

Communication Design

Heriot-Watt University

Venues

Scottish Borders Campus

Content

The course looks at the wide range of activities that encourage the promotion and purchases of fashion products. This covers areas such as photography, film, digital media, performance, music, advertising and journalism.

The core elements of the course aim to develop an understanding of contemporary popular culture. Along with an in-depth knowledge of the ideas used to communicate contemporary fashion design.

Year 1

The first year focuses on initial design and visualisation skills setting up the student with the fundamentals in overall photography, visual development, design thinking, and introductions into illustration.

Year 2

The second year builds upon the fundamentals taught in first year, by introducing specialist topics such as typography, videography, and advertising. This is supplemented with courses in creative writing, professional practice, and graphics.

Year 3

The third year develops a unique series of four themed elective specialisations in design management, fashion communication, interaction design, and graphics and illustration. However, we will initially be introducing just one pathway in graphics and illustration. These third year courses include events management, visual merchandising and fashion styling.

Year 4

The final honours year will entail a two semester developed honours project using supervisory pedagogies, being supplemented by advanced evaluative practice and review.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

W6CD

Course Length

4 years

Faculty

School of Textiles and Design

Department

Textiles and Design

Entry Requirements

2021 entry requirements:

Standard entry: 4 Highers at ABBB including English.

Widening access entry: 4 Highers at BBBC including English

Portfolio submission will normally be a prerequisite and will demonstrate interest in communication design/illustration/digital design. This can be communicated through any media including traditional, observed and expressive drawing, painting, photography and digital media.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Edinburgh
EH14 4AS

Website

www.hw.ac.uk