



Birmingham Institute of
Art and Design



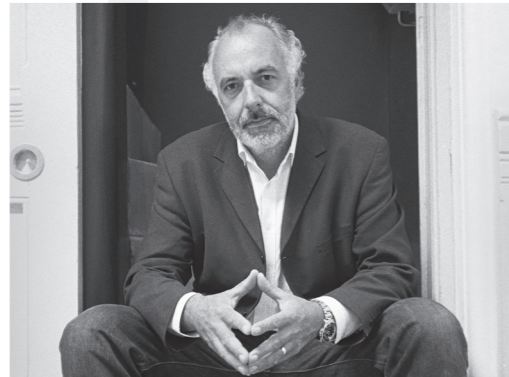
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Birmingham Institute of
Art and Design

DEAN'S WELCOME



Professor Chris O'Neil
Executive Dean
Birmingham Institute of Art and Design

Birmingham Institute of Art and Design (BIAD) is one of the longest established, largest and most significant centres for jewellery, art, design and architecture education in the world.

Ranked in the UK top 10 for its research during the last Research Assessment Exercise, we have a consistent focus on excellence in practice and collaborative partnerships. Our mission is to create partnerships where industry, academics and students flourish in a culture of innovation. We were founded in 1843 with a mission to serve industry and culture in and around the city of Birmingham – which, at that time, was at the centre of the Industrial Revolution. The city and its industrialists knew that, in order to add value to their products and to enrich

the people of the region, they needed to invest in art and design education. This vision remains at the heart of what we do. The terminology has changed – we now refer to the creative and cultural industries – but our students, alumni and staff are still having a huge impact on business and the arts.

Our new multi-million pound flagship building at our City Centre Campus has been designed with influence by the Bauhaus principles of art and design teaching, and marks the first phase in creating a centre of excellence to support the creative industries. Birmingham and the Midlands have become a centre for high value, design-led production. **Triumph Motorcycles, Jaguar Land Rover, Denby and Pashley Cycles** are some of the highly successful manufacturing companies that value us and work with us nationally and internationally. We have worked, and continue to work, with major companies such as **Cartier** and **Warner Bros.**

We also work with small, medium-sized and start-up businesses, and develop research for sectors such as the construction industry, where our architects are examining green design and even the psychology of 'green' adoption.

Our involvement with the visual arts extends from staff and students exhibiting in major venues such as the **Ikon**, the **Venice Biennale** and the **Shanghai Biennale**, to working in community-based art initiatives across the world. Our Eastside Gallery is a national portfolio organisation for the **Arts Council of England**, and we chair and co-ordinate **Turning Point**, the visual arts strategic body for the West Midlands. Our students, staff and alumni have a long history of applied research, design and creativity. We are a major centre for the creative and cultural industries and we work with major educational and research partners in the UK, Europe, China, India, Thailand and North America.

A proud heritage – shaping creativity since 1843

BIAD is a significant centre for art, architecture and design education, with almost 4,000 students studying a wide range of courses at all levels, from further education to higher research.

World-leading research and innovative teaching

Ranked in the UK top 10 for its research during the last Research Assessment Exercise. We have a constant focus on excellence in practice and collaborative partnerships.

Some of the most state-of-the-art facilities in the country

We've invested £5.5 million in the School of Art at Margaret Street, and refurbished the striking School of Jewellery. Our state-of-the-art facilities include an extensive range of workshops for wood, metal, plaster,

fibreglass, ceramics, digital media, print, photography, fashion, textiles, print CAD/CAM and rapid prototyping. We also have the first animation hub of its kind in the UK, a green room, digital suites and our Hollywood-standard MILO unit, which uses the same technology as Aardman Animations, maker of Wallace and Gromit.

Our new 62 million pound flagship building at our City Centre Campus is our latest ambitious venture which marks the first step in creating a multi-million pound centre of excellence to support the creative industries. It is a significant component of the University's £180 million investment in its estate.

Keep up to date with us:
facebook.com/biadbuc
twitter.com/biadnews



Employability

An arts world that prepares you for the real world.

We're proud of our excellent record for graduate employability – the result of our firm emphasis on engaging with business and our sharp focus on the job market. Our students learn first-hand the skills that will give them the edge in the workplace thanks to work placements at some truly prestigious companies.

These include:

BBC, Betty Jackson, Burberry, Cadbury's, Channel 4, Fitch, Fused, The Goldsmiths' Company, Harvey Nichols, Jaguar Landrover, Jimmy Choo, Stella McCartney, Magnum Photos, Marks & Spencer, National Theatre, Nike, Saatchi and Saatchi, Sherbert, TBWA, Tektura and The Mill.

Natalia Nazimek, BA (Hons) Visual Communication



Discover exactly why we pick up so many awards

It's not just our students who regularly win prestigious national and international awards, it's also the staff who teach them. Recent recognition has come from: The **Royal Television Society, B-Hive, Charles Green, John Lewis, Next, Goldsmiths, British Art Medal Society, Association of Contemporary Jewellers, Tektura, Gemmological Association, City of Birmingham Symphony Orchestra (CBSO) and Royal and Albert Museum.**

A truly international reputation

We attract a diverse range of students from all over the world - our reputation for excellence is so strong that we even offer design and animation courses on-site in Hong Kong and Thailand.

Birmingham City University International College

The launch of Birmingham City University International College (BCUIC), in partnership with global education provider Navitas, has recently opened up an exciting new channel through which international students can study with Birmingham Institute of Art and Design. BCUIC provides an alternative pathway for students who may not meet the direct University entry requirements, or who require additional support to acclimatise to the UK university environment.

For more information visit www.bcu.ac.uk/bcuic





Claire Goldthorpe - BA (Hons) Architecture



School of Art, Bournville

Ami Victoria - BA (Hons) Jewellery Design and Related Products



Anna Greenbank - BA (Hons) Textile Design



Laura Evans - BA (Hons) Fine Art



Trends pavilion, NEC

Graduate Shows and exhibitions

We showcase our talent

Our end of year exhibitions of final year projects let employers and professionals discover our talented students.



Graduate Shows
and exhibitions

Anna Lorenz - MA Fine Art



Trends pavillion, NEC



MRF chair - Surface Design by Jackie Biring - BA (Hons) Textile Design

Our sites



The Parkside Building



School of Art, Bournville

**School of Jewellery,
Vittoria Street**



School of Art, Margaret Street

BIRMINGHAM SCHOOL OF ARCHITECTURE

The only RIBA accredited school of architecture in the West Midlands.

- Renowned for our graduates being employable – employability rate of 86 per cent of graduates in work six months after graduation.*
- Celebrated centenary in 2008 – a strong heritage within the city, with a strong tradition of fostering entrepreneurship.
- Offers RIBA-exempt courses in Parts 1, 2 and 3 – the full range of courses for professional qualification.
- Provides students already employed in practice with the opportunity to study part time.

- The School enjoys a close relationship with **RIBA West Midlands, MADE** and **Birmingham City Council** – relationships that enable us to have an influence on the contemporary, cultural environment of the region.

- Longstanding connections with local architectural, landscape architecture and urban design practices in the region.
- Teaching staff are active in the latest practice and research.
- The School is a mirror of the rich diversity of the region, attracting students from the locality in addition to students from across the UK, Europe and, indeed, the world.

*Destination of Leavers Higher Education Survey 2010/11



RIBA 

Validated course
in architecture



Jasjeet Bassi
BA (Hons) Architecture

Courses

Undergraduate

- Architecture (RIBA Part 1 Exemption) | BA (Hons)
- Landscape Architecture | BA (Hons)

Postgraduate

- Architecture (RIBA Part 2 Exemption) | PgCert/PgDip/M.Arch
- Architectural Practice (RIBA Part 3 Exemption) | PgDip
- Landscape Architecture | GradDip
- Landscape Architecture | PgCert/PgDip/MA

Research

- Master of Philosophy (MPhil)
- Doctor of Philosophy (PhD)

Employers who have hired our graduates
Employers who have hired our graduates include: **Powell & Moya, Apec Architects, Baker Goodchild Architects, Nicol Thomas, Associated Architects, Glancy Nichols Architects, Axis Design Collective, Space Solutions, Building Design Partnership, Weston Williamson, Birmingham City Council, Glenn Howells Architects, Associated Architects, 3D Reid, BDP, Apec Architects, D5 Architects, Bryant Priest Newman, the Space Studio, Axis Design, Glancy Nicholls and Sjolander Da Cruz Architects.**

BA (Hons) Architecture

- **Accredited by the Royal Institute of British Architects (RIBA),** allowing you to achieve RIBA Part 1 exemption - on doing so, you're fully encouraged and supported to apply for employment in practice.

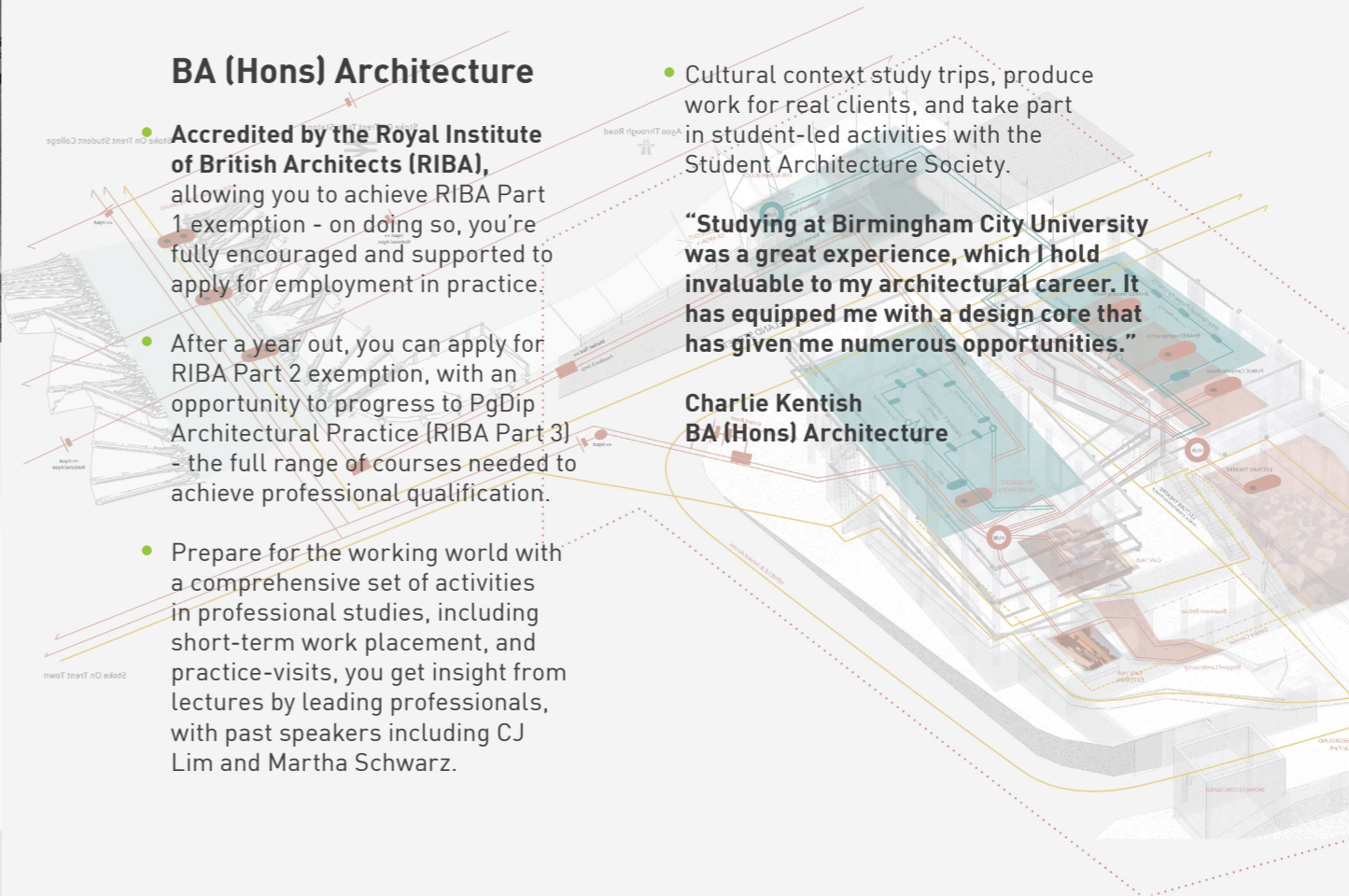
- After a year out, you can apply for RIBA Part 2 exemption, with an opportunity to progress to PgDip Architectural Practice (RIBA Part 3) - the full range of courses needed to achieve professional qualification.

- Prepare for the working world with a comprehensive set of activities in professional studies, including short-term work placement, and practice-visits, you get insight from lectures by leading professionals, with past speakers including CJ Lim and Martha Schwarz.

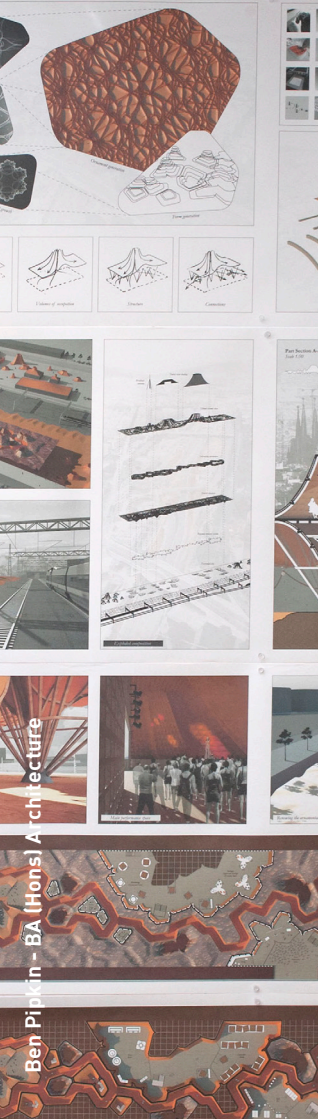
- Cultural context study trips, produce work for real clients, and take part in student-led activities with the Student Architecture Society.

“Studying at Birmingham City University was a great experience, which I hold invaluable to my architectural career. It has equipped me with a design core that has given me numerous opportunities.”

Charlie Kentish
BA (Hons) Architecture



John Burton - BA (Hons) Architecture

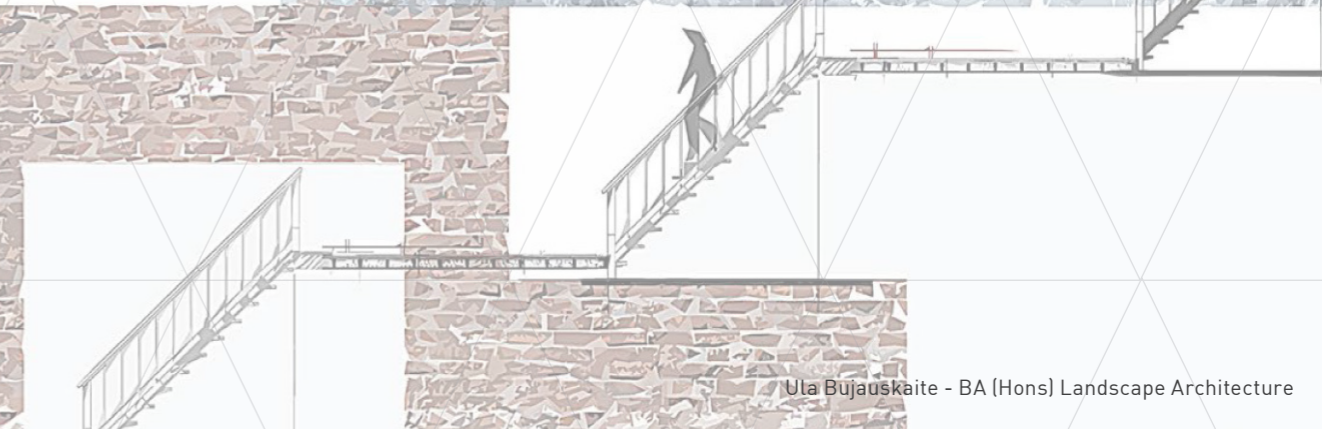


BA (Hons) Landscape Architecture

- Recognised/accredited by the **Landscape Institute (LI)** allowing you to apply for full LI membership.
- Well-established connections with the region's best landscape architecture practices help you find appropriate work experience while studying and employment after graduation.

“Throughout the course, there is encouragement to develop your own style and support to help you achieve this. I have now established my own consultancy and provide a range of communication and design expertise.”

**Michelle Anderson, Graduate,
BA (Hons) Landscape Architecture**



Ula Bujauskaite - BA (Hons) Landscape Architecture

M.Arch Architecture (RIBA Part 2)

- A contemporary course focusing on the key areas of theory, design, technology and the real practice of architecture, providing a dynamic, stimulating approach to postgraduate architectural education.

Winning Graduate: Debbie Flevotomou

Graduate Debbie Flevotomou demonstrated her talent when she won first prize in a competition to design a new spiritual centre in Battersea. Debbie won £1,250 in prize money for her design. The competition was organised by JB Builders in collaboration with the South London Society of Architects and the Royal Institute of British Architects' south London branch, to find a possible future use for the plot south of the Thames, currently the home of a wholesalers. The brief called for ideas to tackle the potential 'danger to the diversity of the local community' from the raft of new developments in the area, including the US Embassy.

Debbie Flevotomou,
M.Arch Architecture

PgDip Architectural Practice (RIBA Part 3)

- The concluding element of the School's courses in architecture – leading to a qualification as an architect allowing you to register with the Architects Registration Board, with eligibility to apply for chartered membership of RIBA.
- Part-time study over one year for students who are employed in practice.

Chris Hinit - BA (Hons) Architecture

Harjot Rai - BA (Hons) Architecture

Riccardo Dawson - BA (Hons) Architecture



Adam Carthy - GradDip in Landscape Architecture

GradDip in Landscape Architecture

- A conversion route into the professional discipline of landscape architecture, accredited by the **Landscape Institute (LI)** for students with a first degree in a different subject.

PgDip/MA Landscape Architecture

- Enables you to progress to full professional membership of the **Landscape Institute (LI)**, the chartered body for landscape architecture in the UK.
- An international studio – a range of eminent landscape architects from different countries are invited to guest lectures. These have included **Jeppe Anderson, Andrew Grant, Kilm Wilkie, Robert Camlin, Richard Weston, Karl Steinitz, Chris Beardshaw, Ruth Morrow and Martha Schwartz.**



SCHOOL OF ART

The School has celebrated 125 years of art at Margaret Street

Its Grade 1 listed building has been the spiritual home and initial inspiration for countless artists of international reputation.

The School is one of the most vibrant in the country, developing the full range of practical, critical and reflective skills to best prepare our students for a broad range of career opportunities.

We offer a comprehensive art programme from foundation level to research level.

Excellent studio and workshop facilities including metal/casting workshops, print and digital workshops, open studio space for practice modules.

Courses

Pregraduate

- Art and Design | BTEC Level 3 Foundation Diploma
- Creative Self Development Art and Design | Day and Evening Leisure Classes

Undergraduate

- Art and Design | BA (Hons)
- Fine Art | BTEC HND
- Fine Art | BA (Hons)

Postgraduate

- Art and Design | PgCert/PgDip/MA
- Arts and Education | PgCert/PgDip/MA
- Arts Practice and Education | PgCert/PgDip/MA
- Arts and Project Management | PgCert/PgDip/MA
- Contemporary Curatorial Practice | PgCert/PgDip/MA
- Fine Art | PgCert/PgDip/MA
- History of Art and Design | PgCert/PgDip/MA
- Media Arts Philosophy Practice | PgCert/PgDip/MA
- Queer Studies in Arts and Culture | PgCert/PgDip/MA
- Artist Teacher Scheme | Short Course

Research

- Master of Philosophy (MPhil)
- Doctor of Philosophy (PhD)

BTEC Level 3 Foundation Diploma in Art and Design

- Offers a key pathway to develop your talent and skills, preparing you for degree level study.
- Learn a broad range of techniques, disciplines and media so that you can make informed choices for your future career.
- Mentor support, one-to-one teaching and guidance will help you gain confidence in your learning.
- Many students will progress to one of our degree courses.
- Opportunities to engage in faculty events, exhibitions, lecture programmes, study trips, and award schemes.

Graham Litchfield - Foundation Diploma in Art and Design



"The course has very good facilities, with the freedom to study a range of disciplines. It is a relaxed atmosphere where it has been easy to focus."

Stuart Bennet,
Foundation Diploma
in Art and Design



Grace Westwood - Foundation Diploma in Art and Design



Emily Carter - Foundation Diploma in Art and Design

BA (Hons) Art and Design

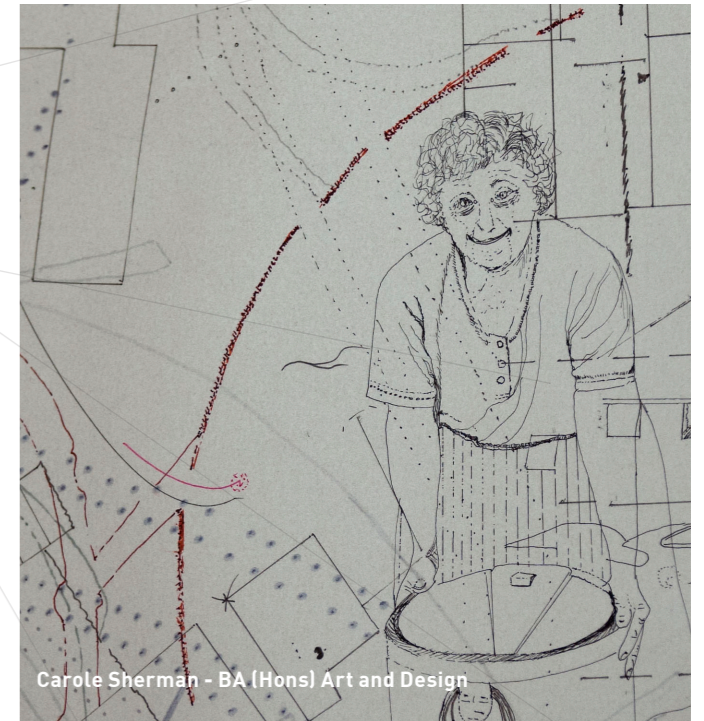
- Highly flexible and practical - explore a range of art and design practices, and find your own creative strength and inspiration.
- Innovative structure and broad staff team means it's easy to change direction, or explore new ideas, media or ways of working.
- Allows you to develop networks, get practical experience and gain an awareness of creative industries.
- Study full time or part time, or even move between these two modes – perfect flexibility if you combine study with working commitments.



Vicki Sprigg - BA (Hons) Art and Design



Amanda Grist - BA (Hons) Art and Design



Carole Sherman - BA (Hons) Art and Design

BA (Hons) Fine Art

An outstanding course on which to identify, establish and hone your individual creative identity, and gain an entrepreneurial view of your eventual career - find your own creative expression in painting, sculpture, printmaking, drawing, photography, film and video, digital media, sound, installation or performance.

Opportunities to participate in exhibitions, work placements, exchanges and international study visits.

Supported by highly experienced staff, all nationally and internationally active as artists, and with access to excellent studio, workshop, installation and research facilities.

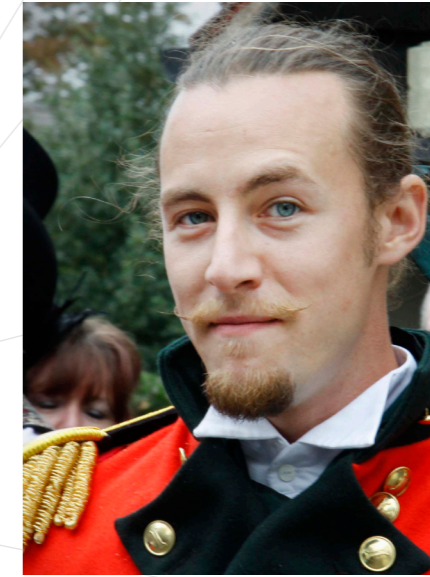
“I really loved my time at BIAD; the course had such freedom that I was able to explore absolutely anything that I wanted within my practice while having access to great spaces and resources. I think this is shown by the amazing diversity in the degree shows.”

Sarah Kemp, BA (Hons) Fine Art

Graduate Profile Luke Perry

Luke designs and builds large-scale sculptures that celebrate the Midlands' industrial heritage. He is founder and director of Industrial Heritage Stronghold, a not-for-profit organisation which builds public artworks which celebrate our industrial heritage in a very real way. Luke specialises in large-scale public art which reflects Britain's industrial heritage.

Luke's projects have included designing, building and installing 37 sculptural installations for the Dudley No2 Canal, designing and installing the Chainmakers Monument in Cradley Heath, and designing and landscaping for the surrounding park, and being appointed by Wates Developments as consultant for the Dudley Guest New Village development.



Luke Perry, Graduate, BA (Hons) Fine Art



The School of Art has been a major player in developing the University's profile and engagement with the city and region's artists and communities, developing and supporting initiatives such as the artist-led galleries **Eastside Projects**, and **ARTicle Gallery** (www.articlegallery.org).

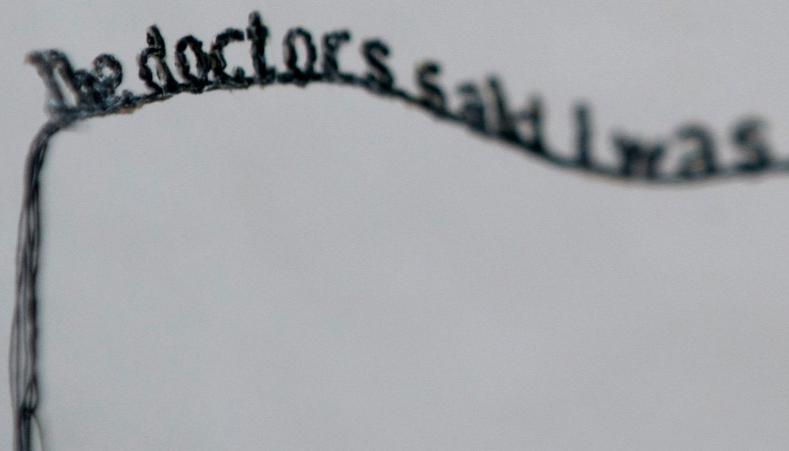
It has well established links with the **Ikon** and strongly supports fine art graduate-led initiatives such as **Trove**, **Grand Union**, **The Lombard Method** and **Crowd 6**.



Jonathan Farringham - BA (Hons) Fine Art



Chris Hardy - BA (Hons) Fine Art



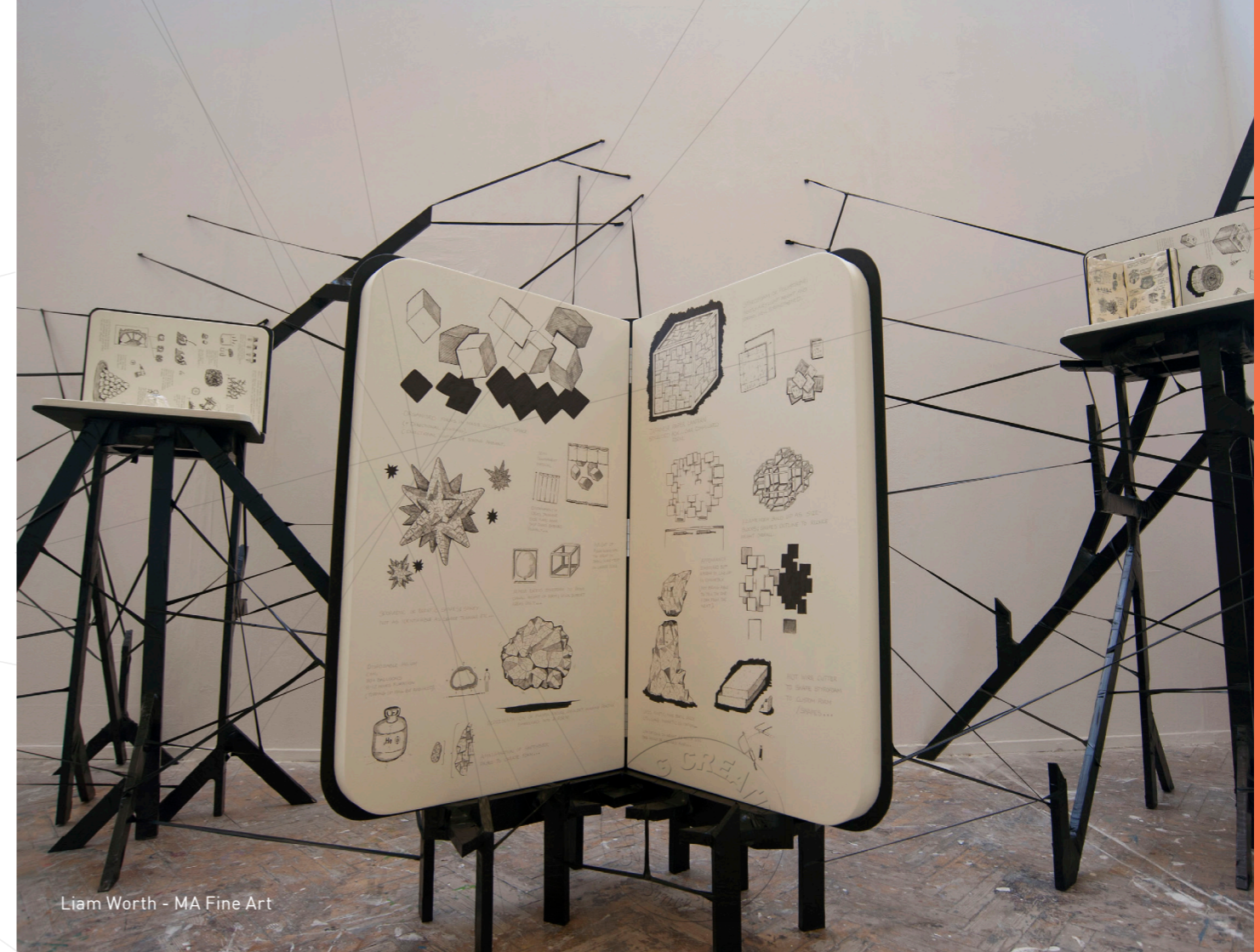
Hanna Najjar - BA (Hons) Art and Design

Art-Based Master's

- The Art-Based Master's programme has been well established for more than 40 years, and has one of the largest portfolio of courses in the UK.
- One of the most exciting and diverse research communities in the UK, attracting students from the UK, Europe and international base.
- Students are supported by a high profile group of artists/practitioners, theorists, academics and professionals. Our graduates work in the education sector, progress to MPhil/PhD research, or work as professional artists and practitioners.

“The MA Fine Art course created a challenging and stimulating environment which allowed me to re-evaluate and contextualise my practice. The course helped me to acquire the knowledge, skills and experience needed to realise my potential ambitions and to find my unique voice as an artist. The programme is run with professionalism at its core and has prepared me well for the future.”

Samira Nejad, MA Fine Art



Liam Worth - MA Fine Art

SCHOOL OF FASHION, TEXTILES AND THREE- DIMENSIONAL DESIGN

One of the largest
and most successful
providers of fashion,
textiles, interior
and product design
education in the world

- Strong multicultural/international student community.
- Extensive range of contemporary workshop facilities.
- Renowned as a centre for design innovation, industry engagement and research.
- Graduates typically find rewarding careers as in-house designers, stylists, freelance designers, designer/makers, trainee buyers, fashion journalists.

- Excellent links with industry and designer-makers, including **Triumph, Jaguar, Alexander McQueen, Stella McCartney** and **Jimmy Choo**.
- Employers who have hired our graduates include: **Stella McCartney, ASOS, Topshop, Next, Debenhams, New Look, Marks & Spencer, House of Fraser, River Island, H&M, Habitat, Zara, IKEA** and **John Lewis**.
- Our course projects have included designing for companies such as **Global Color, Tektura, and the National History Museum** – invaluable opportunities for our students to gain workplace experience and build contacts.



Karla Louise Davidson - BA (Hons) Fashion Design

Courses

Fashion and Textiles Undergraduate

- Fashion Design | BA (Hons)
- Fashion Design with Garment Technology | BA (Hons)
- Fashion Design with Design for Performance | BA (Hons)
- Fashion Design with Fashion Communication | BA (Hons)
- Fashion Design with Fashion Accessories | BA (Hons)
- Fashion Retail Management | BA (Hons)
- Textile Design | BA (Hons)
- Textile Design (Constructed Textiles) | BA (Hons)
- Textile Design (Embroidery) | BA (Hons)
- Textile Design (Printed Textiles and Surface Design) | BA (Hons)
- Textile Design (Retail Management) | BA (Hons)

Postgraduate

- Fashion Promotion | PgCert/PgDip/MA
- Fashion Styling | PgCert/PgDip/MA
- Fashion Design | PgCert/PgDip/MA
- Textile Design | PgCert/PgDip/MA
- Surface Design | PgCert/PgDip/MA
- Fashion Accessory Design | PgCert/PgDip/MA

Research

- Master of Philosophy (MPhil)
- Doctor of Philosophy (PhD)

Three-Dimensional Design Undergraduate

- Interior Design | BA (Hons)
- Product Design | BA (Hons)
- Furniture and Lifestyle Products | BA (Hons)
- 3D Design Maker | BA (Hons)
- Design Management | BA (Hons) - (top up)

Postgraduate

- Design and Visualisation | MA
- Design Management – Professional Practice | MA
- Design Management – Entrepreneurship and Innovation | MA
- Design Management – Sustainable Design Policy | MA
- Design Management – Service Design | MA
- Interior Design | MA
- Product Design | MA

Research

- Master of Philosophy (MPhil)
- Doctor of Philosophy (PhD)

BA (Hons) Fashion Design

- Excellent links with regional and international fashion brands, including **Alexander McQueen, Stella McCartney** and **Jimmy Choo**, give the course colour and contemporary relevance.
- The most promising third year work is showcased at **Graduate Fashion Week** in London each June – an audience looking for talent to employ. The fashion industry demands not only your flair, but your self-motivation, professionalism and business drive. We help you find it and show it off.
- Get inspiration from our vast archive of fashion publications dating back to the 1930s, and work with the **GERBER** pattern cutting and design system, widely used in the global fashion industry.
- Choose from pathways at any time until the beginning of your final year: **Fashion Design; Fashion Design with Garment Technology, Design for Performance, Fashion Communication or Fashion Accessories.**

Graduate Profile

Graduate Rebecca Short had one of her experimental outfits showcased at Graduate Fashion Week in London. It was later worn by pop icon Lady Gaga in front of a worldwide audience.

“I loved every minute of Graduate Fashion Week. I was attracted to the course because of the close links with industry. The tutors and technicians we had were the best.”

Rebecca Short, Graduate, BA (Hons) Fashion Design



Student Success

First year fashion design student **Kelly Weaver** was joint runner-up in the Perfect Party Dress competition, run by ITV's This Morning. Kelly was one of over 500 would-be designers who entered the nationwide competition to find the perfect party dress for the Christmas season with the winner having their design sold in selected stores of high street retailer **John Lewis**. Kelly took part in a number of tasks including window dressing at John Lewis' store in Oxford Street and appeared live on the show for the final.



Kelly Weaver on This Morning

BA (Hons) Fashion Retail Management

- The only course of its kind in the West Midlands.
- Uniquely combines the roles of key fashion professionals including roles within business and management skills - the course is distinctive in its field.
- Explores the roles of key fashion professionals including trend forecasters, buyers, merchandisers, stylists, visual merchandisers and fashion event organisers, store management, PR and fashion marketing.
- One hundred per cent employability six months after graduation.*
- Regular industry visits, guest speakers and national/international cultural trips.

*Destination of Leavers Higher Education survey 2010/11

- Particular emphasis is placed on employer engagement throughout the course with regular input from **Tesco** buying and merchandising teams, **George** design and buying teams, **Topshop** and **Gap** visual merchandising teams, **Claire's** and **Next**.

Our recent talent:

- Graduate Katie Danaher is employed at **Argos** head office as a marketing assistant.
- Graduate Georgia Rhodes has secured a position at **ASOS** as a PR assistant.
- Second year student Jessica Jones, styled an editorial photo shoot for **Look** magazine and was formally credited for the article.
- Second year student Emily McLeish has secured a one-year placement with **Stella McCartney**.

- Third year student Andrew McAllister has set up an own-brand pop up shop 'Pray for Paris' in conjunction with **Elle Magazine** at **Graduate Fashion Week**.



Shauna Falconer, BA (Hons) Fashion Retail Management
Kimberley Bull, BA (Hons) Fashion Retail Management

BA (Hons) Textile Design

- Blends digital technology and traditional craft skills with professional awareness and entrepreneurial vision. Choose from pathways: **Textile Design; Textile Design - Constructed Textiles, Embroidery, Printed Textiles and Surface Design or Retail Management.**
- Contemporary live projects with industry enhance skills to provide exposure to prospective employers.
- Final year students have an opportunity to showcase at Interiors UK and New Designers, London.

Our talent in textiles:

Emma Shipley won the **John Lewis** Emerging Talent Award Winner 2011, and her silk scarf collection is stocked by Brownes.

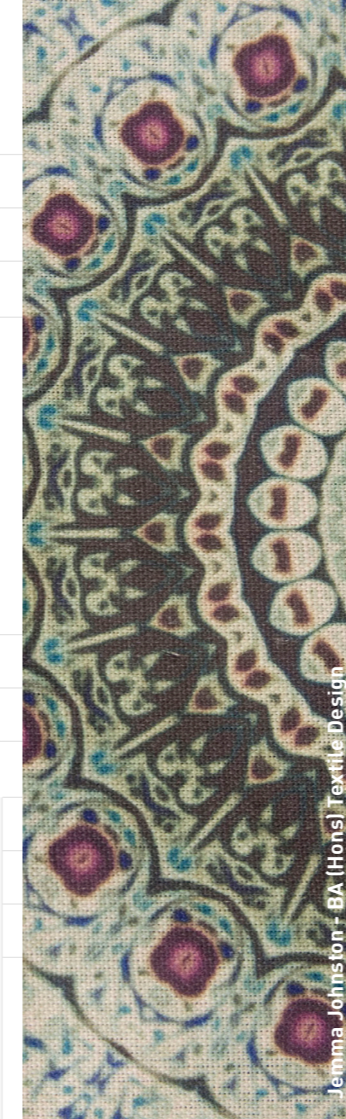
Sophie Hawkesford was student winner of fabric design for live project 2013 with **Hartman UK.**

Jess Edwards was awarded the prestigious Queen Elizabeth Scholarship Trust Award 2012.

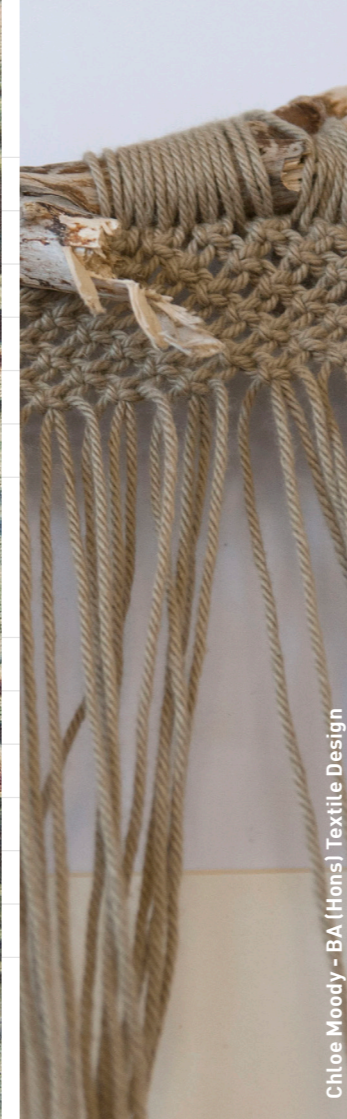
Suberna Begum's 2011 Wallpaper Graduation collection was purchased by John Lewis.

Suzi McLaughlin was commissioned by Harvey Nichols and exhibited the first 'paper garden', entitled 'How Does Your Garden Grow' at the Gardener's World Live Show at the NEC, Birmingham.

Jasmine Gilhooly won the George Jackson Award 2012 and gained an internship at **Jimmy Choo**. She has spent time travelling to New Delhi where she visited tanneries and now sources leather from there for her own fashion range, J D'Cruz.



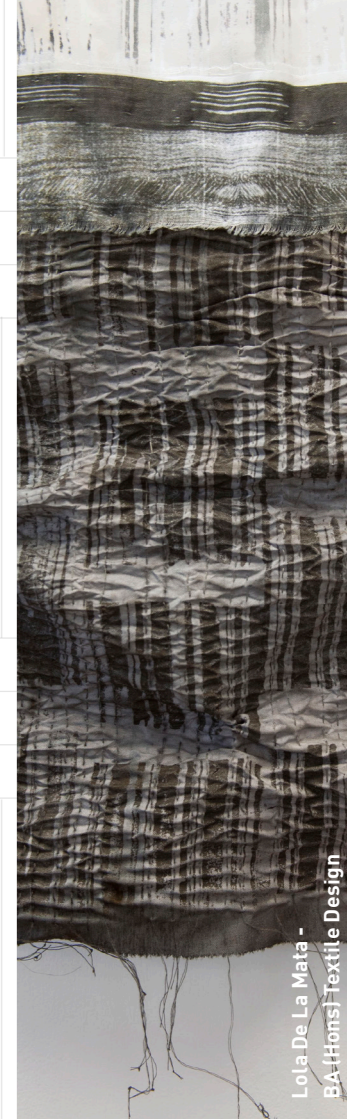
Jemma Johnston - BA (Hons) Textile Design



Chloe Moody - BA (Hons) Textile Design



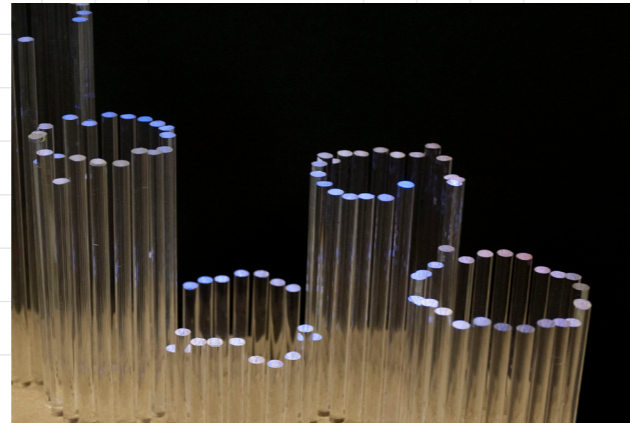
Laura Flockton - BA (Hons) Textile Design



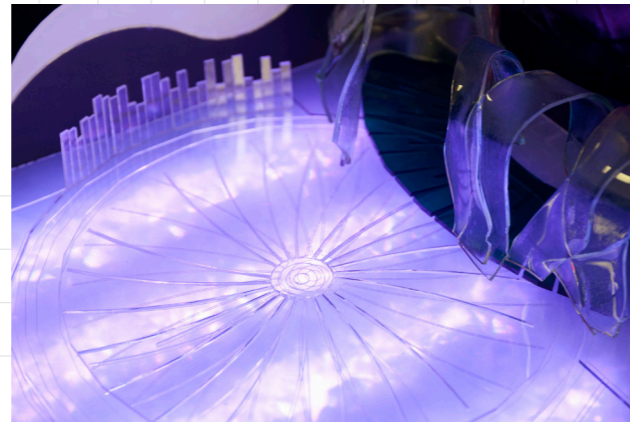
Lola De La Mata - BA (Hons) Textile Design

BA (Hons) Interior Design
BA (Hons) Product Design
BA (Hons) Furniture and
Lifestyle Products
BA (Hons) 3D Design Maker
BA (Hons) Design Management - (top up)

- Explore several fascinating design areas.
- Interdisciplinary projects in the first year lead to a deeper understanding of your subject specialism as you progress.
- Practical, industry-related projects - the programme has excellent industry links with companies such as **Global Color Research, LG Chemicals Europe** and the **Lighting Association**.
- Opportunities to study overseas and study trips, providing relevant experience of contemporary design.



Amna Khan - BA (Hons) Product Design



Misha Shah - BA (Hons) Product Design

Student Success with Hartman UK

Talented student Jonathon Davis is set to see his design turn into reality after winning a competition by leading outdoor furniture company Hartman UK. The Telford-based company set final year students a brief to design a new collection of outdoor furniture for 2015. Jonathon's winning design will now go into commercial production. His Bond-esque style, hyper-ergonomic resin weave 'Versaille' chair and table set was described by Hartman judges as 'contemporary, aesthetically pleasing, futuristic, and colourful'. Runner-up, student Alexander Stefan Andrejczuk, will also see his design, named 'Oscillare', considered for production for Hartman's 2015 collection. Jonathon took home a £1,000 prize, while Alexander won £500.

The winning designs will be showcased as part of the Hartman 2015 collection at the outdoor living exhibition, Solex, in July 2014.



MA Design Management

- Provides skills to bridge the gap and promote understanding between design and business.
- Tailor your programme of study in line with your personal career goals and design discipline – study full-time or via flexible learning while continuing in full-time practice.

“This course enabled me to meet new people, learning a new way and most of all, taught me things that I did not know about the design industry. The course has helped me acquire knowledge about how design teams should be managed and led, and how design projects should be planned and executed.”

Vijay Jyothsna,
Graduate, MA Design Management



Vijay Jyothsna,
Graduate, MA Design Management

MA Design and Visualisation

- Equip you with transferable skills that will ensure good employability prospects.
- Enable you to develop digital visualisation skills at all stages of the design process.

“The course has transformed my design thinking by combining sophisticated technological processes and theory within industry-led projects.”

Joseph Stanford-Turner,
Graduate, MA Design and Visualisation

**MA Fashion Promotion
MA Fashion Styling
MA Fashion Design
MA Textile Design
MA Surface Design
MA Fashion Accessory Design**

- This programme is one of the largest and most popular of its kind in the UK.
- Strong vocational and career orientation.
- Students define their own programme.
- Strong international links. Over 20 years, strong regional, national and international links have been forged and the programme now benefits from a multicultural environment.

“The MA study experience changed my attitude to my practice. I have developed as a designer and a business woman, particularly assisted by the business links and launch pad opportunities

offered by the University and the Midlands’ business development projects.”

Sara Page, Graduate, MA Surface Design



Fouzia Rehman - MA Textile Design



MA Interior Design

- A highly regarded programme which facilitates opportunities for interior designers to continuously develop their creative values, processes and practices.
- Outstanding student satisfaction rating in the National Postgraduate Taught Experience Survey 2012.
- Realise interior design employability opportunities through live projects.
- Attracts a fantastic cross-section of international designers.

“Getting a Master’s in interior design from a highly reputable university gave me immense confidence to make a start in the design industry. Immediately after I finished my MA course, I got selected for a six-month entrepreneurship scholarship programme for students who are interested in starting their own business.”

Anupriya Vyas,
Graduate, MA Interior Design

Shi Shi Xu, Graduate, MA Interior Design

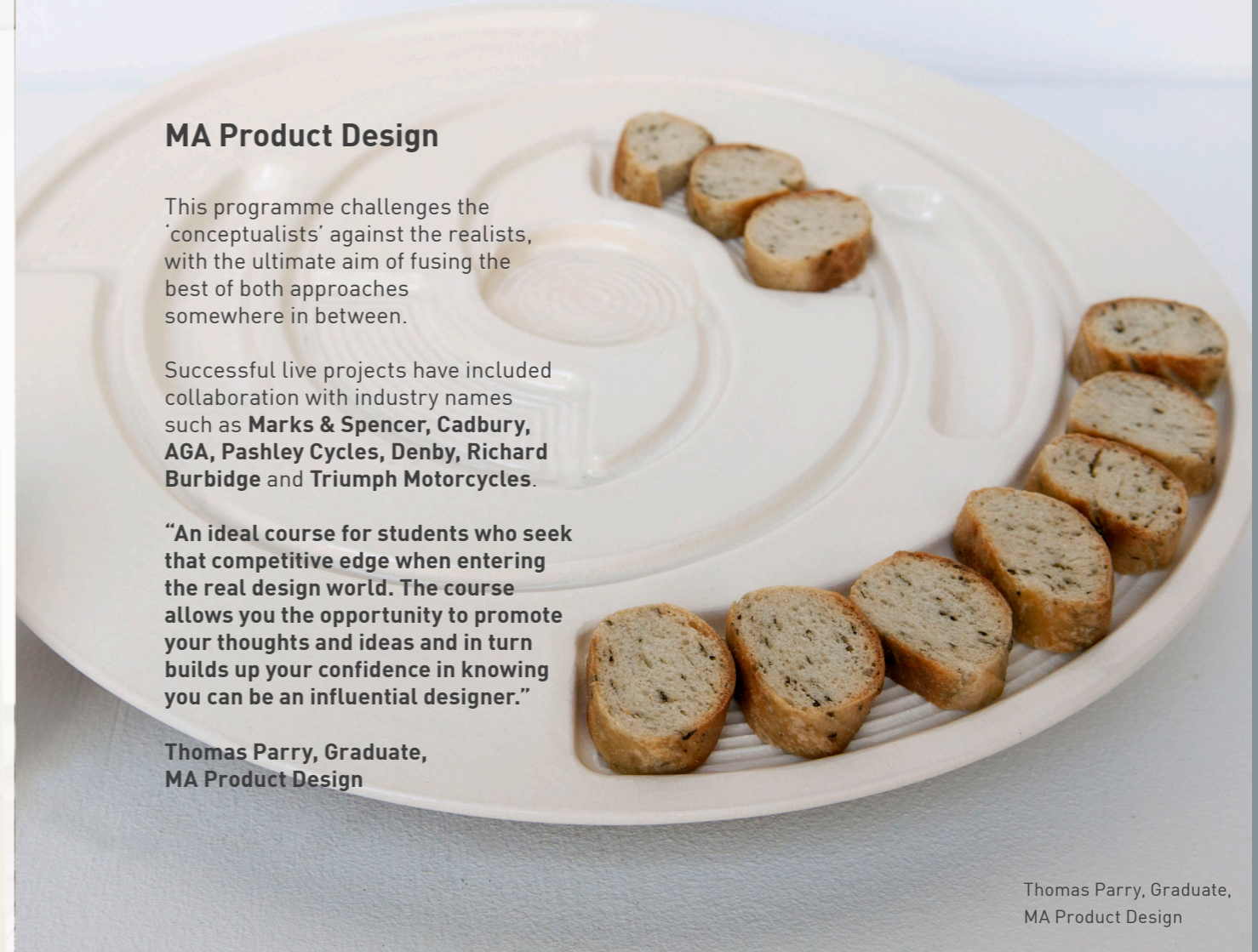
MA Product Design

This programme challenges the ‘conceptualists’ against the realists, with the ultimate aim of fusing the best of both approaches somewhere in between.

Successful live projects have included collaboration with industry names such as **Marks & Spencer, Cadbury, AGA, Pashley Cycles, Denby, Richard Burbidge** and **Triumph Motorcycles**.

“An ideal course for students who seek that competitive edge when entering the real design world. The course allows you the opportunity to promote your thoughts and ideas and in turn builds up your confidence in knowing you can be an influential designer.”

Thomas Parry, Graduate,
MA Product Design



Thomas Parry, Graduate,
MA Product Design

SCHOOL OF JEWELLERY

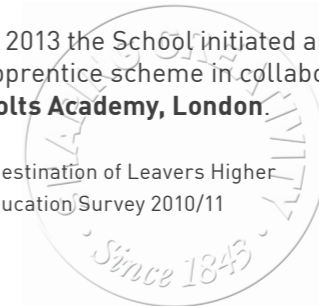
Our multi-award winning building is the largest jewellery school in Europe and houses a complex array of workshops in addition to its outstanding atrium gallery space.

- The School is centrally located in Birmingham's famous Jewellery Quarter, a bustling hub of jewellery design, manufacture and retail where an estimated 40 per cent of Britain's jewellery is made.
- Our links with the **Worshipful Company of Goldsmiths**, the **Jewellery and Allied Industries Training Committee (JAITC)**, the **Goldsmiths' Centre**, the **British Jewellers' Association**, the **British Horological Institute** and the **Gemmological Association of Great Britain** mean that the School

is positioned at the very centre of decision-making across the sector.

- Outstanding employability - 91 per cent of our 2010/11 graduates entered employment or further study within six months.*
- Our students and graduates also benefit from the School's Jewellery Industry Innovation Centre (JIIC) – an internationally renowned product development centre – to support our students and the international jewellery industry.
- Employers who have hired our graduates include **Cartier**, **H&M**, **Domino** and **Bicknells**.
- In 2013 the School initiated an apprentice scheme in collaboration with **Holts Academy, London**.

*Destination of Leavers Higher Education Survey 2010/11





Courses

Pregraduate

- Jewellery and Silversmithing | Creative Self Development Day and Evening Leisure Classes
- Jewellery School | Summer Short Courses
- Gemmological Association | Foundation Certificate/Gemmology Diploma/Gemmology Diamond Diploma

Undergraduate

- Gemmology | BTEC HND
- Horology | BA (Hons)
- Jewellery and Silversmithing | BTEC HND
- Jewellery Design and Related Products | BA (Hons)
- Jewellery and Silversmithing - Design for Industry (top-up) | BA (Hons)

Postgraduate

- Jewellery, Silversmithing and Related Products | MA
- Jewellery, Silversmithing and Related Products | Grad Cert*

Research

- Master of Philosophy (MPhil)
- Doctor of Philosophy (PhD)

*subject to validation

Our recent student/ graduate success

- **Nathalia Guarascio** - Charles Green Award 2013
- **Timothy Yin Li**, Gemmological Association's (Gem-A) Mok Diamond Practical Prize 2013
- **Josephine Tournbize**, prize awarded by the Worshipful Company of Cutlers.
- **Pippe Leaver**, The Worshipful Company of Tin Plate Workers (alias Wire Workers)
- Graduates **Grace Page** and **Eunice Kuo** - selected to showcase at Rising Stars 2013, New Ashgate Gallery, Surrey.

HND Gemmology

- Practical, offering an additional professional body awarded by the **Gemmological Association of Great Britain**.
- Complementary subjects such as jewellery valuation equip you with skills highly valued by employers.
- Our Gemmology graduates typically forge careers with wholesale and retail coloured gemstone and diamond buyers, diamond graders, valuers, auction houses and jewellery designers.

“We particularly liked the diamond grading classes and the opportunity to handle so many different varieties of gemstones.”

**Edward Feeder and Maxwell Burden,
HND Gemmology**

HND Jewellery and Silversmithing

- A blend of design skills and workshop practice relevant to industry.
- Excellent reputation for producing highly employable graduates.
- Well-equipped studio workshops offer latest CAD technology.
- Possible progression to degree level with our one-year BA (Hons) course .

“The course allowed me to gain confidence in hand skills whilst exploring many new technologies. I am now able to create individual designs combining several techniques and have progressed on to the top-up degree Design for Industry where I can build greater expertise in CAD and laser technology.”

**Liz Rollo,
HND Jewellery and Silversmithing**



Clive Taylor - HND Jewellery and Silversmithing

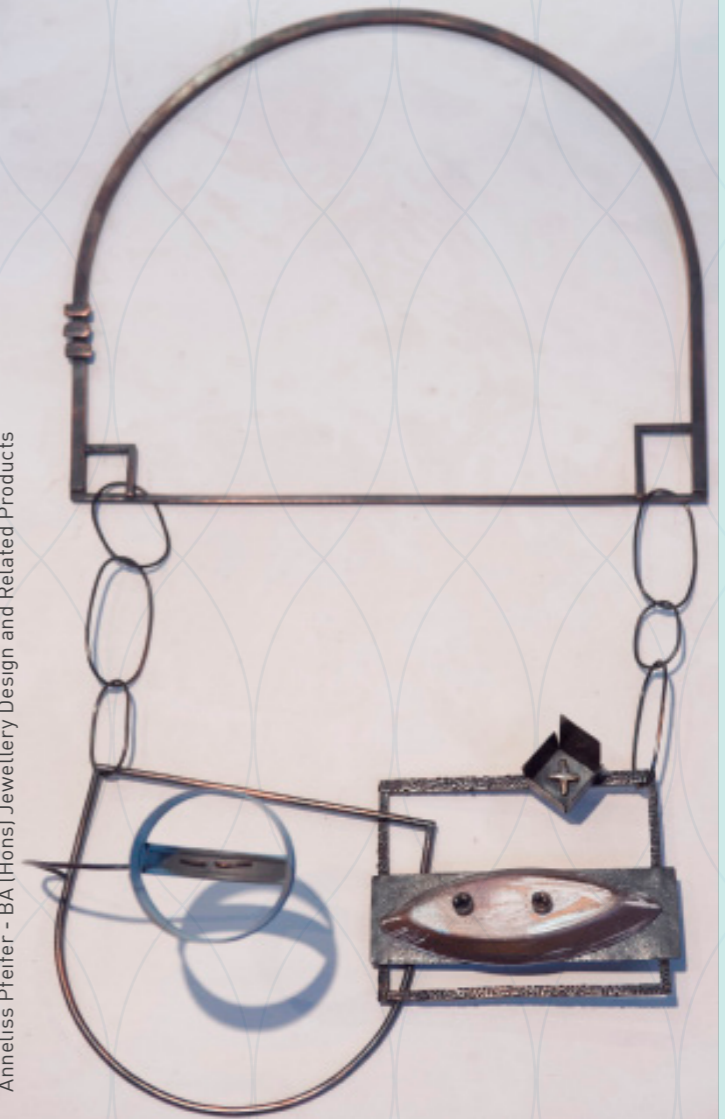
BA (Hons) Jewellery Design and Related Products

- One of the most respected creative courses in the country – no ‘house’ style, no rigid templates, just pursuit of innovation.
- Develop employable skills via live projects, work experience and collaborations.
- Design and develop and launch your own highly innovative contemporary and thought-provoking products.

“You’re encouraged to be a problem solver, an attribute which can be applied in designing and beyond. The independence in thought and skill allows for innovative and exciting products at the end of the year.”

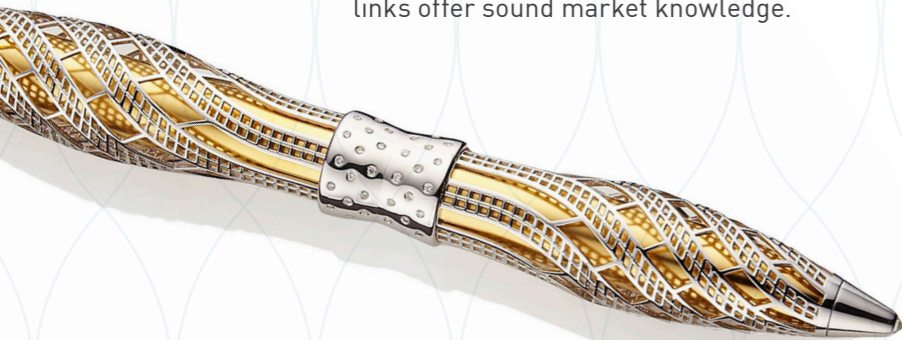
**Abby Wainman,
BA (Hons) Jewellery and Silversmithing**

Anneliss Pfeifer - BA (Hons) Jewellery Design and Related Products



BA (Hons) Jewellery and Silversmithing – Design for Industry (top-up)

- A one-year top up course, offering sharp focus on the role and skills of a designer with the industry.
- Emphasising new technology, it builds on existing skills to enhance your potential as a designer.
- State-of-the-art software provided at the outset.
- Collaborative projects and industry links offer sound market knowledge.



Graduate Profile Jack Row

On successful completion of the HND Jewellery and Silversmithing, Jack took the opportunity to progress to the School's top-up degree course, Design for Industry. He used this to develop his CAD/CAM knowledge and skills, and on graduation he gained employment as a CAD technician within one of the largest UK manufacturing companies. His innovative designs also saw him winning a gold medal prize from the **Worshipful Company of Goldsmiths**.

Jack now lives and works as a designer, based in Birmingham's Jewellery Quarter. He has launched his 'Architecture' collection of luxurious precious metal fountain pens at Harrods, the world's most prestigious department store. His Architect collection includes a white gold and diamond hand crafted fountain pen which is selling at a retail price of £27,000.

BA (Hons) Horology

- The first Honours degree in Horology in the world in the art and science of time measurement.
- A precise, practical approach to the study, design and production of timekeeping devices, offering traditional and modern techniques relevant to watch/clock making and restoration.
- The only course of its kind designed to train students in horology, providing employable skills.
- Design and construct, or restore a significant horological mechanism using fine hand and machining skills.
- Benefit from the experience of practicing professional horologists and colleagues in a shared learning environment.

- Horology graduates can join the service industries for modern watch and clock servicing, antique clock and watch restoration or retail.
- Undertake the professionally accredited qualifications of the **British Horological Institute**.
- The course has close links with industry such as **Cartier, London; George Jensen, Denmark** and **Weston Beamor, Jewellery Quarter, Birmingham**

"As soon as I finished the course I started working for a major watch brand in their servicing department and am really using the skills I learned on the course; in fact people ask me how things work!"

Thomas Mason, BA (Hons) Horology

MA Jewellery, Silversmithing and Related Products

- Design development through individual practice with diverse disciplines and subject areas.
- Opportunity to extend beyond conventional parameters.

Graduate Profile Drew Markou

Drew Markou, is a self-employed artist and designer. He is also contributing to the School's Artist in Resident (AIR) programme which provides access to workshops and facilities within the School in exchange for a small contribution to studio assistant work. The AIR Programme provides an opportunity for individuals to develop their own work and technical skills in a creative environment.

"For me my MA was a milestone in achieving a higher level of education and thinking about the way in which I work. It was vital for me to gain a greater understanding about my own art and design work as well as a greater understanding of the context and industries in which it fitted. Without undertaking my MA I would not have been able to achieve this."

Drew Markou, Graduate, MA Jewellery, Silversmithing and Related Products

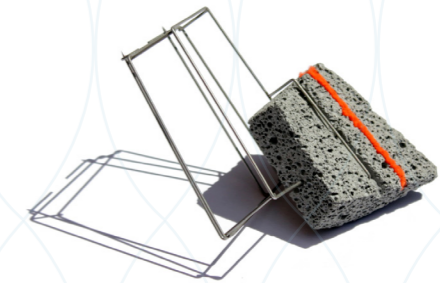
The Jewellery Innovation Centre (JIIC)

Part of the School of Jewellery, and set up in 1997 to assist the jewellery and silversmithing industries.

JIIC is a world-class exemplar of knowledge transfer based around world-leading facilities and knowledge-based partnerships. Since it was established, the centre has developed an excellent reputation regionally, nationally and internationally for its holistic 'concept to prototype' approach to new product development, and for working closely with industry, small and medium sized enterprises, associations, universities and research institutes.

JIIC is a centre of expertise which is at the forefront of CAD/CAM, laser and related technologies and their application within the high value added product industries, with an outstanding reputation for technology transfer, innovative technology applications and research. The JIIC team is an invaluable resource for CAD/CAM and surface finishing expertise/training for School of Jewellery students.

To date, JIIC has delivered over 400 bespoke new product development assistance consultancies to over 300 individual companies.



Drew Markou, Graduate, MA Jewellery, Silversmithing and Related Products

SCHOOL OF VISUAL COMMUNICATION

A truly international reputation with partners in Hong Kong, Thailand, Singapore, Malaysia, China and India.

- The School boasts state-of-the art digital technology, such as the sophisticated visual effects MILO Motion Control rig, a whole range of digital cameras and post-production facilities, in addition to traditional darkroom and print workshops demonstrating our commitment to more traditional technologies.
- Students have won a range of prestigious national and international competitions, including **D&AD, Royal Television Awards, New Designers, Macmillan Children's Books, Direct Marketing Awards, Creative Design Awards** and many more.

- The School engages with industry partners such as **Magnum Photos, The Association of Illustrators, Live Nation, Merlin Entertainments, Flatpack Film Festival** and **McCann Erickson**, to name a few.
- Check out our student awards and student/graduate talent pool website at **www.wegrowcherries.com**



The green screen room with Milo

Courses Undergraduate

- Theatre, Performance and Event Design | BA (Hons)
- Visual Communication | BA (Hons)
- Visual Communication (Graphic Communication) | BA (Hons)
- Visual Communication (Illustration) | BA (Hons)
- Visual Communication (Film and Moving Image) | BA (Hons)
- Visual Communication (Photography) | BA (Hons)

Postgraduate

- Visual Communication | PgCert/PgDip/MA
- Visual Communication (Creative Advertising) | PgCert/PgDip/MA
- Visual Communication (Typographic Practice) | PgCert/PgDip/MA
- Visual Communication (Illustration: Narrative and Sequence) | PgCert/PgDip/MA
- Visual Communication (Photography: Documentary Practice) | PgCert/PgDip/MA
- Visual Communication (Animation and Moving Image) | PgCert/PgDip/MA

- Visual Communication (Graphic Design) | PgCert/PgDip/MA

- Visual Communication (Illustration) | PgCert/PgDip/MA

- Visual Communication (Multimedia Design) | PgCert/PgDip/MA

- Visual Communication (Photography) | PgCert/PgDip/MA

- Visual Communication (Scenography) | PgCert/PgDip/MA

- Visual Communication (Visual Identity and Branding) | PgCert/PgDip/MA

- Visual Communication (Visual Identity and Branding) | PgCert/PgDip/MA

Research

- Master of Philosophy (MPhil)
- Doctor of Philosophy (PhD)

Marlborough is a transitional serif typeface designed by David J. Ross. The original design of the Marlborough typeface are designed to reflect the imperfect appearance of the builds and the town as a whole. The letters have a hand crafted or 'organic construction', rather than a humanist appearance, which comes from the nature of the imperfect strokes which make up each letter. Even the 'x' has a design which all adds to the overall look and feel of the typeface especially at small sizes.

Marlborough is quintessentially English market town, in the county of Wiltshire. It has one of the widest high streets in the UK which is made up of predominately coffee shops and middle aged womens cloths shops. The River Thames flows through the centre of the town. The river is home to many shopping and the occasional brown trout as well as a small amount of fishing for carp. The town is also home to Marlborough College which is an international renowned secondary school for boarding students. It was founded in 1843 for the education of the sons of Church of England clergy. The school now accepts both boys and girls of all beliefs. In the town is a brook, the Marlborough Brook, which flows through the town and Silbury Hill which is a prehistoric artificial, chalk mound near to Avebury. The Forest occupies a large area to the south of the town and is approximately 4500 acres. The whole area is a designated 'Area of Outstanding Natural Beauty' known as the 'Marlborough Downs' part of the large North Wessex Downs, which is area of rolling grassy, hills. The town also hosts an annual 'Marlborough Jazz Festival' which brings hundreds of people to the area every summer of a 4 day weekend of Jazz, Blues and various international acts.

Graduate Case Study Chris Meaton/Cristina Vant

Praised for their creative portfolios, BA (Hons) Visual Communication graduates Chris Meaton and Cristina Vant were winners of **2012 Fresh Faces** – one of the most prestigious award shows for the creative design and advertising industry outside London. The work was judged by over 20 top creatives from both London and regional agencies. Following their success at the awards the pair have now upped roots and made the move to London where they are currently on placement at **Beattie McGuinness Bungay**.

“We thought the awards would be a great way to get our names out there, right off the benches of university, but never did we expect to win,” said Chris.

Cristina added:

“We plan to continue doing further placements and hopefully will be in the right place at the right time and land a job in a creative agency. We realise that we haven’t graduated in the best of economic times and jobs seem to be scarce, but we strongly believe that if we continue doing great work it will pay off in the end.”

Chris Meaton/Cristina Vant, Graduates, BA (Hons) Visual Communication



Visual Communication graduates are now working in a range of successful careers, including working on the new **Marvel** movie and creating illustrations for **Macy's** department store in New York.

Graduate Profile

Jon Riche

Jon has directed music videos for **Kasabian, Just Jack, Moby** and **The Feeling**, as well as commercials for brands including **Nissan, Ikea** and **Nike**. He formed the comedy collective '**Broken Biscuits**' with his friend **Spencer Jones**, with whom he has co-written a number of award-winning comedy shorts. They went on to write and direct the **BAFTA**-nominated children's television show, 'Big Babies', for CBBC. Jon's other future projects include a new BBC Three series and a film project for a computer games company.

"I liked the University and the lecturers when I came to visit, but I think what swung my decision to study there was you could try out various disciplines in the first year. At the time I wanted to study illustration because I'd always loved doing cartoons, but I also liked the idea of animation, so I wanted to give that a go. I spent my first year playing around with different techniques and by the end of it I'd figured out that if I became a director I would have far more freedom and could work with animation."

Jon Riche, BA (Hons) Visual Communication



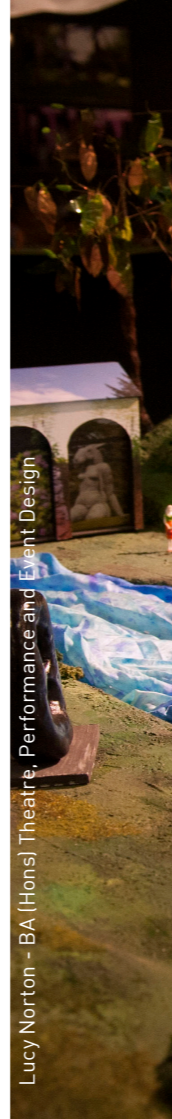
BA (Hons) Theatre, Performance and Event Design

- The only course of its kind in the West Midlands.
- Explores the craft of designing for stage productions, live music, theme park experiences, TV, film sets, exhibitions, puppets, costumes, models and more.
- A member of the Association of Courses in Theatre Design.
- Close industry links include **Birmingham Repertory Theatre, Midlands Arts Centre, Birmingham Royal Ballet, Merlin Leisure and Live Nation's Download Festival.**

Abi Lower - BA (Hons) Theatre, Performance and Event Design



Lucy Norton - BA (Hons) Theatre, Performance and Event Design



Laura Stubbs - BA (Hons) Theatre, Performance and Event Design



Georgia Williamson - BA (Hons) Theatre, Performance and Event Design



BA (Hons) Visual Communication

BA (Hons) Visual Communication (Graphic Communication)

BA (Hons) Visual Communication (Illustration)

BA (Hons) Visual Communication (Film and Moving Image)

BA (Hons) Visual Communication (Photography)

- Balances creative visual flair with awareness of realities of industry.
- Introduction to four key subject routes followed by your choice of specialist route.
- Scope of course sees graduates find openings in a huge range of creative ventures.

MA Visual Communication

- This course provides an immersive learning experience for advanced practitioners within the broad field of visual communication, requiring the achievement of generic visual communication outcomes within your nominated specialist area.
- Enables graduates to develop successful careers.





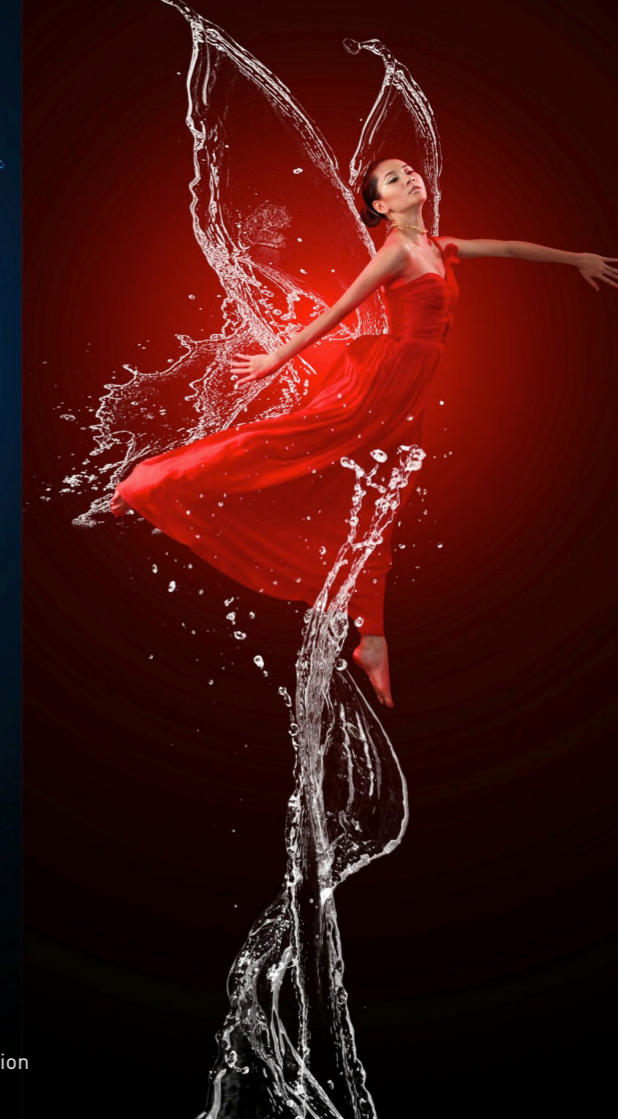
“Studying here helped me develop my own style and helped me to mature in my work and self-development.

It also helped me realise which direction I wanted to go in.”

**Stephen Spencer, Graduate,
MA Visual Communication**



Ronad Gunawan - MA Visual Communication





International students

BIAD reserves a very special welcome for international students. For many years we have received students from around the world, on a variety of courses at different levels. Some have studied for short periods of time, others for much longer, in some cases progressing to complete a higher research degree.

Join us and you'll find practical, relevant courses, cutting-edge facilities and expert tuition that encourage independent thinking and prepare you to enter a global workplace with confidence.

Expect just the right mix of independence and support to make your time here an adventure you'll never forget.

Birmingham – a vibrant, cosmopolitan and multicultural city – is the perfect setting for your new home. It has one of the UK's largest international

student populations and Birmingham City University alone has a community of over 2,000 international students. Students find it easy to settle into city life and all it has to offer, while also discovering the magnificent rural and historical landscapes on the outskirts of the city. A modern international airport and easy road and rail links to other major airports make the city easily accessible from anywhere in the world.

We believe that international students contribute not only to the cultural diversity of our city, but also to our courses, by offering a different and individual perspective. This leads to an exchange of cultural ideas between international and home students.

For more information visit:
www.bcu.ac.uk/international

Research

Birmingham Institute of Art and Design is a mature and well-founded research environment in the fields of art, design and architecture. Research promotes a wide range of interests and plays a central role in creating new knowledge which benefits students through excellence in teaching. Interaction between staff, students and industrial and professional partners leads to knowledge exchange, and brings real-world experience to graduates, which enhances employment prospects.

In the last national research assessment exercise BIAD was placed among the top 12 art and design institutions in the UK, with most research being rated as internationally significant and nearly a third world-leading.

Notably, the research environment gained the highest possible score designated as world-leading.

The faculty has a thriving community of up to 50 PhD students at any one time, and has an excellent track record of completions and subsequent employment in a wide variety of spheres. Research studies are often cross-disciplinary and may be in collaboration with other universities, public sector bodies such as galleries and museums, or industrial and commercial partners.

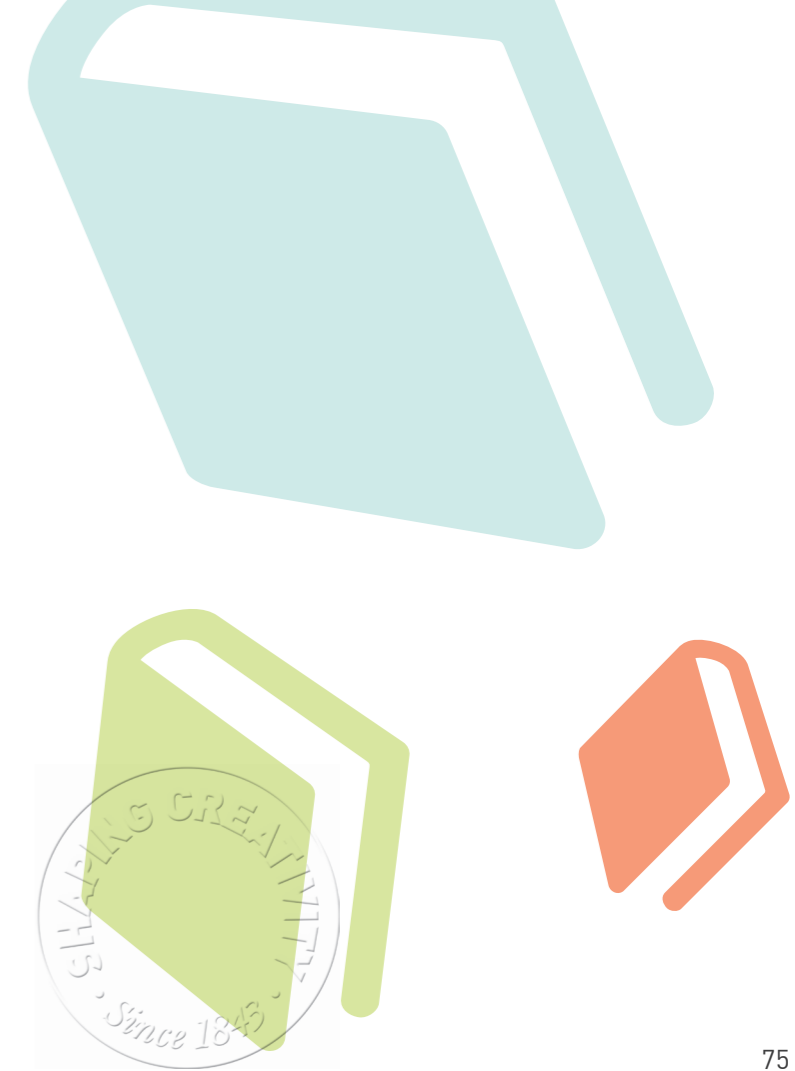
We welcome applications for research degree studies from well-qualified candidates who have research interests that align with one of our research clusters. A full list may be found on the research website. Named staff in the centres are able to advise on proposals and, if necessary, to help

form an application. Applications may be made at any time, normally for enrolment in September each year. Studentships are occasionally available.

BIAD is one of the few faculties specialising in art and design which holds an Arts and Humanities Research Council block grant for doctoral studies. In addition, we offer business-oriented training and consultancy, often working with a variety of small and medium enterprises. We also manage one of the largest Knowledge Transfer Partnerships programmes in the sector which places graduates directly into companies, and has had many successes leading to new product development, improved business practices and profitability.

For more information visit:
www.bcu.ac.uk/biad/research

Keep up to date with us:
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twitter.com/biadnews



Heritage

Our contribution to the education of the citizens of Birmingham and beyond stretches back through a succession of predecessor institutions for over 160 years. We achieved university status in 1992 as the University of Central England, changing our name to Birmingham City University in 2007, reflecting our commitment to, and pride in, our home city.

Diversity

The University prides itself on being a diverse community and so seeks to create a study environment that is free from harassment and one that fosters tolerance. The dignity of all students is to be preserved regardless of sex, sexual orientation, racial or ethnic background, religion or disability.

Please check our website for latest course information www.bcu.ac.uk/biad

Equal opportunities

We promote equality of opportunity in respect of every aspect of our provision. University policy and practice will seek to provide an environment that's free from discrimination against students, staff and others. The University and its staff will ensure that all prospective students are treated solely on the basis of their merits, abilities and potential. For full details of our Equal Opportunities policy please visit www.bcu.ac.uk

Employability

Birmingham City University is committed to preparing students for successful employability and professional careers. We have an innovative approach to employability that will help you obtain an interesting and well-paid graduate job. Read our statement to find out more: www.bcu.ac.uk/courses/employabilitystatement

Keep up to date with us:
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twitter.com/biadnews

Disability

The University welcomes applications from disabled people and strongly encourages you to tell us about your disability. We strongly encourage disclosure of your disability so we can advise and support you more effectively from the earliest point during your time at university. Our staff are experienced advisers and offer a confidential service. For more information, please contact our Disability Support team:
T: +44 (0) 121 331 5588
E: disability@bcu.ac.uk
W: www.bcu.ac.uk/student-services/disability

Images

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Please check our website for latest course information www.bcu.ac.uk/biad

Legal

The information in this leaflet is intended as a general guide to the university and forms no part of any contract between you and the University. Although reasonable steps are taken to provide the courses as described, the University cannot guarantee the provision of any course or facility. Any course may be altered or withdrawn owing to circumstances beyond the University's control. It is strongly recommended that prospective students contact the relevant faculty or visit the University website to obtain the most up-to-date course information.

For full terms and conditions please visit:
www.bcu.ac.uk/about-us/policies-and-procedures



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twitter.com/biadnews

Validated programmes

Birmingham Institute of Art and Design validates a number of programmes offered by external partners.

- **BA (Hons) Conservation Studies: City & Guilds of London Art School**
- **BTEC HND Visual Communication: Warwickshire College**
- **Certificate in Higher Education/Diploma Fine Art: Warwickshire College**
- **BA (Hons) Fine Art: City & Guilds of London Art School**
- **MA Fine Art: City & Guilds of London Art School**
- **BA (Hons) Fashion Design**
- **BA (Hons) Interior Design**
ITM Institute of Fashion, Design & Technology, India

Please check our website for latest course information www.bcu.ac.uk/biad

- **BA (Hons) Communication Design: Graphics Advertising/Illustration/Photography/Moving Image/Animation/Visual Effects/Game Art and Design/Digital Media**
- **BA (Hons) Fashion Design (Communication)**
- **BA (Hons) Fashion Design**
- **BA (Hons) Interior Design**
ICAT Design & Media College, India
- **BA (Hons) Visual Communication: Photography/Illustration/Graphic Communication/Film and Animation**
- **BA (Hons) Interior Design (top-up degree)**
- **BA (Hons) Product Design (top-up degree)**
HKDI/SHAPE, Hong Kong
- **BA (Hons) Visual Communication (top up degree)**
Silpakorn University International College (SUIC), Thailand

Keep up to date with us:
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twitter.com/biadnews

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Birmingham School of Architecture
The Parkside Building, 5 Cardigan Street,
Birmingham B4 7BD
T: +44 (0)121 331 5110

School of Fashion, Textiles and Three-Dimensional Design
The Parkside Building, 5 Cardigan Street,
Birmingham B4 7BD
T: +44 (0)121 331 5820

School of Jewellery
Vittoria Street, Birmingham B1 3PA
T: +44 (0)121 331 5940

School of Visual Communication
The Parkside Building, 5 Cardigan Street, Birmingham B4 7BD
T: +44 (0)121 331 5830

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T: +44 (0)121 331 5809
www.bcu.ac.uk/biad

For UK/EU Course Enquiries
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www.bcu.ac.uk/enquiries

For International Course Enquiries
T: +44 (0)121 331 6714
E: bcuinternational@enquiries.uk.com
F: +44 (0)121 331 6314
www.bcu.ac.uk/international

For UK/EU Applicant Enquiries
T: +44 (0)121 331 5150
E: biad.admissions@bcu.ac.uk

For International Applicant Enquiries
T: +44 (0)121 331 5389
E: international.admissions@bcu.ac.uk

For art and design courses you will be required to demonstrate your visual work by showing a portfolio. For more information visit our website at www.bcu.ac.uk/biad.

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QWAD