

## COURSE OVERVIEW

This course offers you the opportunity to study graphic design and illustration with the potential of progressing into these and other associated industries.

### DURATION:

Two years

### ENTRY REQUIREMENTS:

A minimum of four GCSEs at C/4 or above including Maths and English, plus a portfolio of work.\*

You may also be able to study an A-Level alongside this course.\*\*

Final grades will give the following maximum UCAS points score of: **168**

# EXTENDED DIPLOMA GRAPHIC DESIGN

Tutors are industry professionals who will teach you how to use the design process to explore and generate professional and contemporary responses to assignments covering advertising, editorial design, packaging, marketing and promotions, illustration, branding, typography and graphic image making using traditional and digital methods.

You will discover how to turn ideas and experiments into professional outcomes using our dedicated suite of apple computers and laptops.

\* If you do not have Maths and/or English at grade C, you will be required to work towards these qualifications alongside this course.

\*\* Please see entry criteria for A-Level study on page 12.

The students on the course work on a variety of styles of project including some with actual industry contacts.

In the second year, students are given the opportunity to respond to projects in more graphic design or illustration led styles after exploring both areas for the first year of the course.

The course is designed to be responsive to the latest developments in the design industry as well as building in the opportunities for students to react creatively to current issues around the world.



I'm always around other creative students and I really like the relaxed atmosphere here at CCAD.

— MATTHEW GOODYEAR  
SECOND YEAR STUDENT

STUDENT  
PROFILE

# MATTHEW GOODYEAR

GRAPHIC DESIGN - SECOND YEAR - AGE: 18

PREVIOUS SCHOOL:

OUTWOOD ACADEMY BYDALES



**What are you going to do after college?**

*Better Brand Agency got in touch with me and offered me an internship, so after CCAD I will be heading there.*

**Can you tell us something about your course that you didn't know before coming here?**

*I thought the tutors would be a lot stricter with us and that the course would be quite rigid, but it's very free.*

**What's your favourite thing about CCAD?**

*I'm always around other creative students and I really like the relaxed atmosphere here at CCAD.*

**What do you enjoy most about your course?**

*I love creating and branding, which is what I'm working on at the moment. This is the only course I really wanted to apply for!*



