



**NEXT  
GEN**  
EDUCATION

**ART AND  
DESIGN**

# WELCOME TO ART AND DESIGN

Unleash your creativity and start your journey towards an exciting, successful career in the creative industries.

Wherever your passion lies within art and design, we have the ideal course to suit your ambitions; from designing the buildings and vehicles of the future or capturing the moments that matter in photography, through to creating your own comic universe or leading fashion trends.

You'll study in first-rate workshops and dedicated studio facilities where you'll develop the conceptual skills, understanding and hands-on technical abilities you need to succeed. Thanks to our extensive industry links and leading experts, you'll be immersed in up-to-date thinking, real-world expertise and leading-edge innovation throughout your studies.

We'll nurture you in the art of visual communication and encourage you to develop a wide range of techniques, using both traditional and digital media. At the end of your course, you'll have established a personal voice, style and vision to develop a memorable, engaging portfolio of creative work that you can showcase at our annual Art and Design Showcase.



TAKE A BEHIND  
THE SCENES LOOK  
AT OUR ANNUAL  
ART AND DESIGN  
SHOWCASE







# WHY CHOOSE STAFFORDSHIRE UNIVERSITY

**4<sup>TH</sup>** FOR PRODUCT  
DESIGN  
Guardian University Guide 2024

**TOP 10**  
FOR FINE ART  
GUARDIAN UNIVERSITY GUIDE 2024

**TOP 5**  
FOR  
STUDENT  
SATISFACTION  
Complete University  
Guide 2024

**ATTEND INDUSTRY EVENTS**

**OPEN PLAN STUDIO FACILITIES**

**WORK  
ON LIVE  
INDUSTRY  
BRIEFS**

**TOP 5**  
FOR FASHION  
AND TEXTILES  
Guardian University Guide 2024  
**DEDICATED  
WORKSHOPS**

**FREQUENT GUEST SPEAKERS**

LEARN FROM  
**LEADING SPECIALISTS**



Photography studio



Product, Furniture and Ceramics studio

## WHY CHOOSE STAFFORDSHIRE UNIVERSITY

**Our students have won multiple awards for their projects exploring creative and digital innovation.**

Now we've set our ambitions even higher as we aim to be globally recognised for our interdisciplinary work within the School of Digital, Technologies and Arts. As a student here, you'll get plenty of practical experience to develop your skills, subject knowledge and confidence. Our philosophy is thinking through making.

You will also benefit from our superb industry links. Opportunities include the chance to work with real companies on live design briefs. Previous clients have included big names like Habitat and M&S.

Many students also exhibit at major events such as New Designers, as well as Staffordshire University's annual Degree Show. These extra opportunities are a key reason why our Art and Design-related degrees regularly rank in the top 10 in the UK in subject league tables.

Our School also covers a range of other academic disciplines, including Games, Computer Science, Engineering and Film Production. No matter what you study, our career-focused and enterprising approach means you'll be ready to seize the challenges of the future when you graduate.

You'll also be able to draw on the expertise of our academics, who bring lots of industry experience. Our staff are producing world-leading research too.

In the 2021 Research Excellence Framework, 100% of our Art and Design research impact was rated as "very considerable" or "outstanding". We leapt from 81st to joint 24th in Art and Design - the largest improvement in the UK.



# FACILITIES

## SMART ZONE

Our £1.3m Smart Zone contains two floors of dedicated workshop space for engineering and creative students. It fuses state-of-the-art fabrication spaces with augmented and blended reality facilities, allowing you to bring your ideas to life using the latest digital and immersive technologies.

## DEDICATED STUDIOS

Our courses have studios dedicated and equipped for the needs of their subject, such as the cartoon and comic arts studio, that boasts Wacom Cintiq tablets and computing facilities that include Adobe Creative Suite, Manga Studio and Motion Artist. Most courses also offer dedicated workspaces, within an open plan studio environment, for you to use throughout your course.

## CAD MODELLING LABS

Get access to our dedicated CAD modelling suite with industry relevant software including SolidWorks, Rhino and Alias, as well as rendering packages like KeyShot, VRED and Unreal Engine.

## WORKSHOPS

We have a large range of workshops for you to design and make the products of tomorrow, including our 3D workshops, which facilitate work with heavy and fine metals, wood, plastics, ceramics and resin, and are equipped with machinery including laser cutters, milling tools and 3D printers. Our Fashion workshop also contains a range of sewing machines, fabric cutters, CAD machines and mannequins.

## GRAPHIC DESIGN STUDIO

Our graphics studios and illustration workspaces are an exciting creative hub, equipped with iMacs and industry-standard software, creative learning zones and state-of-the-art digital printing.

## PRINT BUREAU

Book in jobs, pay for prints, collect work and get technical support using our collection of 3D printers that include Mojo, Up Box, Markforged Onyx One, Formlab 3, and Stratasys J55.

## ART SHOP

Our Art Shop is stocked with an extensive range of goods offering professional quality creative materials at affordable prices, and specialist staff who work with academics and technical staff to advise students on the best materials.

TAKE A TOUR OF  
OUR ART AND  
DESIGN FACILITIES,  
STUDIOS AND  
WORKSHOPS



There's lots of people around either making work or talking about their work so **you can bounce off each other creatively**. It's a fun atmosphere to work in.



**JIONI WARNER**

FINE ART FOLLOWING FOUNDATION  
YEAR IN ART AND DESIGN

From the moment I arrived in the Surface Pattern and Textiles studio, **it immediately felt like home**.



**ALIX WEBB**

SURFACE PATTERN AND TEXTILE DESIGN

# MEET THE EXPERTS



**RACHEL  
HEELEY**

INTERIM HEAD OF  
DEPARTMENT

Rachel has a background in fashion and textile design. Her current practice is editorial styling and she has a keen interest in the evolution of the fashion image through digital media. She recently gained her Senior Fellowship for the Academy of Higher Education (SFHEA).



**TIM  
FORRESTER**

COURSE LEADER  
(PRODUCT,  
FURNITURE,  
CERAMICS)

Tim is one of Britain's most innovative designers and has achieved international success, including working in Milan. He's won many awards and has designed and manufactured his own range of high-quality, beautiful furniture.



**ADRIAN  
TOOTH**

COURSE DIRECTOR  
(CARTOON AND  
COMIC ARTS)

Adrian is a larger-than-life freelance animator and illustrator who's worked in a range of businesses and industries throughout his career, before accepting the challenge to run our Cartoon and Comic Arts course.



**ANGELA  
DEVOTI**

INTERIM COURSE  
LEADER (FASHION)

Angela has extensive experience of working as an independent fashion designer and is a Fellow of the Higher Education Academy. She teaches across a variety of modules including Design, Visualisation and History and Theory of Fashion.



**DR ISLAM  
ABOHELA**

COURSE LEADER  
(ARCHITECTURE)

Islam is an Architect with extensive experiences in the design and construction of the built environment. His research focuses on the intersections between Architecture, Film and Sustainability.



**JESSICA  
LONGMORE**

COURSE LEADER  
(ART AND  
DESIGN WITH A  
FOUNDATION YEAR)

Jessica is a Manchester-based artist who has exhibited across the world. Her practice involves sculptural interventions that often occupy uneasy spaces. She's recently curated GLINT; an online project that tracks the conception of artwork and documents the circumstance of inspiration of 12 artists, in real time.



**MICHAEL  
BRANTHWAITE**

COURSE DIRECTOR  
(FINE ART)

Michael teaches across a range of mediums, including sculpture, installation and film. His main interests are material culture and how artefacts can change our understanding of the past. He's exhibited work nationally and internationally.



**JOHN  
HUDSON**

COURSE DIRECTOR  
(GRAPHIC DESIGN)

John has worked as a Graphic Designer in several international studios, with clients such as the BBC, Nike, Sony and The Design Council. He's spent the last decade working and studying as a freelance graphic designer and design educator.



# MEET THE EXPERTS



**MATT  
BUCKINGHAM**

COURSE LEADER  
(ILLUSTRATION)

Matt is an internationally published author, illustrator, educator and designer who specialises in children's publications and picture books. He's worked for a variety of clients including the BBC, Caterpillar Books, Oxford University Press, Collins (Big Cat Books) and Scholastic.



**DAN  
LEWIS**

COURSE DIRECTOR  
(AUTOMOTIVE  
AND TRANSPORT  
DESIGN)

Dan has years of industry experience, working with some of the UK's largest brands to develop products for market and travelling across Europe and the Far East to work with suppliers. His research into emotional design feeds into his teaching.



**PAUL  
O'LEARY**

COURSE LEADER  
(PHOTOGRAPHY)

Paul is a documentary photographer and has exhibited extensively in solo and group shows. He's also the founder/director of Photocitizens.com; an award-winning international photography festival that promotes photographic thinking and practice amongst undergraduate and postgraduate photography students.



**TRACY  
FLOUNDERS**

COURSE LEADER  
(SURFACE PATTERN  
AND TEXTILE  
DESIGN)

Tracy specialises in digital design, CAD and visual communication across fashion and textiles. She has over 15 years' experience within the textile industry, designing graphics and prints for products such as underwear, nightwear and socks, bridal wear, swimwear and corporate leisurewear.





# OUR COURSES

Course title	Award	UCAS Code	UCAS Offer	Duration in years
Architecture	BArch (Hons)	K100	112-120	3
Art and Design (with foundation year)	BA (Hons)	W102	48	4
Automotive and Transport Design	BA (Hons)	W328	112-120	3
Automotive and Transport Design (with placement year)	BA (Hons)	W329	112-120	4
Cartoon and Comic Arts	BA (Hons)	W222	112-120	3
Fashion	BA (Hons)	W235	112-120	3
Fashion (with placement year)	BA (Hons)	W23A	112-120	4
Fine Art	BA (Hons)	W100	112-120	3
Graphic Design	BA (Hons)	W211	112-120	3
Illustration	BA (Hons)	W220	112-120	3
Interior Architecture and Design*	BA (Hons)	K101	112-120	3
Photography	BA (Hons)	W640	112-120	3
Product, Furniture, Ceramics	BA (Hons)	W325	112-120	3
Product, Furniture, Ceramics (with placement year)	BA (Hons)	W327	112-120	4
Surface Pattern and Textile Design	BA (Hons)	W740	112-120	3

\*Launching in 2025, subject to validation.



# ARCHITECTURE



Explore real world design-build methodology on our highly practical course. Design, influence and create the structures of tomorrow and learn how to apply architectural design to the construction of high-quality, dynamic environments.

**arb** Architects  
Registration  
Board



Find out more  
about the  
course here



## WHY CHOOSE US...

- Learn from established architectural professionals, academics and visiting speakers.
- Work in partnership with local communities, companies, national bodies and leading architects on live project briefs.
- Work on interdisciplinary projects and collaborate creatively with students across the University.
- Enhance your learning experience with national study trips and work placement opportunities.
- Access a range of industry-standard facilities, including 3D scanners and printers, VR and AR technology and extensive CAD labs.
- Bring your skills and experience together in an exciting architectural design proposal and portfolio of work.
- Professional body accreditation: prescribed by the Architects Registration Board (ARB) at Part 1 level for the purpose of registration in the UK.

## WHAT YOU'LL LEARN...

Develop creative, technical and intellectual skills through hands-on studio and workshop-based activities involving idea generation, drawing and rendering, model-making and CAD work. Gain a comprehensive theoretical understanding of architecture, exploring issues such as architectural history, cultural context, construction technology, materials, sustainability and the environment.

### Module examples:

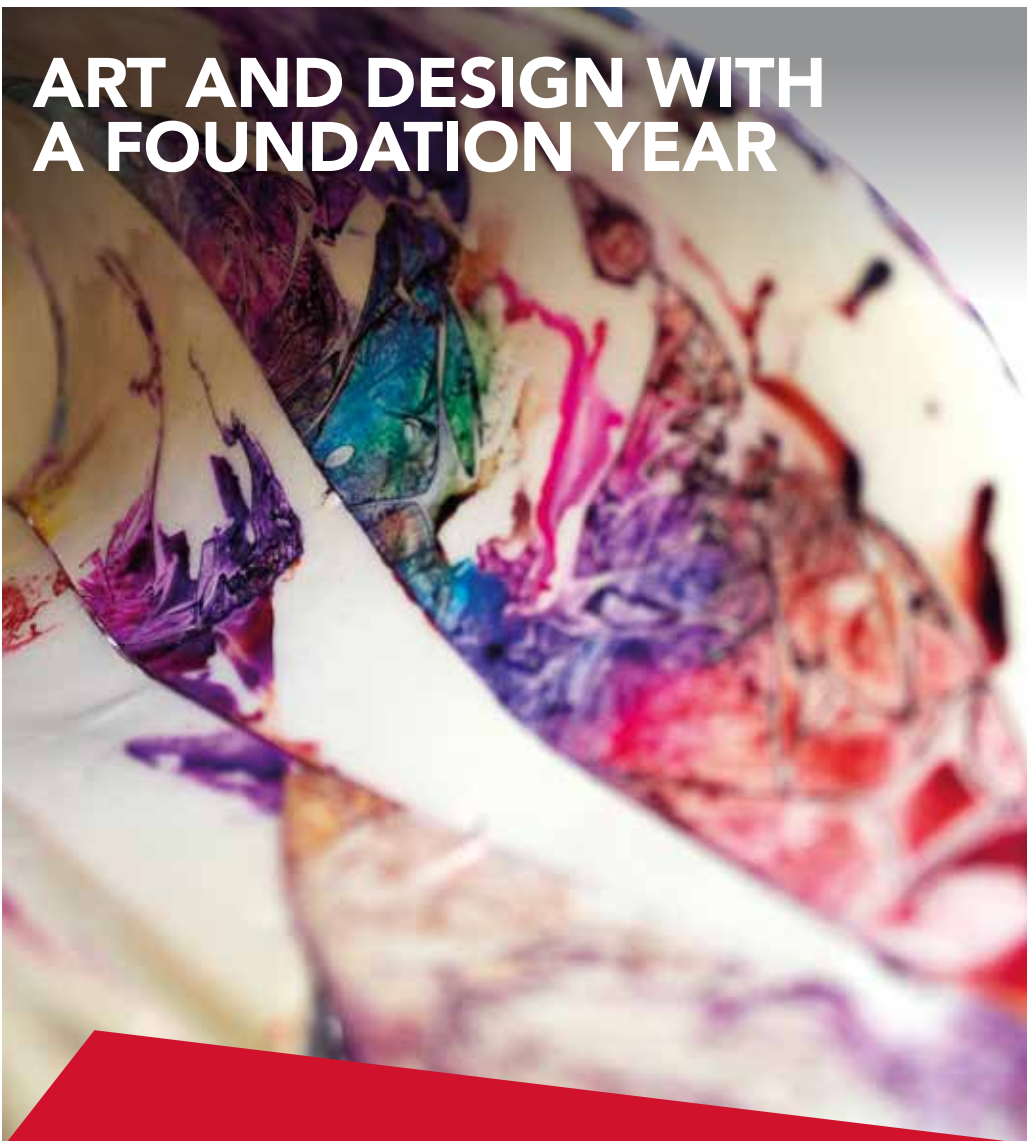
- Materials, Environment and Technology
- Design Representation
- Cultural Context
- Professional Practice
- Design Cultures

## WHAT YOU COULD DO NEXT...

Graduates can go on to further postgraduate study, or work in a variety of architecture and design-related creative professions, including architectural practice, interior design, model making, CAD, theatre, film and TV set design and retail display design.



# ART AND DESIGN WITH A FOUNDATION YEAR



Study a foundation year in art and design and guarantee a future on one of our specialist courses. Gain a progressive, hands-on understanding of yourself as a creative practitioner on our four-year degree.



Find out more about the course here



## WHY CHOOSE US...

- Experience breadth and diversity on projects across different art and design disciplines, allowing you to discover, explore and identify your particular specialism.
- Access your own dedicated workspace within a designated art or design studio, as well as a range of digital and craft workshop facilities.
- Learn from active professionals in their field, guest lecturers and expert technicians.
- Gain the skills you need to progress onto one of our art and design courses – most of our students who complete the foundation year go onto study further at degree level.
- Work through a series of practical workshops that will give you all the hands-on experience you need to succeed.
- Exhibit your work at our annual Art and Design Showcase.



## WHAT YOU'LL LEARN...

Explore various disciplines and develop your own creative practice within a studio environment. Combine theory with practice to gain a solid understanding of contexts and issues around art and design. Gain the appropriate research and study skills to complete higher-level study with confidence.

### Module examples:

- Imaging and Production Skills for Art, and Design
- Ideas Generation and Problem-Solving for Art, and Design
- Theory and Practice in Art and Design

## WHAT YOU COULD DO NEXT...

This course prepares students for studying on a BA (Hons) degree in the following of Art and Design disciplines: Architecture, Cartoon and Comic Arts, Fashion, Fine Art, Graphic Design, Illustration, Product/Furniture/Ceramics, Automotive and Transport Design, Photography or Surface Pattern and Textile Design or Animation. Graduates access a wide range of employment opportunities such as fine artist, curator, freelance designer maker, studio designer, secondary school teacher, arts administrator, or community artist.

# AUTOMOTIVE AND TRANSPORT DESIGN



 CSD Accredited Course

## 4<sup>TH</sup> FOR PRODUCT DESIGN

Guardian University Guide 2024



Find out more about the course here



Get to grips with the rapidly changing landscape of future mobility, exploring the trends in the way we travel on our unique Transport Design course. Design vehicles for land, sea and air; from ideation and concept creation to manufacture and operations.



### WHY CHOOSE US...

- Work collaboratively with other students and industry leaders in our dedicated design studio with access to professional software and Wacom Cintiq tablets.
- Grow your understanding of design practice and enhance your learning experience with visits to leading design consultancies.
- Previous students have won a range of awards, including the Ford New Norm Mobility Award at New Designers, as well as taking first place in the Superyacht UK Young Designer of the Year three years in a row.
- Access our SmartZone to work in VR, 3D print your concepts and use CNC and laser cutting for model making. Develop your designs in our clay studio and use 3D scanning to capture and manipulate models.
- Apply your skills to collaborative industry projects with world-renowned brands like Jaguar Land Rover, JCB, Michelin and Bombardier, to build a portfolio of exciting work.

### WHAT YOU'LL LEARN...

Gain core technical skills through practical design projects, involving idea creation, drawing and rendering, model-making and CAD work. You'll also develop broad communication and problem-solving skills. Cover concept generation, ergonomics, materials, manufacture and rapid prototyping. Focus on user experience, exploring new technology and smart materials.

#### Module examples:

- Transport Visualisation (1, 2 and 3)
- Future Forms
- Future Interiors
- Design for Industry (1, 2 and 3)
- People, Place & Society

### WHAT YOU COULD DO NEXT...

Design future vehicles for land, sea and air or explore the possibilities of autonomous vehicles, motorcycles, supercars and sustainable mass transit transportation alongside industry giants. Our graduates are highly sought after, securing careers with global companies including Ferrari, BMW, Ford, Maserati and Porsche.



# CARTOON AND COMIC ARTS



Create new characters and design their worlds - develop and refine your skills to become an expert in visual and narrative communication on our unique course. We'll help you think outside the box, dream big, challenge the norm and stand out from the crowd!

## TOP 5 FOR DESIGN AND CRAFTS

Guardian League Tables 2022



Find out more about the course here



### WHY CHOOSE US...

- Learn from an expert team of professionals, as well as visiting industry practitioners from companies such as IDW Publishing, Viz Comics, Titan Comics, Marvel and Dark Horse.
- Visit, network and sell your work at a range of comic conventions; locally, nationally and internationally.
- Access our close links with the Cartoon Museum in London and Comic Salon in Erlangen.
- Attend and exhibit at Staffordshire's own convention, Stoke CON Trent, visited by over 1,500 people annually.
- Learn in purpose-built computer workshops with Wacom Cintiq tablets and digital printing facilities, as well as have your own desk and drawing board.

### WHAT YOU'LL LEARN...

Follow an industry-focused programme of creative visual thinking across a variety of platforms, working from within in a lively studio space. Develop the skills, understanding and technical ability you need to work as a cartoonist, comic artist or illustrator.

#### Module examples:

- History / Fundamentals of Cartooning and Comics
- Drawing for Illustration
- Creative Writing
- Visual Storytelling
- Marketing Yourself and Selling Your Work

### WHAT YOU COULD DO NEXT...

Prepare for an exciting career in a range of areas such as comics, newspapers, graphic novels, editorial design and storyboarding, character design, greeting cards, motion graphics, commercial illustration, advertising and film. Graduate with a highly developed portfolio, exhibition experience and industry contacts.



# FASHION



Accredited by



## TOP 5 FOR FASHION AND TEXTILES

Guardian University Guide 2024



Find out more  
about the  
course here



Follow your passion for fashion, learn your craft and prepare to take the fashion world by storm on a course that nurtures your creativity, ambition and imagination. Gain the skills you need to express yourself with confidence and individuality.



### WHY CHOOSE US...

- Access the Betty Smithers Design Collection; a vintage archive containing a vast assortment of 20th century fashion pieces.
- Choose an area of specialism with a negotiated study module.
- The course is 100% coursework meaning there are no exams! Plus you'll learn in small groups to ensure you get enough staff contact time.
- Work on live industry briefs and interdisciplinary projects, collaborating creatively with students across the University.
- Access industry-standard equipment in our technical workshops, such as CAD pattern cutting, laser cutting and 3D and digital fabric printing.

### WHAT YOU'LL LEARN...

Develop vital knowledge and skills in creative design, visualisation and technical practice to ensure you're ready to succeed in an ever-changing, highly competitive industry. Gain a real understanding of the fundamentals of the fashion business, exploring wider issues such as sustainability, ethics and diversity.

#### Module examples:

- Technical Processes of Fashion
- Fashion in Context
- History and Theory of Fashion
- Professional Fashion Practice
- Fashion Business

### WHAT YOU COULD DO NEXT...

Graduates can go on to work as fashion designers, stylists, buyers, merchandisers, pattern cutters, fashion writers and trend forecasters. Employability and professional skills are emphasised throughout the course to help graduates stand out in a crowded jobs market. Our students have won awards including Graduate Fashion Week Considered Fashion Award Winner - for a sustainable fashion advert.



# FINE ART



Realise your creative potential through exciting and challenging opportunities across a wide range of contemporary arts media. Establish your own practice and artistic individuality, prepared to take on a broad range of professional opportunities across the arts and creative industries.

## TOP 10 FOR FINE ART

Guardian University Guide 2024



Find out more about the course here



### WHY CHOOSE US...

- Experience the production, curation and exhibition of artworks, taught by professional practising artists with experience across a variety of disciplines.
- Expand your creative horizons, with a broad-based experience of Fine Art that takes in a wide range of contemporary practices, including painting, drawing, sculpture, moving image, lens-based work, printmaking, digital art and performance.
- Access your own studio space to develop and explore your own voice as a contemporary artist.
- Explore your ideas through site-specific contexts, professional external projects, and a yearly public exhibition.
- Work with practising professionals to develop your own bespoke work placement. Utilise strong links to the local and regional art scene, enabling students and graduates to take part in exciting professional projects and exhibitions each year.

### WHAT YOU'LL LEARN...

Experience a dynamic curriculum that embraces creativity, encourages ambition, and cultivates your talent and skill. Combine practical training with intellectual discussions of key debates in the visual arts. The programme includes visiting artist talks and visits to cultural venues. When you leave, you'll be prepared to take on a range of professional opportunities across exciting careers in the arts and creative industries.

#### Module examples:

- Understanding and Researching Contemporary Art
- Studio Practice Introduction
- Exhibiting and Curating in Fine Art
- Studio Practice and Context
- Personal Project Resolution
- Writing and Curating Contemporary Art

### WHAT YOU COULD DO NEXT...

Graduates have become successful practising visual artists, winning prizes and receiving industry recognition. We provide the transferable skills to take up positions in a range of cultural and creative employment destinations. Recent graduates are now working as photographic production managers, gallery directors, and set designers.

# GRAPHIC DESIGN

## BLACK GOLD



## 3<sup>RD</sup> FOR GRAPHIC DESIGN

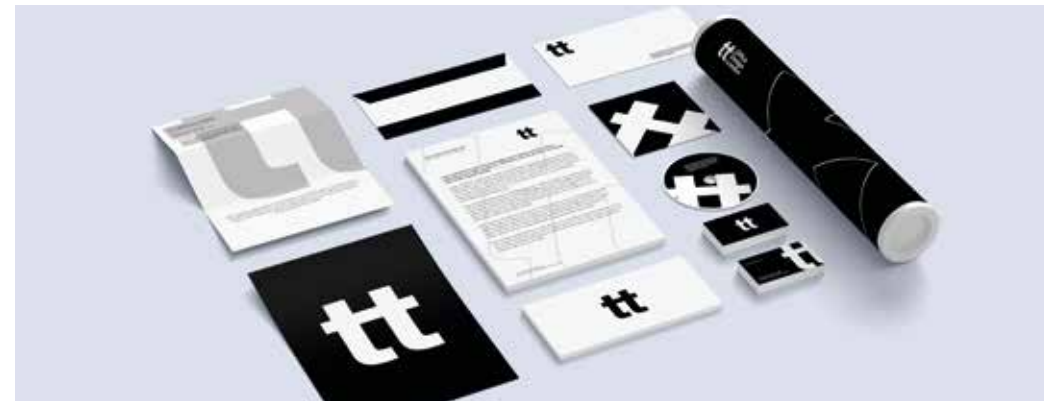
Guardian University Guide 2023



Find out more about the course here



Learn to think differently and become a versatile practitioner with industry ready, future-facing design skills on our ideas-led course that reflects the diverse nature of contemporary visual communication.



### WHY CHOOSE US...

- Learn within a spacious, open plan studio setting that mirrors contemporary industry practice.
- Become proficient using Adobe Creative Suite across digital, screen based and traditional platforms, exploring UI/UX and emerging technology.
- Experience study trips and attend design conferences, talks, agency and studio visits.
- Prepare for the workplace with a memorable portfolio and solid understanding of studio processes, such as pitching ideas and interpreting creative briefs.
- Enter high profile, national design competitions. Previous students have won a range of prestigious accolades including Gold at the Brief Cases Solutions Awards.

### WHAT YOU'LL LEARN...

Experiment, problem solve and develop skills across traditional and digital platforms. Become a versatile designer, experimenting creatively and generating strong ideas for a range of projects. Explore all aspects of visual communication including typography, digital design, branding, advertising, UX and UI design and packaging.

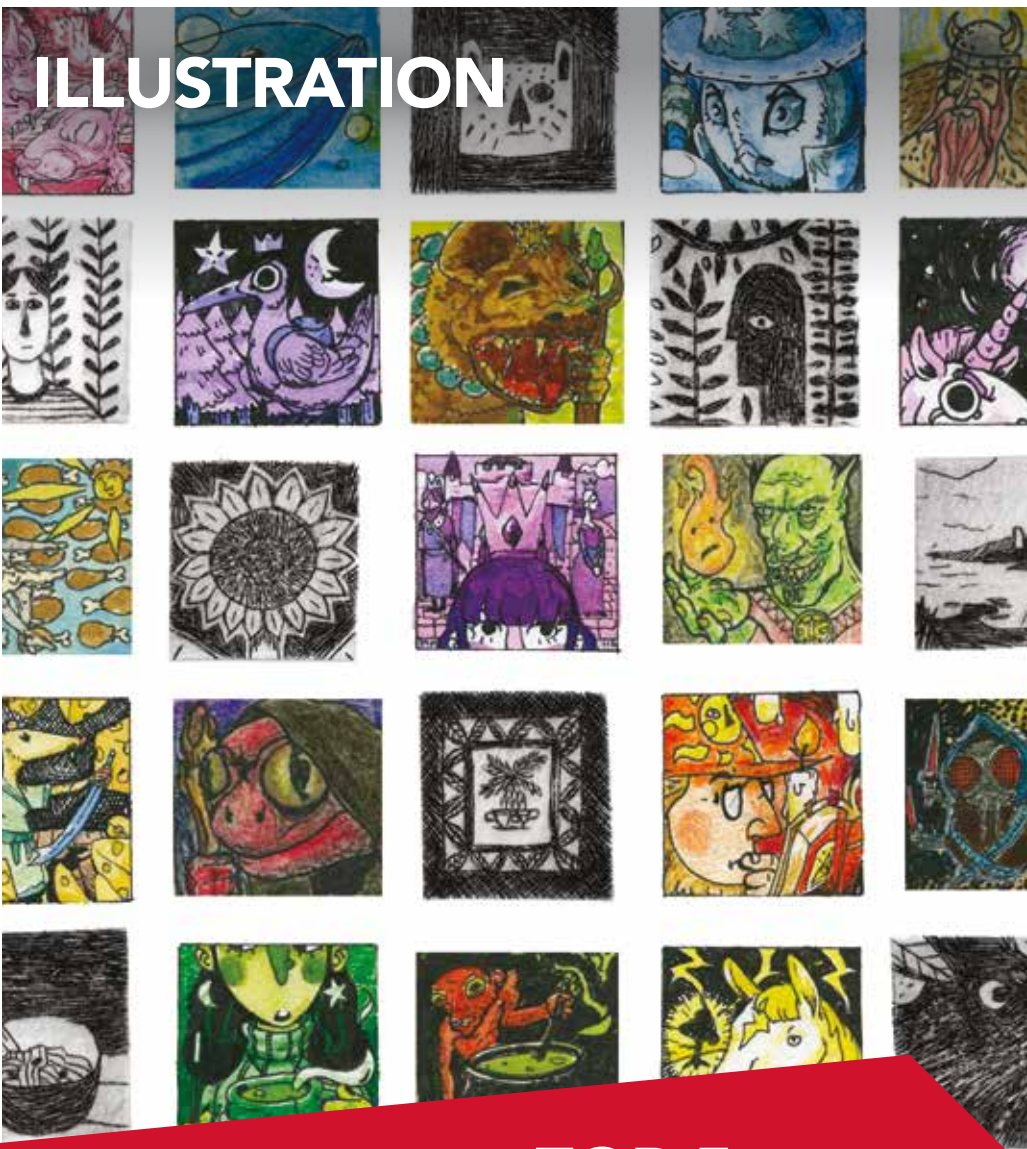
#### Module examples:

- Visual Communication
- Type and Image
- Digital and Social Media
- Experimental Formats
- Visual Exploration

### WHAT YOU COULD DO NEXT...

Graduates can go on to work in a range of industry sectors as designers, art directors, digital designers and brand designers. Many of our graduates work for big players such as Elmwood, BBC, WRG, Havas, True North, Wedgwood, Robot Food and McCann.





# ILLUSTRATION

## TOP 5 FOR DESIGN AND CRAFTS

Guardian League Tables 2022



Find out more  
about the  
course here



Experiment and explore the rich and diverse nature of contemporary image-making to challenge boundaries across traditional craft-based media and digital platforms.



### WHY CHOOSE US...

- Hone your personal visual identity, develop a memorable portfolio, establish links with creative practitioners and explore opportunities across disciplines.
- Access industry standard drawing and animation software, such as Adobe Creative Suite and craft workshops stocked with traditional and modern equipment.
- Learn in spacious, open plan studios equipped with iMacs, creative learning zones, a Paper Library and state-of-the-art digital printing.
- Collaborate, experiment and engage across a range of related visual practices.
- Learn from active professionals and impressive guest speakers with strong industry links.

### WHAT YOU'LL LEARN...

Draw, experiment, think creatively and learn skills to become a versatile illustrator with an established personal voice and vision. Explore all aspects of illustration including image-making, printmaking, life drawing, storytelling, publishing, animation, packaging, character development and concept art.

#### Module examples:

- Visual Exploration
- Drawing for Illustration (with Life Drawing)
- Animation Principles
- Application and Narrative
- Illustration and Communication

### WHAT YOU COULD DO NEXT...

Prepare to work in a range of sectors including editorial, animation, book illustration, concept art, information illustration, promotion and packaging. Many graduates work freelance or in the publishing, advertising, film, games and media industry, within companies such as AOL, New Scientist, Ammo magazine, Ikea, Anorak Press, Golden Bear Toys, Usborne Publishing and Kooga.



# PHOTOGRAPHY



Nurture your talent, explore your individuality, develop an imaginative approach to image making and learn the technical and conceptual skills you need to become a leading industry photographer. With a broad practice-based programme of study designed, you'll focus on photographs as intentional visual communication.

## TOP 10 FOR PHOTOGRAPHY

Guardian University Guide 2023



Find out more  
about the  
course here



### WHY CHOOSE US...

- Our photography course is one of the most established in the country and we're consistently rated high for student satisfaction (100% in the NSS for two years running!)
- Learn from academics with experience across the creative industries, as well as guest speakers and a team of Apple and Adobe certified technical instructors.
- Access specialist studios with professional digital and film cameras, Mac computers and lighting rigs, as well as black and white darkrooms.
- Enhance your learning experience with national and international study trips to exhibitions and galleries.
- Enter open photographic briefs and competitions to gain hands-on industry experience – our students have won several photography awards!

### WHAT YOU'LL LEARN...

Gain an introduction to the key concepts relevant to contemporary photographic practice, through challenging practical projects, designed to improve technical abilities such as lighting techniques, practical camera skills, processing and printing skills. Gain an understanding of the history of photography and think critically about its impact on culture and society.

#### Module examples:

- Creative and Critical Thinking
- Cameras, Lighting and Processes
- Be a Fashionista
- Art and Documentary
- Urban Exploration

### WHAT YOU COULD DO NEXT...

Our graduates have gone on to work for titles such as The Guardian, NME, Wallpaper Magazine and Moscow Vogue. Others have become freelance photographers, medical/forensic photographers, picture editors, photography historians, photography agents, studio managers, digital re-touchers, technicians, food stylists, gallery curators, and exhibitions and publicity officers.



# PRODUCT, FURNITURE, CERAMICS



Become a creator of the future. Design and make innovative, contemporary products to high levels of craftsmanship using a diverse range of materials, processes and practical skills. Focus on user experience and explore sustainable design, new technology and smart materials on our unique Product, Furniture, Ceramics course.

## 4<sup>TH</sup> FOR PRODUCT DESIGN

Guardian University Guide 2024



Find out more about the course here



### WHY CHOOSE US...

- Explore a variety of materials, including ceramics, wood, metal and composite materials in our excellent 3D workshops
- Access our Smart Zone to 3D print in clay, metal, PLA or resin, use our CNC/ metal laser cutters or work in VR.
- Respond to real live client briefs from world-renowned brands such as John Lewis, M&S Home and Wedgwood to build a portfolio of exciting work.
- Collaborate with other students and industry leaders in our dedicated design studios and CAD suites.
- Grow your understanding of design practice and enhance your learning experience with visits to exhibitions and design studios here in the UK and abroad.
- Showcase your work at exhibitions such as New Designers, London, where our students have won numerous awards, including Best Overall Stand Award and Pentland Brands Award.

### WHAT YOU'LL LEARN...

Develop a broad set of design and making skills, learning from our team of expert academics and technicians in our dedicated design studios and 3D workshops. You'll apply your skills through real live projects with world-renowned brands, building a portfolio of innovative and exciting work.

#### Module examples:

- Material Investigation
- Studio Skills
- Design for Industry (1,2 and 3)
- Visualisation (1,2 and 3)
- Design for Manufacture
- People, Place and Society
- Major Project

### WHAT YOU COULD DO NEXT...

We pride ourselves in nurturing young talent to become the next generation of successful designer-makers. Our graduates have a highly successful track record of securing employment within the design industry with companies such as Habitat, M&S Home, Duchess China, Westbridge Furniture, Evoke Creative, Sainsbury's Home and Wedgwood.

# SURFACE PATTERN AND TEXTILE DESIGN



Accredited by



## TOP 5 FOR FASHION AND TEXTILES

Guardian University Guide 2024



Find out more about the course here



Discover a passion for pattern and innovative design. Create statement pieces for fashion and interiors. Learn from academics at the forefront of design, specialist guest lecturers and expert technicians. Gain a breadth of practical, technical and digital skills to become a confident designer and become industry-ready.



### WHY CHOOSE US...

- A national reputation for student success. Top 5 for Fashion and Textiles in the Guardian University Guide 2024 and 100% for student satisfaction in the NSS for three years in a row.
- Work on live briefs for major companies such as M&S, Next and Johnson Tiles. Learn how to research and design for clients, build a wide-ranging portfolio, and gain sought-after experience for your CV.
- Fantastic industry exposure. Students exhibit at trade fairs, including New Designers in London. Pitch to companies, make industry contacts, and secure work placements at these shows.
- Access workshops and studios kitted out with industry-standard facilities: digital wallpaper printing, laser cutters, a rug making room, ceramic decoration facilities, screen-printing, dyeing and transfer printing and a dedicated CAD suite.
- Accredited by the Textile Institute, our students automatically become members and have access to networking opportunities.

### WHAT YOU'LL LEARN...

We nurture individual talents to help our designers stand out from the crowd. Work across a range of styles and surfaces, such as fabrics, wallpapers, stationery and ceramics. Develop skills through practical workshops, demonstrations and live briefs. Cover everything from drawing, print and embroidery through to design awareness and creating your own collection. Everything to become industry-ready.

#### Module examples:

- Materials Innovation
- Colour in Design
- Industry Practice
- The Stitched Surface
- Design Futures

### WHAT YOU COULD DO NEXT...

Many of our graduates have gone on to work for high profile companies such as Hallmark, Denby, Next, Boden, Dunelm, H&M and Marks & Spencer. Some have set up their own businesses as artisan makers. Others have become stylists, buyers, trend forecasters and studio designers, and art and design/textiles teachers.



“ The **skills you get** in art **can be applied to almost anything.** ”



**CLARA DE RAMBURES**

CARTOON AND COMIC ARTS

“ New Designers is very exciting because you get lots of **people from industry** coming down and **looking at your work.** ”



**JACK BRADLEY**

PRODUCT DESIGN

# IMPORTANT INFORMATION

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## SUBJECT TO APPROVAL/VALIDATION

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**We're always striving to deliver the most current and relevant degrees, both by creating new courses and regularly reviewing our current offering.**

Each time we make changes, the course goes through a rigorous approval process to ensure that it's the perfect fit for our students, employers and other relevant stakeholders.

Some of the courses inside this guide may be marked as 'subject to approval' or 'subject to validation', but don't worry, this just means some of the details of the course won't have been finalised yet. As soon as new courses are approved and validated, up-to-date information will be provided on the online course pages at [www.staffs.ac.uk/courses](http://www.staffs.ac.uk/courses)

If you have been offered a place and there is a significant change to the course, or for any reason, the course doesn't run – we will contact you immediately and fully support you in finding the best suitable alternative.

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At the time of printing in April 2023, the courses listed in this guide represent those we intend to offer for the 2023/2024 academic years. Very occasionally, however, we need to make changes to our courses, including their content and the way in which they are delivered. In some instances, courses can be discontinued or combined with other courses.

Reasons for withdrawing courses can include insufficient student numbers and courses not receiving the necessary accreditation or approval. Changes to course information may include operational and academic reasons.

If circumstances beyond our control mean we cannot provide particular educational services, all reasonable steps will be taken to minimise any disruption to those services. However, the University will have no liability for any loss or damage suffered by any prospect or student as a result.

As a prospective student of Staffordshire University, it's your responsibility to ensure you have fully reviewed up-to-date course information before you

apply, and that your chosen course fully meets your requirements. You should also check the course still meets your requirements before accepting an offer to study with us.

Student satisfaction scores have been provided by Unistats and are correct at the time of going to print. For more information, visit: [discoveruni.gov.uk](http://discoveruni.gov.uk)

If we discontinue a course or programme and you're not happy with the alternative offered, or if a programme is changed and you're not happy with the changes, you'll be given the opportunity to withdraw from the programme. Up-to-date course information can be found on our website ([www.staffs.ac.uk](http://www.staffs.ac.uk)), or by calling us on **01782 294400**.

If you're offered a place at Staffordshire University, your offer will be subject to the University's Terms and Conditions of Offer. If you become a student of Staffordshire University, you will enter a contract with us and be bound by our rules and regulations. These, too, may vary from time to time ([www.staffs.ac.uk/rulesandregs](http://www.staffs.ac.uk/rulesandregs)).



**2<sup>ND</sup>**

**IN THE UK FOR  
QUALITY EDUCATION**

Sustainable Development Goal 4  
THE Impact Rankings 2023

**TOP  
10**

**FOR CAREER  
PROSPECTS**

Whatuni Student Choice  
Awards 2023

**TOP  
20**

**FOR  
FACILITIES**

Whatuni Student Choice  
Awards 2023

**TOP  
10**

**FOR SOCIAL  
INCLUSION**

The Times and The Sunday Times  
Good University Guide 2023

**87%**

**OF RESEARCH IMPACT  
IS 'OUTSTANDING' OR  
'VERY CONSIDERABLE'**

Research Excellence  
Framework 2021

**68%**

**OF RESEARCH IS  
'INTERNATIONALLY EXCELLENT'  
OR 'WORLD LEADING'**

Research Excellence  
Framework 2021

For more detailed information on courses  
or studying at Staffordshire University visit:  
[www.staffs.ac.uk/undergraduate](http://www.staffs.ac.uk/undergraduate)

Find us on: [www.staffs.ac.uk/socialmedia](http://www.staffs.ac.uk/socialmedia)

