

**Kingston  
University**  
London

# Creative and Cultural Industries



**Want to make it with art?**

**BA (Hons) Creative and Cultural Industries: Art Direction**

*UCAS Code P990 [www.kingston.ac.uk/cciad](http://www.kingston.ac.uk/cciad)*

**Want to design digital experiences?**

**BA (Hons) Creative and Cultural Industries: Design Marketing**

*UCAS Code P992 [www.kingston.ac.uk/ccidm](http://www.kingston.ac.uk/ccidm)*

**Want to create a must see exhibition?**

**BA (Hons) Creative and Cultural Industries: Curation, Exhibition and Events**

*UCAS Code P991 [www.kingston.ac.uk](http://www.kingston.ac.uk)*

# Undergraduate degrees offered by the Department of Creative and Cultural Industries

## BA (Hons) Creative and Cultural Industries: Art Direction

The Art Direction specialism of the BA (Hons) Creative and Cultural Industries degree is aimed at equipping you with the understanding and skills needed to work as an Art Director in an advertising agency or marketing department. Over your degree you will develop your visual communication skills and judgement and gain the knowledge and experience of the organisation and project management necessary to deliver the visual aspects of a client's marketing communications. This will involve conceptualisation and visualisation, visual narratives and storyboarding, artwork commission and evaluation, project budgeting and scheduling, collaboration and communication, entrepreneurship, strategy and branding in the creative economy. These skills and understanding will be provided in an Art School context underpinned by a philosophy of thinking through making and doing. You will learn how to use multimedia software packages to storyboard and prototype your ideas and project management software to organise and run shoots and development work. There will be an emphasis on collaborative learning through projects with students from across the faculty, live case studies with local creative economy companies and institutions, a summer internship with a relevant company, an entrepreneurship challenge and a sector specific mentoring programme.

## BA (Hons) Creative and Cultural Industries:

### Design Marketing

The Design Marketing specialisation of the BA (Hons) Creative and Cultural Industries is aimed at equipping you with the knowledge, understanding and skills needed to work in the marketing department of a design agency or other creative enterprise. Over your degree you will learn how to create well-researched design briefs for marketing communications both digital and print, commission design work and manage the design aspects of different marketing activities such as consumer research, social media and brand communications and user experience design for websites and mobile apps. You will learn the principles of design and marketing communications and focus on

understanding user experience and how to audit and prototype changes to the digital journeys of a company's customers. To increase your effectiveness in this area you will learn project management skills and supportive software packages, develop your visual communication skills and use of design software, and learn how to use prototyping software to guide website and app developers. These skills and understanding will be provided within an Art School context with its underpinning philosophy of thinking through making and doing. There will therefore be an emphasis on collaborative projects involving other students from within the department and faculty, live case studies with local creative sector enterprises, a summer internship in a relevant enterprise, an entrepreneurial challenge and a sector specific mentoring programme.

## BA (Hons) Creative and Cultural Industries:

### Curation, Exhibitions and Events

The Curation, Exhibition and Events specialism within the BA (Hons) Creative and Cultural Industries has been designed to equip you with the understanding and practical skills needed to work as an exhibitions and events manager within the creative sector. Over your degree you will learn the principles of curation and how to ensure that the visitor experience is aligned to the values of the curator and the exhibitions values and objective. You will develop skills and understanding required to conceive, resource and project manage an exhibition or event, develop promotional marketing communications, evaluate risk and run a budget. The degree is offered within an Art School context with its facilities and philosophy of thinking through making and doing, so emphasis is placed on learning and assessment through project work. Communication and collaboration skills and vital as are organisational ability so you will practice and develop your skills through projects with fellow students from the department and wider faculty, live case studies with local companies and an entrepreneurial challenge that will involve designing and delivering an exhibition or event. A summer internship involving working in a relevant company and a mentoring programme will help embed your understanding and skills in practical experience and prepare you to develop your career following graduation.

## Breakdown of the degrees

### Year 1 – modules and learning opportunities

#### **Design Thinking: creative problem solving (core)**

- > Design thinking and wicked problems
- > Service design thinking
- > Collaboration, teams and discipline boundaries
- > Prototyping techniques and software skills
- > Creativity – theory, tests and types

#### **Visual Narratives: creating compelling stories (core)**

- > Visual communication/storytelling
- > Multi-media storyboarding
- > Conceptualisation, pitching and persuading
- > Digital Media software skills (e.g. Illustrator/Photoshop)

#### **Creative Industries: Context, Content and Competition (core)**

- > History and development of the sector (policy)
- > Public policy and internationalisation
- > Economics of the creative economy
- > Business models and technology
- > Competition and strategy

#### **Art and Design History and Theory (core)**

- > History and development of art and design – the role of the avant garde Political art and design
- > Internationalisation and globalisation

**End of year:** Selection of degree and pairing up of a mentor from relevant sector with each student

### Year 2 – modules and learning opportunities

#### PATHWAY SPECIALISATION 1

**Art Direction** – conceptualisation, storyboarding, art work evaluation and commissioning, location evaluation and production co-ordination.

or

**Design Marketing** – principles of design, digital user experience design, digital marketing.

or

**Curation, Exhibition and Events** – principles of curation, event design financing, planning and marketing.

#### **Project Management in creative enterprises (core)**

- > Project management software and tools (e.g. basecamp/liquid planner)
- > Planning and critical path analysis
- > Resource allocation, task design Agile methodology
- > Budgeting and finance Monitoring and rescheduling

**Real world learning 1** – Live case study on an enterprise in the creative economy (pathway specific)

Students working in groups given a brief by a company in the creative economy of their pathway. Students apply design thinking approach to identifying, ideating and crafting a response to a problem they are experiencing. In groups students research the sector and the issue and prepare questions for an interim/guidance meeting with company representatives. Pathway specific tutor provides guidance where needed.

#### **Marketing in the creative economy**

- > Marketing research
- > Consumer behaviour
- > Marketing planning
- > Digital marketing
- > Branding

**End of year:** 12 week summer internship in a pathway specific enterprise

### Year 3 – modules and learning opportunities

#### **Creative Entrepreneurship (core)**

- > Opportunity recognition – research and prototyping
- > Resourcing the creative enterprise (finance/people)
- > Risk – assessment and protection
- > Business planning – structure and pitching

#### PATHWAY SPECIALISATION 2

**Art Direction** – cont. the practice and future developments.

or

**Design Marketing** – the practice and future developments.

or

**Curation, Exhibition and Events** – the practice and future developments.

#### **Research project (pathway specific)**

- > Either a dissertation, a consultancy report into a company specific issue or challenge or an enterprise/business or marketing plan.
- > Research methods
- > Data collection, analysis and structure
- > 2 supervisors – one on structure and one pathway specialist for the content of the inquiry.

For further information, please contact:  
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