



BIRMINGHAM CITY
University
International College



FACULTY OF ARTS, DESIGN AND MEDIA

Birmingham City University's Faculty of Arts, Design and Media features dedicated schools in Architecture and Design, Art, Fashion and Textiles, Jewellery, Media, and Visual Communication.

Undergraduate degrees

Architecture pathway

BA (Hons) Architecture
(RIBA Part 1 Exemption)*§

BA (Hons) Interior Architecture
and Design

BA (Hons) Landscape Architecture

BA (Hons) Product and Furniture Design

Art and Design pathway

BA (Hons) Art and Design

BA (Hons) Film and Animation

BA (Hons) Fine Art

BA (Hons) Graphic Communication

BA (Hons) Illustration

BA (Hons) Photography

Fashion pathway

BA (Hons) Costume Design and Practice

BA (Hons) Fashion Branding
and Communication

BA (Hons) Fashion Business
and Promotion

BA (Hons) Fashion Design

BA (Hons) Garment Technology

BA (Hons) Textile Design

Jewellery pathway

BSc (Hons) Gemmology and
Jewellery Studies†

BA (Hons) Horology

BA (Hons) International
Jewellery Business†

BA (Hons) Jewellery and Objects*

Media pathway†

BA (Hons) Media and Communication

BA (Hons) Media and Communication
(Music Industries)

BA (Hons) Media and Communication
(Public Relations)

BA (Hons) Media and Communication
(Radio)

BA (Hons) Media and Communication
(Television)

BSc (Hons) Video Game Development‡

* Students require a 60% pass mark in certain
modules in order to progress.

† No Portfolio required (course duration 2 semesters).

‡ Two-year fast-track degree after Foundation course.

§ Subject to a revalidation event in 2018.

INTAKE POINT

STAGE 1:

University Foundation at BCUC

Duration: Two or three semesters
(depending on proven ability)

Intakes: September, January
and May

Campus: Bournville

PROGRESSION POINT

STAGE 2:

First Year of Degree at
Birmingham City University

Duration: Two semesters

Start: September

Campus: The Parkside Building,
School of Art,
School of Jewellery
or Assay Office

STAGE 3:

Second Year of Degree at
Birmingham City University

Duration: Two semesters

Campus: The Parkside Building,
School of Art,
School of Jewellery
or Assay Office

STAGE 4:

Final Year of Degree at
Birmingham City University

Duration: Two semesters

Campus: The Parkside Building,
School of Art,
School of Jewellery
or Assay Office



Postgraduate degrees

Art pathway (two/three semesters)

MA Art and Design:
Interdisciplinary Practices

MA Arts and Education Practices

MA Fine Art

MA Visual Communication

MA Visual Communication
(Film and Animation)

MA Visual Communication
(Graphic Communication)

MA Visual Communication (Illustration)

MA Visual Communication
(Photography)

Art Management pathway* (one/two semesters)

MA Arts and Project Management

MA Cosmetics Branding and Promotion

MA Design Management†

MA Fashion Management

MA Fashion Promotion

MA Global Media Management

MA Luxury Brand Management

MA Luxury Jewellery Management

Design pathway (two/three semesters)

MA Design and Visualisation

MA Product and Furniture Design

Fashion pathway (two/three semesters)

MA Fashion Design

MA Fashion Styling

MA Garment Technology

MA Textile and Surface Design

Media pathway* (two semesters)

MA Event, Festival and
Exhibition Management

MA Media and Cultural Studies

MA Media Production

MA Multiplatform and Mobile
Journalism

MA Public Relations

* No Portfolio required.
† Subject to a revalidation event in 2018.

INTAKE POINT

STAGE 1:

Pre-Master's at BCUC

Duration: One, two or three semesters (depending on academic background and proven ability)

Intakes: September, January and May

Campus: Bournville

PROGRESSION POINT

STAGE 2:

Master's Degree at Birmingham City University

Duration: Two semesters

Start: September

Campus: The Parkside Building,
School of Art,
School of Jewellery
or Assay Office



THE SCHOOLS

Based in the £62 million Parkside Building, on the City Centre Campus:

Birmingham School of Architecture and Design

- Industry-standard accreditation from the Royal Institute of British Architects (RIBA) and others.
- Direct links and involvement with the major redevelopment projects taking place in Birmingham.

School of Fashion and Textiles

- Work alongside award-winning academics and practitioners.
- Have the chance to showcase your final-year work to industry leaders at Graduate Fashion Week in London.

Birmingham School of Media

- Use facilities that are used by the media industry.
- Numerous work placement opportunities, guest speakers, industry projects and competitions.

School of Visual Communication

- Four main disciplines covered: Film and Animation; Graphic Communication; Illustration; Photography.
- The School has a rich history, dating back to 1843.

Based in the heart of Birmingham's Jewellery Quarter:

School of Jewellery

- One of the largest of its kind in Europe – with specialist horology labs, 3D printing suites and jewellery laboratories.
- One of the few providers in the world to offer a degree in Gemmology.

Based next to Birmingham Museum and Art Gallery:

Birmingham School of Art

- The building has won numerous awards for the restoration of its spectacular architecture.
- You'll find purpose-built studios, gallery and installation spaces, a fine art library and workshops for wood, metal, plaster, fibreglass, ceramics, digital media, print and photography.

DID YOU KNOW?

- The School of Media features four TV studios, a large 'green screen' studio, post-production suites and dubbing suites.
- Students within the Faculty have worked with, and received talks from, industry-leading companies such as the BBC, Goldsmiths, Harvey Nichols, Adidas, and Saatchi & Saatchi.
- You will have access to state-of-the-art studios, workshops and industry-standard facilities.
- The University's School of Jewellery is one of the largest in Europe, and is located in the heart of the city's Jewellery Quarter – where an estimated 40% of British jewellery is still made today.
- Many courses offer the opportunity to showcase work at national events and exhibitions.



JADE ZHAO, CHINA

BA (Hons) Jewellery and Objects

I really enjoyed using all the industry-standard machinery in the BCUIC workshops, and the independent study gave us the creative freedom to express our own ideas. I had no art and design knowledge at all before I came to BCUIC, but now I feel prepared for my degree.



To apply, please visit:
www.bcuic.navitas.com/apply

#BCUICandMe



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