

Art and Design

This programme will prepare you for degree programmes in:

- Fashion
- Fashion Accessories
- Fine Art
- Graphic Design
- Illustration and Animation
- Photography

Programme Structure

This one year IFP will prepare you for the more specialised degree courses in art and design and related undergraduate subjects. The programme will allow you to develop and prepare a high quality portfolio of work that will be required for entry to UK universities. The portfolio plus interview is the usual method of entry to art and design related degree courses. The mix of international styles, cultures and a creative and dynamic learning environment will bring great benefit to your artistic development.

The IFP in Art & Design will provide a broad based study of art and design giving you an analytical and practical understanding of relevant disciplines. Using an integrated approach you will be introduced to four basic subject areas of drawing & painting, visual communication, fashion, and information communications technology (ICT). The programme will expose you to a range of required critical and evaluative skills, knowledge and understanding in appropriate art and design, fashion and ICT studies.

You will be working in professional studios and workshops which provide a realistic scenario for learners to work in,

making maximum use of practical activities alongside and supported by a highly professional, skilled and dedicated team of staff. You will be allocated a dedicated tutor and given a weekly tutorial as part of the programme. You will study five courses in total on the programme:

Drawing and Painting

By working through this course, you will build up your drawing and painting skills and develop your understanding through using the formal elements (line, tone, colour, shape, pattern, surface, structure etc) in a wide range of practical studies and activities. You will develop the ability to identify and select appropriate visual qualities from direct observation, and be introduced to the use of drawing and painting for a range of different purposes. Studies will involve experimenting with mark making using a variety of materials, techniques and processes with the aim of developing your use of painting and drawing skills to build up a body of work for exhibition and inclusion in a portfolio.

Visual Communication

By working through this course, you will build up your ability to communicate ideas in original and innovative ways using visual imagery. This course will enable you to develop your understanding of how to communicate different visual meanings and messages through building up graphic design and photographic skills. You will experiment with traditional and digital media through practical projects. This will involve producing work showing the effects of different combinations of graphic image-making and photography. You will be shown how designers use imagery in a wide variety of situations and become skilled in the use of traditional



graphic media and photography work for illustrations used in posters, CDs, book covers etc.

Final pieces will form part of the end of year Artweek exhibition.

Fashion

This course will enable you to develop your potential for creative work in the fashion industry through the exploration of ideas development, materials, techniques and production associated with fashion design. You will be given an understanding of the characteristics of a wide range of fashion materials and processes through a variety of design briefs. You will be encouraged to be experimental and creative with a wide range of both traditional and innovative fashion materials and processes. You will also be encouraged to explore a range of fashion materials and processes which will enable you to understand your potential. You will also become familiar with the main stages involved in the commercial production of clothing and gain awareness of the purposes and use of computer-aided design (CAD) and computer-aided manufacture (CAM) in the fashion industry. Final work will be included in the end of year fashion show.

Information and Communications Technology (ICT)

During this course you will be able to develop a level of competency that will allow you to apply IT skills within the IFP programme and be able to develop the IT skills for undergraduate study. A range of IT areas will be covered using appropriate software packages including databases, word-processing, spreadsheets, presentation and design software. The course will have a natural link to the other subjects particularly developing the skills required for using specialist graphics software.

The four main subjects will be assessed through continuous assessment using a variety of methods including case studies and assignments, along with projects, performance observation and time-constrained assessments where appropriate. In addition to the continuous assessment of coursework, participation in the end of year exhibition or fashion show will also be included.

English and Study Skills

This course will focus on the key aspect of developing your English language skills. In particular, the course focuses on academic English to develop your study skills in the classroom in preparation for undergraduate degree study at university. For example, you will undertake presentations to gain confidence in the classroom, always using relevant and up-to-date materials and texts. You will be able to improve your IELTS score with a focused IELTS programme. The English course is assessed through both examinations and coursework.

The explanation and use of specialist terminology and subject jargon will be embedded within each specialist subject area. Students will be required to keep a log book to record and refer to as necessary.

Historical and cultural referencing will also be embedded within each specialist subject area. Trips to relevant exhibitions and galleries will also form part of this and students will be required to keep a sketchbook to record and refer to as necessary.