasis is on learning through doing which includes producing LCC's magazine *Artefact* in collaboration with journalism students, during which you will apply your photography skills and learn editing, presentation and archiving.

Graduate Diploma in Photography

This course will help you enter the field of photography and work at the cutting edge of contemporary practice. You will build a foundation of technical skills, from analogue to the latest digital technologies, and develop professional skills through set course projects. You will finish the course with a high quality portfolio and a strong conceptual approach and personal identity to your practice.

MA Photography

This outstanding fine art photography programme aims to develop a distinctive and conceptually strong approach to practice, grounded in research and critical thinking. While based in the still image, it embraces cross-media and cross-genre practice. Graduates work successfully across fine art, commerce and academia and have won a host of high profile international awards and prizes. You will have access to excellent analogue and digital facilities, specialist equipment and a high profile guest lecture programme.

MA Photojournalism and Documentary Photography

This innovative, cutting-edge and internationally renowned course is designed for photojournalists and documentary photographers who wish to develop a wider vision of the practice and potential of the medium. Its alumni have won numerous awards including the World Press Photo Daily Life Singles category and the Taylor Wessing Portrait Prize. The methodology and theory you will learn underpins a rigorous programme of photographic assignments building towards your major project. The course is taught in both full time and part time/online modes.

* BA (Hons) Design for Branded Spaces is a new course, commencing September 2017, subject to formal approval.

For more information about any of our courses:
arts.ac.uk/lcc/courses
info@lcc.arts.ac.uk
[+44 \(0\)20 7514 6599](tel:+4420275146599)

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London College of Communication
Elephant and Castle, London SE1 6SB