Undergraduate Pathway: Art and Design

BA (Hons) Computer Games Art
BA (Hons) Digital Media
BA (Hons) Fashion Design
BA (Hons) Fine Art
BA (Hons) Graphic Design
BA (Hons) Illustration
BA (Hons) Illustration and Animation
BA (Hons) Interior Design
BA (Hons) Photography

Whether in the studio, the classroom or around town, Cambridge is full of inspiration. Whether you’re honing your talent or finding your passion, the prestigious Cambridge School of Art at Anglia Ruskin University is the perfect place to explore and design. Do you have a passion for graphic design, photography, oil painting, fashion? Whatever your outlet, a foundation in Art and Design will help you to develop a knowledgeable approach to sharing your point of view.

Our Pathway of Art and Design targets the skills you will need in University to critically assess information, develop your design portfolio, and express yourself through visual language. Students will be introduced to practical art and design skills including developing skills of visual storytelling, image-making both in traditional and digital media, visual language and communication, formulating an independent creative response to a broad range of subject matter. For a hands-on degree, many of your classes are going to utilise project and portfolio based strategies to help you begin developing your portfolio and find your areas of passion.

Our staff are actively engaged in their own creative pursuits, and they’ll support you all the way. Plus, there’s the opportunity to go to extracurricular seminars and workshops, which feature guest presentations from specialist academics and researchers.

Think and create with limitless possibilities, your journey starts here.

Element Overviews:

Interactive Learning Skills and Communication (ILSC)

This Element has been designed to help students develop their academic literacy, and research and communication skills in preparation for undergraduate study. The areas of reading, writing, speaking, and listening will be covered. ILSC also helps students understand the institutional culture, practices, norms and expectations of the UK higher education.

A subsidiary aim of this Element is to ensure that students develop transferable skills of effective and professional communication to support ongoing study, as well as providing a basis to foster career and life-building skills.
Information and Communication Technology (ICT)

No previous technical experience is required for this Element, which provides students with an introduction to practical ICT skills. This foundation will be needed for academic success across many areas of higher education. The students will use industry standard office productivity software and techniques to produce presentations, written assignments, and charts and tables in spreadsheets. Alongside practical skills, fundamental topics surrounding technology use will be discussed, together with societal and ethical perspectives. The Element will enable students to discuss the main challenges facing society and consider the implications of their technology use. By the end of the Element, students should have sufficient mastery of the Microsoft Office productivity suite to allow them to plan and produce presentations, use functions and write formula to display, format and analyse quantitative data and produce written assignments to a standard appropriate to higher education.

Creative Workshops 1

The Element is designed to introduce various fundamental crafts, skills, and techniques required to support and study of a range of subjects associated with Art, Design and Architecture. The Element is delivered via a series of craft related, hands-on workshops and art practice, which will encourage and facilitate individual creative expression through experimentation, observation/analysis and responding through drawings and image-making, using traditional and digital processes and techniques in a variety of contexts.

Composition and Style

Composition and Style aims to provide students with a structured introduction to all aspects and stages of the academic writing process and various forms of writing to be undertaken.

It is designed to allow students the knowledge required for the preparation and completion of written assignments within University and to University standards. This includes skills which apply to many writing disciplines including research and note-taking; structuring work; drafting and redrafting; editing and proof-reading; achieving an effective academic style; referencing; writing effectively under differing conditions; using feedback on your written work and grammar and punctuation. A focus around the writing process will be of emphasis with application to different kinds of written products. For the writer, these processes would correspond to the different creative stages of writing.

Approach to Design

The Element is designed to introduce and underpin some of fundamental aspects of design and visual language required to support a range of subjects associated with Art, Design and Architecture. The Element is studio-based with teaching and learning centred on practical exploration and problem-solving in response to a series of lectures, workshops, activities/tasks and project-based assignments.

Critical and Contextual Studies

The Element is designed to provide a chronological framework and introduce key aspects of visual, contextual and cultural studies required to support a range of subjects associated with Art, Design and Architecture combining historical and present conceptions on a variety of related topics.
This Element is also designed to help develop a wide range of study skills including research, critical thinking/analysis, sourcing/referencing, reflective practice, communication, visual literacy and presentation associated with their intended pathway subject.

**Creative Workshops 2**

The Element is designed to hone and develop competencies in drawing, visualisation, image-making skills which help underpin and support core skills and techniques required for various subjects associated with Art, Design and Architecture. Exploring further elements and principles of art, design and the built environment. Students will combine different techniques from this Element to interpret and respond to creative themes and produce creative work. The Element is designed to encourage and facilitate individual creative response and expression.

**Specialist Project**

This Element has been designed to represent the opportunity for learners to confirm their independent areas of interest through a major Specialist Project, in which they can apply understanding and knowledge acquired or developed in other Elements, hone and develop skills and techniques relevant to particular fields of interest, and develop work which visually communicates via portfolio presentation. This Element is focused on Professional Development Planning – which relates to and endorses the learners’ interest and intentions in progressing to his/her specific subject field. Language, communication and presentations skills will be further developed through report writing and conducting active research with regards to intended study routes, careers and associated industries. Through this investigation, learners will be guided towards formulating and developing a self-initiated Specialist Project proposal, based upon a creative design brief, which clearly identifies and explores aspects of their intended progression route e.g. graphic design, interior design, architecture, digital arts, game design, photography, illustration, fine art etc.