I am very excited you are interested in the Ealing School of Art, Design and Media; our courses are targeted at applicants who are serious about working in the creative and media industries.

The School has a distinctive heritage and an excellent track record in nurturing world-class talent. Our students and tutors are award-winning because we only choose people who have something special to offer, people with impetus and imagination: who thrive in our challenging and interdisciplinary community of study, hands-on industry practice and research.

Our graduates have won industry awards in documentary and fiction film, photography, fashion, advertising, and graphic design. They have worked at the BBC, SKY, Channel 4, Ealing Studios, Pinewood Studios, Scorch London, Carnival Film, Press on Features and many other agencies and creative media companies around the world.

Paul Lohneis
Head of Ealing School of Art, Design and Media

A connected education: Courses developed by industry experienced staff.

PAUL LOHNEIS:
Before coming to work in Higher Education, Paul worked in film and multimedia production in the UK, Europe and the USA.

As well as leading the Ealing School of Art, Design and Media, he leads the BA Film Production course, the MA in Film Finance and is link tutor to the Met Film School, based at the famous Ealing Studios.
We offer courses for prospective professionals that are distinctive, adaptive and innovative designed by award-winning academics and industry practitioners with a clear focus on future successful careers in the creative industries.

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For me the University of West London is a unique establishment where life-long memories and a future working creatively are formed. Coming back to the same university to study my masters, after graduating 16 years ago, felt like coming home.

People from different cultures and backgrounds are treated with respect and dignity and fueled by guidance and encouragement of the teaching team, supported by excellent resources.

_Assiya Amini, MA Video Production and Film Studies_
Meet: Florian Stephens

Florian Stephens is a Senior Lecturer on the BA Digital Animation course at UWL. He studied Fine Art Sculpture at the Kent Institute of Art and Design before gaining his MA in Moving Digital Image at the London Metropolitan University. He has worked within the 3D design industry for several years, creating a portfolio of projects including clients such as the BBC, SKY TV, MTV and Channel 4.

As well as lecturing, Florian is also involved in several areas of research: his current research topics including: ‘Maintaining Authenticity’—transferring Patina from the real world to the digital to retain narrative value’ and ‘Teaching for the Next Generation: A 3D Animated Interactive Game for Business Ethics’.

Florian believes that his scholarly research and industry experience enrich his educational practice; allowing him to work with his students on live professional briefs located within a larger cultural and historical context.
BA (Hons) Advertising

This course is characterised by a focus on providing the key skills that the highly competitive advertising industry needs in its employees. We aim to give you a head start to join the profession as a creative, account manager or strategist.

Course overview
The advertising industry needs professionals that can think outside of the box. It takes people who can work successfully in teams, with a range of skills that are necessary to produce high-impact campaigns.

This course is designed to develop your understanding of brands, marketing, advertising strategy and creativity, in order to help prepare you for your future career. This could be as an account handler, or creative, working in the demanding worlds of marketing or advertising.

We use real briefs and techniques and work closely with specialists to ensure that our course is at the cutting edge of industry thinking. To develop your team working skills you will work closely with other students on advertising briefs, researching markets, developing strategies and producing creative campaigns.

Modules
Year 1
- Understanding Creativity and Production
- Creative Communications
- Writing for Media
- Advertising and PR Industries
- Media Theories and Debates.

Year 2
- Copywriting
- Advertising Production
- Work Experience
- Creative Promotion and Marketing Communications
- Cultures of Consumption
- Marketing and Brand Management.

Year 3
- Creative Advertising
- Advertising Strategy and Management
- Dissertation or Project
- Portfolio Development
- Blast Radio or Media Public Affairs.

Entry requirements

The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Career options
The course opens a wide range of career opportunities in marketing, advertising and other related professions. Career advice is often provided by industry professionals, recruitment consultants such as Kendall Tarrant, and the in-house careers service. Our graduates also have the opportunity to undertake a variety of postgraduate qualifications in the advertising field.

Find out more at: www.uwl.ac.uk/yourcountry
BA (Hons) Broadcast Journalism

This course provides the skills and understanding necessary to embark on a career within the broadcasting and web-based journalism industries. It provides an understanding of the techniques and technologies of radio, television and online formats as they relate to contemporary journalistic practice.

Course overview
This course reflects the explosion in news and information delivery via the internet. Teaching is therefore focused on the future, covering both online and traditional journalism modes, and includes the study of the techniques of news and features journalism, embracing areas such as current affairs, sports, arts and music reviewing.

We are located in the heart of west London’s media industry precinct which gives us access to productive relationships with a number of key media industry employers, including the BBC, Sky TV and members of the Ealing Studios community. These links enable you to have access to internship and work placement opportunities. You are encouraged to develop these links as part of your career planning and our graduates often find they can use their connections to land a job soon after graduating.

The University’s student radio station Blast FM provides a platform for you to utilise the writing and production skills you have learnt on a live media outlet.

Modules

Year 1
- Principles of Journalism
- Podcasting
- Writing for Journalism
- TV and Radio Industries
- Media Presentation Skills
- Media Theories and Debates.

Year 2
- News and Current Affairs
- Broadcast News
- Online News
- Live Radio Production
- Magazine Journalism
- Work Placement.

Year 3
- Law for Journalists
- Freelancing
- Project or Dissertation
- Blast Radio
- Ethics and Media.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Career options
Graduates will be equipped to enter careers in radio/television journalism, online journalism, radio/television production and presentation, and broadcasting policy work (eg OfCom).

Find out more at:
www.uwl.ac.uk/yourcountry

EALING SCHOOL OF ART, DESIGN AND MEDIA

UG

Award
BA (Hons)

UCAS Code
P500

Duration
Three years

Start date
September
BA (Hons) Broadcasting

This course develops the knowledge and skills you will need to embark on a range of career options across broadcasting and online journalism.

Course overview
This course offers innovative and dynamic opportunities to explore interrelated broadcast media, responsive to the ongoing revolution in delivery platforms from live streaming and podcast to RSL live radio broadcasting and TV studio production, while underpinning our project-led approach with an exciting conceptual basis for your practice.

This course engages with the issues and debates surrounding the creative process; conception, analytics and practical solutions. It looks at current institutional practice and the nature of media consumption and encourages a high level of critical reflection at all stages of project development. BA (Hons) Broadcasting also offers a work placement to give you hands-on industry experience as a stepping stone to a career in the business.

Modules
Year 1
• Digital Video Production
• Podcasting
• Writing for Media
• TV and Radio Industries
• Media Presentation skills
• Media Production
• Fictive Forms.

Year 2
• Music Documentary Production
• Documentary Production
• Media Histories
• Live Radio Production
• TV Studio Production
• Industry Experience.

Year 3
• Broadcasting Futures
• Broadcast Technology: Shaping the Future
• Radio Station Management
• Practical Experiences in Managing Radio Broadcast
• Live Project and Blast Radio
• Project-led Production of Live Radio Programming.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
• IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

University of West London • International Student Prospectus 2014
BA (Hons)  
Fashion and Textiles

This course produces outstanding graduates who are innovative thinkers and decision-makers, able to inform and influence the creative world around them. Our graduates are widely regarded as some of the best in the industry, and regularly feature in the national media.

Course overview
With the option to pursue one of two pathways – Fashion Print or Knitwear – the course integrates industry-based skills for cutting-edge fashion and textiles with the creative, technical and intellectual development of the individual graduate, equipping them with the necessary skills to succeed in the demanding and competitive global fashion industry. We have well-established links with a range of companies, demonstrated by project collaborations, work-placement opportunities, guest speakers and visiting lecturers.

Modules
Year 1
- Visual Communication in Fashion
- Pattern Cutting and Sample Production
- Specialist Studies – Print Textiles and Knitwear Design
- Fashion Marketing 1
- Fashion in Context
- Design Exploration and Experimentation.

Year 2
- Directional Fashion Innovation
- Fashioning Culture
- Fashion Marketing 2
- Design in a Professional Context.

Plus ONE option from:
- Directional Textiles Innovation: Fashion Print
- Directional Textiles Innovation: Fashion Knitwear.

Year 3
- Graduation Project – Research and Design
- Fashion Marketing and Promotion
- Critical Essay – Fashion Dissertation
- Portfolio Design and Presentation
- Graduation Project: Realisation.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Course Highlights
As members of the British Fashion Council, students are able to participate in high-profile competitions for brands including Nicole Farhi, Mulberry, Warehouse and Burberry.

Career options
Career opportunities, range from designing, to freelance work, to creative marketing and journalism within the fashion industry. Graduate careers include:
- Fashion designer
- Print designer
- Knitwear designer
- Embellishment/constructed textiles
- Accessories design
- Pattern cutter/creative pattern cutter
- Garment technologist
- Styling
- Fashion forecasting
- Fashion marketing
- Buyer
- Merchandiser.

Find out more at:
www.uwl.ac.uk/yourcountry
BA (Hons) Film Production

Taught by industry professionals who all have excellent track records in making award-winning work in documentary, drama, and art film and television. The course is designed to provide you with an in-depth knowledge of up-to-date production practice underpinned by conceptual insight.

Course overview
This course offers an exciting opportunity to pursue a comprehensive course in digital film production and film studies as a stepping-stone to a career in industry.

We are based in west London – one of the world industry centres for film and television and, as a result, you will have unparalleled access to freelance work, targeted industry experience and networking opportunities, which will enable you to go on to exciting and successful careers as screenwriters, directors, producers, directors of photography, production managers, and sales and distribution agents. Our students make cutting-edge and challenging work and our alumni are award winning. We are festival-focused with strong connections to industry and have a clear vision of what constitutes a successful career in film production.

Modules
Year 1
- Digital Video Production
- Contemporary Industry Practice
- The Moving Image
- Camera, Lighting and Sound
- Post-production: Art and Technique
- Moving Image 2.

Year 2
- Recording Reality
- Documentary Production
- Screenwriting
- Film Movements
- Work Placement
- TV Studio.

Year 3
- Experimental Film and Video
- Project or Dissertation
- Directing Fiction
- Genres
- Identity and Difference.

Career options
We focus on employability right from the start of the course. As a result, the range of opportunities once you have finished the course is vast, and, thanks to our innovative programme of work placement and networking, many of our students walk straight into industry jobs after completing the course, often with the same employer that took them on for a placement.

Entry requirements

English language requirement:
- IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

Find out more at: www.uwl.ac.uk/yourcountry
BA (Hons) Graphic Design (Visual Communication and Illustration)

Graphic design helps shape the way we see and interact with our world. This course has been designed to reflect the increasingly broad arena in which visual communication now operates.

Course overview
During the course you will be encouraged to explore and express your ideas through a range of relevant media. The course team will help you develop your skills in conceptual and critical thinking, typography, design drawing, illustration, screen-based and digital media to equip, help focus, and prepare you for your future career within the visual communications industry.

While the course is practically driven with studio and workshop teaching practice, we also provide the opportunity to examine the historical and cultural context of contemporary art and design disciplines and understand their value in helping to meet the creative and intellectual demands and challenges of this exciting subject area.

Modules
Year 1
- Visual Studies
- Digital Skills
- Research and Referencing
- Image Making
- Typography
- Ideas, Development and Context.

Year 2
- Word and Image
- Narrative Structures
- Ideas and Perspectives
- Professional Graphic Design Practice
- Designing for Interaction
- Negotiated Projects.

Year 3
- Design Portfolio
- Experimental Communications
- Concept Development
- Professional Presentation
- Major Project.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Career options
On completion of the course you will have all the skills and experience necessary to pursue work within graphic design studios, interdisciplinary consultancies, publishing houses, new media/multimedia studios and advertising agencies. A number of former students have also been successful in setting up their own design businesses. Students pursuing a career in illustration work generally work on freelance commissions.

Course Highlights
All our academic staff have extensive professional, practice-led and teaching experience.

Find out more at: www.uwl.ac.uk/yourcountry
BA (Hons)
Media Studies

Newspapers, radio, film, TV and computer software are powerful instruments of communication. This course enables you to develop the skills and knowledge necessary to examine the way these technologies affect our understanding and experience of everyday life.

Course overview
This broad-based course offers a mix of theory and some practical study. You will sample various aspects of the media industry, making it ideal for those interested in how the media functions, as well as for those planning to work in this field. The course will address key issues and debates that respond to the continually changing media focus of the modern world. You will learn about media institutions and the cultural industries, while gaining good interpersonal and communication skills, which are essential to the media professions. You will also be able to carry out research using recommended learning resources and assume responsibility for your own learning.

You will benefit from studying in London, which presents the opportunity for study visits and guided tours to key media and culture institutions and organisations. Furthermore, the course offers a work placement which will give you the experience of working in the industry and helps you to build a positive profile in preparation for employment.

When applying to this course you will usually be invited to an interview (via telephone or Skype) and asked to bring along a portfolio of relevant work. More information is available at www.uwl.ac.uk/myapplication

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
• IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Course Highlights
Many graduates build careers within media organisations or pursue further academic or teaching roles in media subjects.

Career options
Graduates can go on to study the MA Video Production and Film Studies, as well as other relevant postgraduate qualifications in this field.

Modules
Year 1
• Moving Image 1
• Creative Communications
• Writing for Media
• Moving Image 2
• TV and Radio Industries
• Media Theories and Debates.

Year 2
• Work Experience (Industry Experience)
• Recording Reality
• Media Histories
• Fictive Forms
• Cultures of Consumption
• Film Movement.

Year 3
• Identity and Difference
• Print and Visual Communication
• Dissertation
• Genres
• Ethics and the Media.
BA (Hons) Motion Graphics*

This is a new and exciting broad-based course that takes the traditional aspects of graphic design, such as typography, image making and 2D design, and builds in exciting new layers of animation, digital imaging, film, video-making, and sound design.

Course overview
Exciting developments in the communication of information and entertainment and an increasingly sophisticated viewing public have both given rise to the demand for motion graphics specialists. These are much sought after designers with the flair and ability to generate motion content that is able to impart information, convey emotion and communicate effectively on an ever-expanding variety of devices and digital platforms – from smart phones and tablets to live performance and animated exteriors.

The course explores both traditional and digital image creation techniques before building a professional understanding and a practical application of motion design within professional and artistic contexts. Typical subjects of study include TV, film title sequences, motion branding, stings, advertisements, performance events, information graphics, music videos, video projection mapping, and interaction design. There are opportunities to exploit emerging new media in more experimental applications of, for example, avant-garde filmmaking, internet based art projects, and art installations.

While the course is practically driven with studio and workshop teaching practice, we also provide the opportunity to examine the historical and cultural context of contemporary art and design disciplines and to understand their value in helping to meet the creative and intellectual demands and challenges of the creative industries.

Modules
Year 1
- Visual Studies
- Digital Skills
- Research and Referencing
- Image Making
- Typography
- Ideas, Development and Context.

Year 2
- The Art of Motion
- The Art of Noise
- Professional Practice
- 3D Environments
- Designing for Interaction
- Negotiated projects.

Year 3
- Design Portfolio
- Experimental Projects
- Concept Development
- Professional Presentation
- Major Project.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

* Subject to validation

Career options
This course will equip you to pursue a career within the expanding world of motion graphics. Typically, graduates will be able to apply for jobs as motion graphic designers in design studios, the television and film industries, or web-based companies, and as digital artists.

Find out more at: www.uwl.ac.uk/yourcountry
FdA Photography

This course not only provides you with the necessary skills and understanding to embark on a career within the diverse field of photographic imaging, but also provides a direct route to study the BA (Hons) Photography.

Course overview
This course covers a broad range of modules designed to offer the widest potential career progression. The course seeks to encourage and develop individual potential by offering a course designed to meet the challenges of a changing commercial environment and converging technologies. This course has an emphasis on the production and presentation of photography. This is supported by conceptual development and an understanding of critical and contextual theory. The aim of the course is to introduce the core skills required of a professional commercial photographer.

Modules
Year 1
• Core Photographic Skills
• Histories of Photography
• The Constructed Image
• Core Photographic Skills 2
• Visual Communications
• Experimental Approaches to Image Production.

Year 2
• The Manufactured Image
• Critical Approaches to Photography
• The Photographic Artefact
• Industry Experience
• Editorial Photography
• The Persuasive Image.

Course highlights
We are members of the Association of Photographers, are recognised by the National Union of Journalists and are part of the Nikon Foundation.

Career options
Successful completion of the course will equip you to enter careers in the photographic and imaging industries, including advertising, fashion, editorial, photojournalism and documentary, portrait and social, picture editing and art buying, as well as other associated digital fields.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
• IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Find out more at: www.uwl.ac.uk/yourcountry

When applying to this course you will usually be invited to an interview (via telephone or Skype) and asked to bring along a portfolio of relevant work. More information is available at www.uwl.ac.uk/myapplication

Award
FdA
UCAS Code
W641
Duration
Two years
Start date
September
BA (Hons) Photography

This course combines the acquisition of high-level skills, the implementation of creative and conceptual briefs and critical and analytical studies throughout and is designed to help you become a confident and articulate image-maker.

Course overview
We offer a dynamic and exciting photography course, which will equip you with practical, theoretical and professional skills. The course is broad-based and, while focusing on contemporary photographic practice, offers opportunities for experimentation with related subject areas such as moving image and emerging digital technologies. Through cultural and theoretical studies you will gain the confidence to critically evaluate and effectively engage in contemporary photographic debates. Preparing you for employment is also one of our priorities, therefore work experience is embedded at all levels of the course.

If you are curious, motivated, committed, ambitious and, above all, have the desire to communicate visually through photographic practice, then this course is for you. Academicians provide a supportive learning environment that will nurture students’ photographic interests and ambitions. Our graduates are valued by the industry for their skills, knowledge and adaptability.

When applying to this course you will usually be invited to an interview (via telephone or Skype) and asked to bring along a portfolio of relevant work. More information is available at www.uwl.ac.uk/myapplication

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
• IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

A strong team of established professional photographers, artists, curators and guest lecturers bring a wealth of experience to the course. London’s galleries, art centres and museums also provide a wonderful resource to inspire photographic projects and stimulate debate.

Course Highlights
We have great relationships with industry partners, including being a member of the Nikon Foundation and a corporate member of the Association of Photographers.

Modules
Year 1
• Core Photographic Skills
• Histories of Photography
• The Constructed Image
• Core Photographic Skills 2
• Visual Communications
• Experimental Approaches to Image Production.

Year 2
• The Manufactured Image
• Critical Approaches to Photography
• The Photographic Artefact
• Industry Experience
• Editorial Photography
• The Persuasive Image.

Year 3
• The Published Photograph
• Professional Photographic Practice
• Critical Essay
• The Professional Portfolio
• Major Project.

Career options
Our graduates pursue careers in the photographic and imaging industries including roles such as photographers, assistants, retouchers, editors and researchers and work in advertising and fashion, photojournalism and documentary, web content production and picture editing, art buying and exhibition curation.
BA (Hons) Public Relations

This course offers a practical, theoretical, and imaginative approach to external and media relations, communications planning and management, and PR techniques and applications. It also covers skills such as writing and production for PR.

Course overview
The course develops an understanding of a strategic approach to PR, and a grounding in the techniques employed. We have close working relationship with the Public Relations Consultants Association and you will work on briefs from PR consultancies and departments and use a variety of techniques to produce communication solutions. We are committed to learning by doing and, in addition to lectures and tutorials, you will take on the roles of PR personnel and write briefs, produce reports, make presentations and deliver targeted PR solutions throughout your study.

Modules
Year 1
- Introduction to PR
- Writing for Media
- Creative Communications
- Advertising and PR Industries
- Media Theories and Debates
- Ideas Development.

Year 2
- Copywriting
- PR Techniques
- Placements
- Creative Promotions and Marketing Communications
- PR Applications
- Marketing and Brand Management.

Year 3
- Media Relations
- PR Strategy and Management
- Dissertation or Project
- Blast Radio
- Public Affairs.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Career options
Our graduates pursue careers across the spectrum of PR practices from corporate and financial PR to consumer, business-to-business and not-for-profit organisations.

Course Highlights
The work placement gives you the opportunity to put your skills into practice in a ‘live’ situation with real clients.

Find out more at:
www.uwl.ac.uk/yourcountry
BA (Hons) Visual Effects*

The VFX industry is a fast-moving element of the UK economy, the majority of which is based in London. Our new and exciting course places you at the heart of the action and delivers a dynamic contemporary hands-on experience, working with the latest software and industry ties.

Course overview
Visual effects (VFX) are the processes whereby sequences for movies, commercials, television, games and other new media are created through digital techniques – live action is enhanced, augmented or replaced altogether. The use of VFX can save money and avoid dangerous or difficult live action filming but most of all it enables the impossible to happen. With VFX, imagination is the only limit. Think about mass battles in fantasy realms, exploding planets, interstellar travel, realistic yet mythical creatures, epic disasters, crowd scenes, historical and futuristic settings, car chases and extreme weather conditions. These, and much more, are the products of VFX.

This course offers a generalist CGI grounding, while giving you the crucial ability to specialise in a particular area – something the industry increasingly requires. With its strong CGI focus, the course emphasises the importance of a solid grounding in art and design principles while teaching you to model, rig, animate and light in 3D. Theoretical, practical and technical knowledge form the basis of an accumulated set of creative software skills that include: CGI foundations, VFX compositing, 3D matchmoving, motion tracking, matte painting, environment creation, rigging and creature effects, digital sculpture, dynamics and CGI lighting and visual development.

Modules
The course is in development at the time of writing and as such module titles are not yet available. Please check our website for up-to-date information.

Career options
As a graduate from this cutting edge course, you will go on to work in film, games, motion graphics, broadcast or as an independent animation director and in both small and large-scale productions.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
• IELTS at 6.0 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.
MA
Art Direction for Film and TV

This exciting course is partly taught in the studio of legendary Art Director Terry Ackland-Snow (credits include Aliens and The Living Daylights) at Pinewood Film Studios.

Course overview
The course provides you with a very practical introduction to the skills required in contemporary creative art direction, including design and budgeting, 3D design realisation, and design research. The course has been designed as a “hands on” specialist practice degree that explores everything from initial draughting to stage layout, model-making to the importance of accurate script breakdown, 3D realisation to the effective management of live projects – in short; all the skills necessary to advance a successful career in film art direction. It will be delivered in part at Terry Ackland-Snow’s own art direction centre based at the world famous Pinewood Studios.

Modules
- Art Direction Studio Practice
- Design Research
- 3D Design Realisation
- Project.

Course Highlights
This course will partly be taught at renowned Art Director Terry Ackland-Snow’s studio based at Pinewood Studios.

Career options
Graduates can find work in many professional avenues across a range of activities. Typical roles include:
- Art Director
- Creative content production
- Stage and Set design
- Production design.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.5 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.
MA
Design: Practice, Strategies and Management

Design has become an essential component for companies seeking to change and who see innovation as globally significant.

Course overview
This course examines the innovation process with an emphasis on design research methods, exploration, and professional development – from framing an initial challenge to inspiration, insight, synthesis and idea, to conception and production.

The course gives you the opportunity to explore design solutions both individually and in teams, and work in an interdisciplinary environment on shared challenges. You will create design works that convert creative ideas into actions, products and services, which are grounded in human-centred design research approaches.

Modules
- Design Research
- Visualising Design
- Exploring Design Practice and Management
- Strategic Design Thinking
- Project.

Course Highlights
This course will allow you to explore your design potential from initial inspiration, through to conception and production.

Career options
Graduates can find work in many professional avenues across a range of activities. Typical roles include:
- Design practitioner
- Innovation management
- Product strategist
- Project management
- Consultancy.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
- IELTS at 6.5 or above overall score with 5.5 in each band (reading, writing, speaking and listening) or an equivalent English language test.

Find out more at: www.uwl.ac.uk/yourcountry
MA
Film Finance

This exciting course opens up the role of the creative film producer and aims to provide a comprehensive foundation for a career in industry.

Course overview
The MA Film Finance course aims to explore and examine the complex relationships that exist between proposed film projects and their realisation through business and legal means. The course is designed to ground you in the core aspects of business approaches to film-making by contextualising financing, production, distribution and marketing strategies using established models of business practice and negotiating the legal frameworks that are necessary for projects to reach their full potential.

Through a series of lectures, industry masterclasses, seminars and tutorials, you will gain a deep understanding of organisational, political and economic structures necessary for the financing, production and distribution of a film project. These will be foregrounded by overviews of the film and other attendant industries and include dynamics, structures, working practices and organisations. You will also explore and analyse business administration and critical planning, strategies to raise finance, understanding essential financial documents, business marketing and media law.

Entry requirements
The University of West London recognises and accepts a large number of international qualifications. Check our website for more information.

English language requirement:
• IELTS at 6.5 or above overall score with 5.5 in each band (reading, speaking and listening) and 6.5 in writing) or an equivalent English language test.

Modules
• Creative Film Production
• Business Administration for Film
• Film Finance
• Media Marketing and Forecasting
• Media Law
• Project.
MA
Filmmaking (Documentary and Experimental)

This course offers you the opportunity to develop cutting-edge critical, creative and technical skills in digital filmmaking. You will script, shoot and edit productions, using state-of-the-art, broadcast quality, digital cameras and digital post-production workstations.

Course overview
The course encourages you to explore various approaches to filmmaking at a high level, and to use this theoretical knowledge to underpin and inform your own creative video practice. You will be exposed to a wide range of industry and artistic techniques and encouraged to adopt innovative approaches to contemporary video production, while demonstrating a clear understanding of both media industry requirements and various critical/theoretical approaches to video, film and the mass media.

Modules
- Film Theory
- Documentary Production Practice
- Film and Media Cultures
- Experimental Film and Video Practice
- Project.

Course highlights
This course offers you the opportunity to develop your critical, creative and technical skills whilst also exploring a wide range of industry and artistic techniques to filmmaking.

Career options
Graduates can find work in many professional avenues across a range of activities. Typical roles include:
- Documentary filmmaking and production
- Media content production
- Editing
- Scriptwriting.

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Find out more at: www.uwl.ac.uk/yourcountry