

# Creative Digital Media BA (Hons)

“Studying Creative Digital Media at Worcester is great – the facilities are amazing. The flexible course means that you can try a bit of everything to decide what you really want to do.”

Neil Sullivan, Creative Digital Media BA (Hons)

## Study Creative Digital Media at Worcester

Increasingly, the media industries are demanding practitioners who can function as multidisciplinary experts, even if they specialise in a particular area. Creative Digital Media is a course that has been designed to produce graduates who can fulfil this requirement.

With tutorial guidance, you will have the opportunity to choose modules that suit your particular interests and abilities and that define you as an individual practitioner. This offers you the prospect of an exciting cross-media experience, with expert guidance into the professional arena in the final year. You will also gain a wide range of transferable skills such as research and analysis techniques, problem solving, communication and negotiation. Throughout your course, you will have access to the broadcast-standard video and sound studios, and digital computer suites in the University's state-of-the-art Digital Arts Centre.

## Career Opportunities

Our interdisciplinary approach gives flexibility and a wider view of the world which is attractive to employers. You will acquire a wide range of transferable skills including research and analysis techniques, problem solving, communication and negotiation. Graduates have succeeded in a variety of careers that include graphic design, video production, animation, arts administration, multimedia and interactive design and teaching.

This course also provides an ideal base for postgraduate study.

## UCAS Code

Creative Digital Media BA (Single Honours) **W212 BA/CDM**

It is also possible to study this degree in combination with another course.

The University of Worcester's degree combinations add breadth to your studies and enhance your employability.

For a complete list of combinations and UCAS codes, see pages 206-213 or visit [www.ucas.com](http://www.ucas.com)

## Application Enquiries

Tel: 01905 855111 or  
email: [admissions@worc.ac.uk](mailto:admissions@worc.ac.uk)



## Additional Information

- Single or Joint Honours. Students studying Joint Honours have the option to specialise through major/minor study from their second year
- Opportunity to select either a specialist or a multiple-strand route in areas such as web design, digital video, digital sound, graphic design and animation
- Excellent facilities, state-of-the-art Digital Arts Centre, computer suites with editing, animation and design software, broadcast-standard television and sound-recording studios

## Entry Requirements

- 220-260 UCAS Tariff points
- Please see pages 198-200 or [www.worcester.ac.uk](http://www.worcester.ac.uk) for further details
- Shortlisted applicants are invited to attend for interview and to provide a portfolio for consideration

## Assessment

Reflective reports, practical work, self-, tutor- and peer assessment.

## Selection of Modules

- Introduction to Digital Media
- Graphic Design: Theory & Practice
- Introduction to Animation
- Introduction to Digital Film Production

- Creative Digital Imaging
- Image & Text
- Illustration & Printmaking
- Introduction to Digital Sound
- Drawing
- Introduction to Multimedia
- 2D Animation
- Internet & Multimedia
- Stop-motion Animation
- Digital Photography & Image Manipulation
- Publication Design
- Graphic Information Design
- 3D Modelling & 3D Computer Animation
- Research Methods for Digital Media
- Digital Sound Production
- Digital Video Production
- Opening Sequences & Compositing for TV
- Creative Sound Manipulation
- Independent Study in Creative Digital Media
- Extension Modules
- The Final Exhibition
- Green Design
- Studio Photography
- Work Placement
- Multi-camera Studio Production
- Experimental Digital Media
- Pressure Projects

For a complete list of available modules, please visit our website.