



Middlesex
University
London

Foundation.

arts and creative industries.

lookbook.

**fine art / illustration / graphics / interior design
interior architecture / animation / photography
fashion / fashion communication & styling / film /
3D for film & games / games design & development
games and level design / advertising, public relations
& branding / creative writing & journalism / digital
media & communication.**

An inspiring collection of artwork created by MDX BA Foundation students.



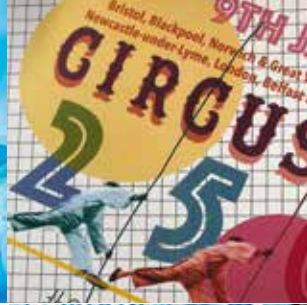
'I've learned a lot. especially new techniques. I've been pushed out of my comfort zone. I'd never done photography before and now it's one of my favourite mediums.'

Michael, student



'I've learnt not to rely on a computer. Even though I'm an animator and gamer and my work relies on it, this year has encouraged me to find alternatives, so instead of making digital collages for example, I've experimented with actual collage.'

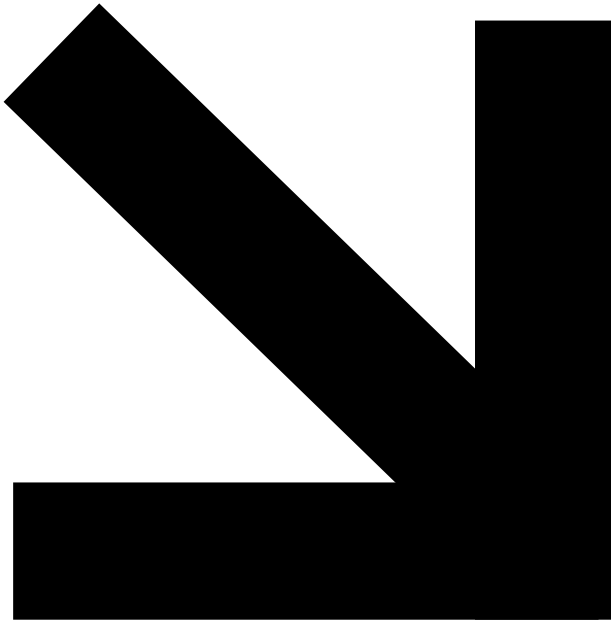
Gabriel, student



'It was the right choice for me. I loved trying new equipment, learning printing techniques and using all the resources here. They are what drew me here in the first place.'

Lucy, student



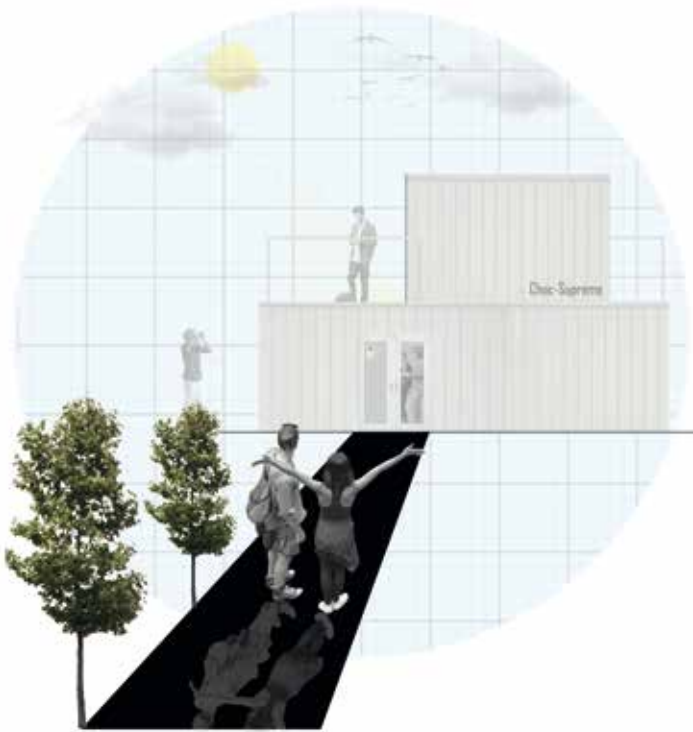


Foundation is an exciting and flexible year of study designed to encourage students to explore creativity, develop skills, and experience the breadth of the specialisms on offer, before focusing on the direction of their BA journey and career pathway.

The Foundation year is an essential part of the learning process. The Arts and Creative Industries Foundation year is a contemporary and inspirational multidisciplinary programme, carefully compiled of four modules, that encourages students to explore the aspects of different creative directions. With a diagnostic approach, and in preparation for BA study, this programme aims to: expand creative thinking, develop a strong base of essential and transferable skills and techniques, clarify industry careers for future focus, build confidence, and help students choose a suitable direction in the creative industries and clarify career opportunities. .

This publication aims to give a visual flavour of our foundation programmes; an insight into the creative artwork that our students produce; honest feedback from their experiences throughout the year; clarification on the four year offer; and to highlight the BA progression routes.



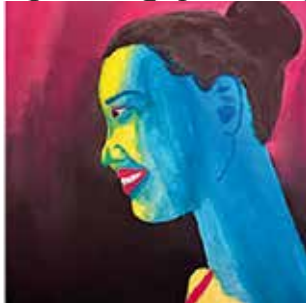


This Higher Education programme helps build the foundation for a successful BA experience. Make your year count.

- **A highly experienced and supportive team of industry-based tutors and technicians** who will inform, guide and support students through the foundation year and help provide valuable links with the creative industries.
- **This Flexible year** gives the opportunity to discover passions and identify strengths within the creative industries and focus on a future pathway for study, allowing students to change direction within the year.
- Experience continuing support, with **regular feedback and assessment** throughout the programme.

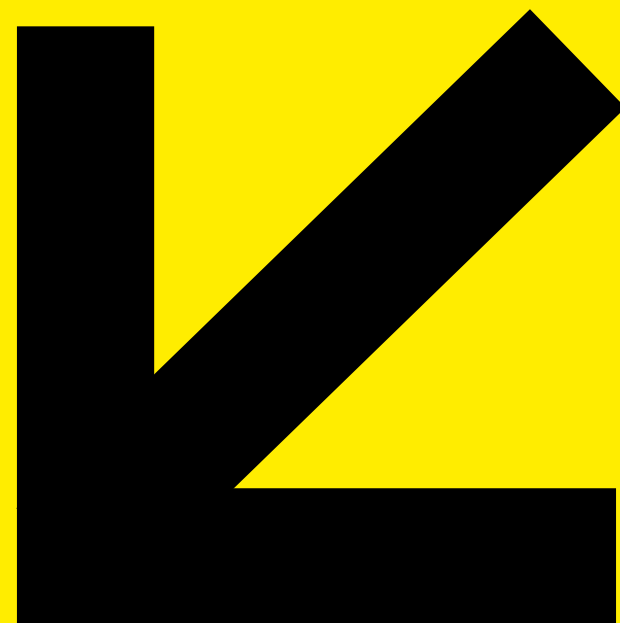
highlights.

arts and creative industries foundation.



- Our **world-class facilities** and expert technical staff help support projects and introduce new methods and approaches to student practice. With full access to our wide range of art, design and media facilities, our experienced staff will teach the process principles, expand creative thinking, and enable students to realise their ideas, including daily support and access to our **comprehensive specialist library facilities**.
- An opportunity to **explore creative London** with our experienced contextual studies team, who provide an exciting introduction to the museums, galleries, and exhibitions of London through a diverse selection of field trips and industry visits. Students take inspiration, reflect and document what they see to enrich their studio projects and promote the value of research.
- A foundation event dedicated to clarifying career pathways: **Industry week** invites a collection of industry professionals from all disciplines to share their stories and experiences, giving students the opportunity to explore and question the current creative industries. This unique experience helps clarify direction choices and gives an insight into today's different careers and what they involve.

Have you got a passion for animation, or feel like exploring photography? Are you a film maker? Fancy writing scripts for TV? Is illustration your thing, or do you crave the freedom of a fine artist? Want to devise your own fashion brand? Interested in graphics or advertising, or are you captivated by the world of interiors? Can you build gaming worlds, imagine characters or create stories? Discover your own creative pathway.



careers.

arts and creative industries.

animation: 2D animator / 3D animator / layout artist / compositor / effects / video editor / key frame animator background artist / digital ink & paint artist / image editor... **graphic design:** exhibition / web / promotional product & packaging / magazines / corporate identity / art director / publishing / book packager moving image / artworker... **illustration:** books / editorial & magazine / children's books / packaging / branding graphic novels / web, app and games design / animation & storyboarding / live events / murals / advertising... **film:** film director / screenwriter film, video / TV producer / production manager / production assistant / film & video editor / lighting technician / cameraperson / locations manager / media researcher / TV floor manager sound engineer / camera operator / sound designer... **advertising, PR, branding:** campaign planning / brand management / digital advertising / copywriter / magazine journalist / creative director / editorial assistant / publisher / editor / marketing executive / public relations manager / web content manager / social media manager / newspaper journalist... **3D for film & games:** 3D animator / character artist / environment artist / technical artist / visual effects... **games design:** game designer / game tester / game programmer / applications developer / games developer / software engineer / level designer / content designer / production assistant / technical designer... **fine art:** printmaker / painter / fine artist / sculptor / public commission / installation artist / art therapy / educator... **fashion:** fashion designer / textile designer / stylist / art director retail buyer / retail merchandiser / visual merchandiser / art director / fashion marketing... **photography:** press / editorial / fashion / reportage / technician / photo journalist / picture editor / police photographer, social photographer / events and wedding / corporate / fine art / Food / content provider / social media creator / commercial / tutor / studio manager... **interiors:** interior designer / interior architect / exhibition designer / retail designer / interior stylist / industrial designer / lighting specialist / 3D visualiser... **creative writing & journalism:** script writer / editor / copywriter / writer / screen writer / playwright / poet / arts administrator / producer / journalist / reporter / teacher / lecturer / marketing / publicist / PR content writer / blogger / influencer... **digital media & communications:** E-commerce support / E-commerce analyst / marketing officer / video and blogging / community management / digital content creator / influencer / social media manager / multimedia designer... **etc, etc**

London is home to some of the world's leading art galleries, museums, contemporary art and design venues, film, theatres, music venues, and exhibition spaces. London is also the centre of world-leading creative and cultural industries' sectors.

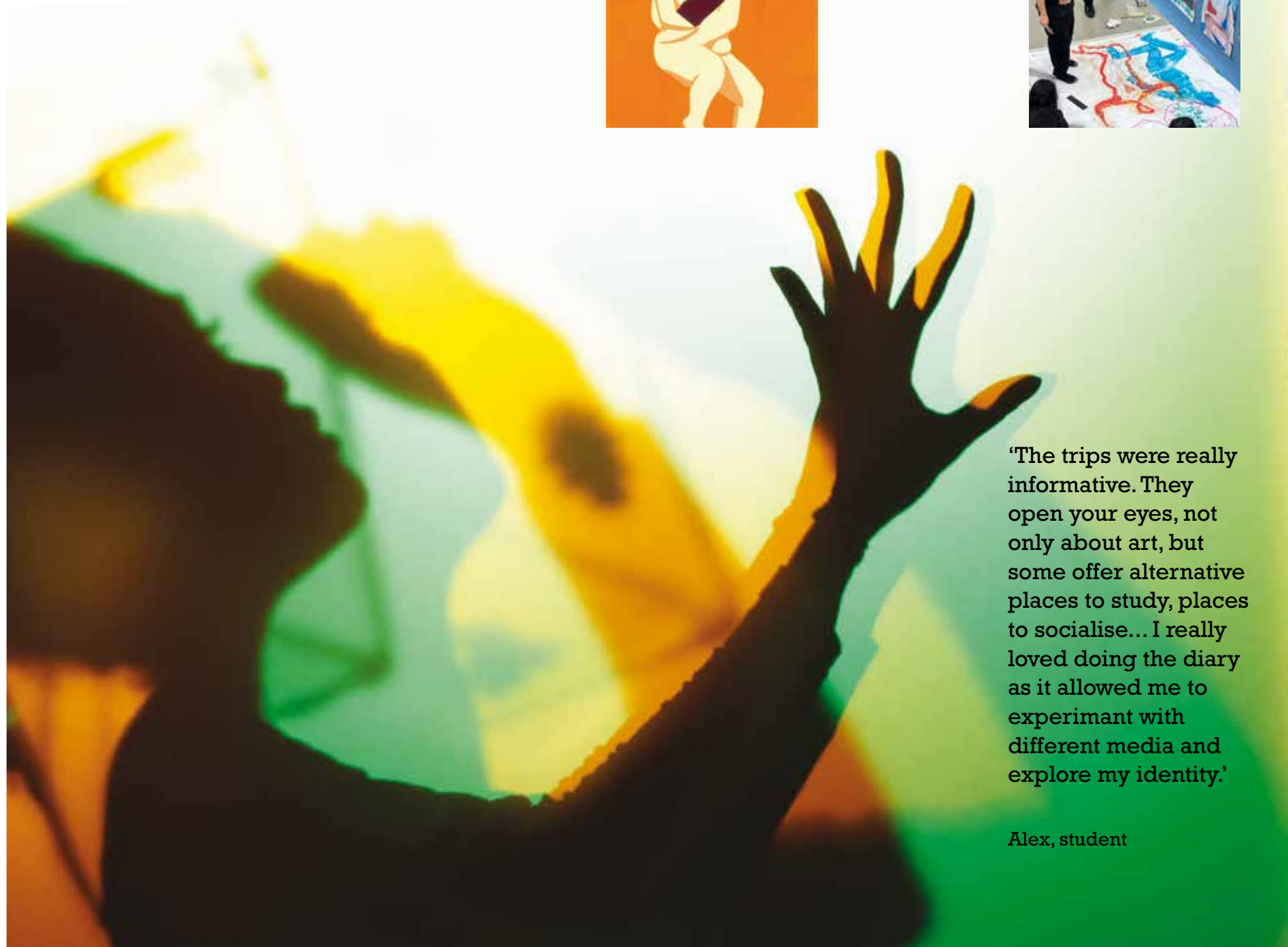
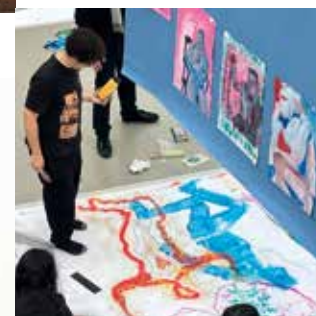
The module invites students to explore London as a creative centre of art, design, and media through a series of visits to galleries, exhibitions, museums, and studio sessions. Our contextual studies team share their expert knowledge through these informative field trips, seminars, and talks, providing knowledge of contexts and issues that will inform and inspire your developing practice.

Students will have the opportunity to reflect on their experiences, recording and capturing their journey in a visual diary or zine, and begin to define inspirational sources and identify pathways of interest.

creative london.



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Everything was



'The trips were really informative. They open your eyes, not only about art, but some offer alternative places to study, places to socialise... I really loved doing the diary as it allowed me to experiment with different media and explore my identity.'

Alex, student

skills & the creative process.

Build your skills and explore our world class facilities with the support of our experienced technical team. Experiment with different techniques and mediums through a series of introductory project-based workshops, and creative day projects, designed to introduce you to the creative process method of working and help you understand the importance of research to inspire and enrich your practice.

Students are based in an exclusive foundation studio where they have the space to work on their creative projects. We believe that working alongside other students studying different disciplines enriches the learning process and strengthens the artistic outcomes.



‘The workshops presented me with a wonderful opportunity to try out new techniques. I have incorporated them into my practice wherever possible. I particularly enjoyed photography and printing as I had very limited experience in these areas prior to my foundation year.’

Ann, student

creative directions.

Through a series of specially designed creative briefs, each student will develop their own personal style and recognise their strengths and preferred direction. This flexible programme allows students to test different directions as our Industry-based tutor team support creative investigation, and offer specialist guidance to prepare students for the creative pathway ahead.

One of the key features of the Foundation Year curriculum is that students benefit from intensive tuition from industry professionals with regular 1-1 feedback sessions and end of module assessment. This programme is designed to allow the freedom to experiment, explore and investigate new, different and challenging ways of working.



'It helps you know what you like and dislike. I came thinking I wanted to do illustration and it turned out I liked interior design much better. Better to find out sooner rather than later.'

Adam, student



The final module focuses on a major project in your chosen direction. A longer and more involved project challenges students to put into practice what they have learnt throughout the programme. Students will also have the opportunity to build an extensive portfolio of work showcasing their best works from the year.

As part of this four year programme, on successful completion of the foundation year, students will automatically progress directly on to one of the BA programmes without the need for a further interview.

major project & portfolio.



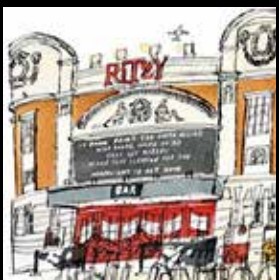
'The greatest pride, thanks to foundation is that I feel more self-confident and have overcome the fear that accompanied me while creating my works. Now drawing has become a big part of my life again which makes me happy. The most fun for me is just the time in the studio with other students. Each of us could learn something from each other and support. Sharing passion made the university feel more like home.'

Iza, student

Foundation is an essential year to help you discover and focus on the next step of your creative journey. Our collection of award winning BA programmes support the pathway to your future career in arts and the creative industries.

BA Fine Art
BA Animation
BA 3D for Film & Games
BA Photography
BA Film
BA Graphic Design
BA Illustration
BA Interior Architecture
BA Interior Design
BA Fashion
BA Fashion, Communication & Styling
BA Advertising, Public Relations & Branding
BA Games & Level Design
BA Games Design & Development
BA Digital Media & Communication
BA Creative Writing & Journalism

BA progression:



BA Illustration

We are a lively and exciting course covering all areas of illustration including reportage, children's books, graphic novels, editorial illustration, book covers, packaging and magazine illustration. We have frequently been short-listed for the prestigious Macmillan Children's Book Prize and have had finalists two years running in the international Folio illustration awards. Our student Alex Foster was winner of the AOI World Illustration award.

BA 3D for Film & Games

As part of our programme you'll gain the knowledge and space to develop as an artist working with 3D software. You'll cover the key areas within the industry: character art, environment art, character animation, rendering and dynamics, virtual reality design and Z-Brush sculpting. Each year student games are selected for exhibition at EGX Rezzed, London's largest Games expo, and many get jobs at the UK's most prestigious studios: Cloud Imperium Games, Creative Assembly, The Brewery VFX, Rockstar and Blue Zoo.

BA Animation

Find your own vision and learn the secrets of success in animation filmmaking with our BAFTA winning academic team who all work professionally in the animation industry. Each lecturer has their own skill-set in long and short animation, commercials, TV series, motion graphics and more. You'll study across a broad range of subjects including traditional and digital animation techniques, stop motion, as well as 3D computer animation.

BA Fine Art

A strong and long history of producing Professional Artists of international and national standing in contemporary art and cultural activities from film making, major pop singers, performance and community engaged works. Former students have won prizes and awards in every area of visual art practice. Our broad base approach has opened major careers for graduates involving new technologies, the film industry both British and international and been the base for artists whose careers have led to international success and recognition.

BA Graphic Design

The wide choice and flexibility of projects enable students to investigate a variety of subjects such as Typography, Branding, Illustration, Motion Graphics, Photography, Interactive, Editorial and Font design to create innovative and effective design solutions. We have a strong reputation with creative bodies such as RSA, CCA and D&AD having won numerous awards. Recent graduates have worked at design agencies such as Apple Media Lab, BBH, M&C Saatchi, Feed, Springetts, Lewis Moberly and Human After All.

BA Film

If you want to work in the exciting world of film, you will need strong practical skills and solid theoretical knowledge. This highly respected course delivers, as evidenced by the success of many of our graduates, who have gone on to work on Star Wars productions, for Disney and the BBC. Others have set up their own companies or continued their studies at the National Film and Television School.



BA Games & Level Design

With an interactive storytelling and design led focus, students learn to design game mechanics as well as tell stories. Staff have experience across AAA, indie, tabletop and mobile gaming. You will develop your skills in designing and prototyping games, as well as several forms of storytelling. On this highly practical course, you'll be making games with a mix of digital and paper prototyping and planning.



BSc Games Design & Development

With a technical and programming focus, students will design and script games from day one. On this highly practical course, you'll be making games with a mix of digital and paper prototyping and planning. You will be introduced to a range of tools for bringing your ideas into reality, including Adventure Game Studio, RPGMaker, RenPy, Unity and Unreal.



Megan Lucy Spicer

BA Fashion

Fashion Design at Middlesex focuses on both design and making. Our dynamic, fast-paced Fashion Design programme focuses on individuality and creativity, underpinned by strong technical skills creating confident and highly employable young fashion creatives. This is a flexible degree with a strong focus on sustainability.



Silje Skerra

BA Fashion, Communication & Styling

One of the most exciting fashion programmes in London, which gives the opportunity to work with a wide range of media and visual communication methods that are central to the fashion industry. Build valuable skills on placement before London Fashion Week, and take part in the Degree Show, showcasing work and increasing a professional network.

'The foundation year prepares you for what is to come. It teaches you to think critically and that's such a big part of university life. It also teaches you to rely on yourself and become more of an independent learner, which also prepares you for the outside world. I can't wait for the next three years.'

Sarah, student



BA Creative Writing & Journalism

Our journalism and creative writing course offers the unique experience of combining both subjects, so you can develop your skills as a writer across different styles. You'll learn alongside professional authors, playwrights, scriptwriters, and journalists. You'll also get plenty of opportunities to showcase your work at events like the North London Story Festival.



BA Photography

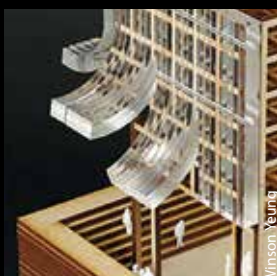
BA Photography is recognised as one of the best photography programmes in the country, winning many accolades. Alongside our dedicated staff we have some of the best facilities in the UK to help students realise their creative vision and to develop their own personal approach. Many of our students have received industry recognition winning numerous awards and gone on to pursue varied careers in the photographic industry.



Anu Fraser

BA Interior Design

We design creative spaces within existing buildings, focusing on look, feel, experience and function, often with little structural intervention within the existing architecture. We create commercially focused interiors which are trend and style aware, shops, restaurants, working spaces, exhibitions, looking at all aspects of the design, not just the interior itself but also the furniture, lighting and graphics and importantly the overall character and attitude of the space.



Winson Yeung

BA Interior Architecture

In Interior Architecture you will question and re-invent the way we inhabit spaces – they way we live, work, study, shop. You will deal with existing buildings, adapting and remodelling them into new contemporary solutions. You will investigate and challenge the existing architectural fabric and context, come up with new ideas to re-use existing spaces and put forward your interpretation to meet the user's needs and desires.



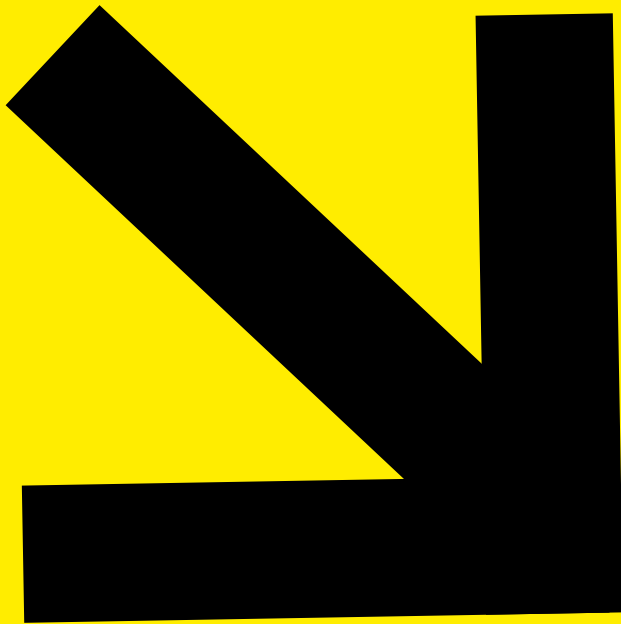
BA Advertising, Public Relations & Branding

This innovative course explores a broad range of subjects and practices within the fields of advertising, PR and branding, from creative advertising and promotional video production to social media PR and place branding. You will learn about the traditional differences between paid, earned and owned media, and also the ways in which brand communications are transforming this media landscape.



BA Digital Media & Communications

Combining theoretical knowledge and practical skills, and new media skills, video production, website design, culture and more. Practice-based work includes video production (following Government safety guidelines), web design and HTML programming, data visualisation and smart environments. Explore the management and analysis of social media platforms, with APIs and other sources used to present and assess social data.



'I've learnt to go beyond my comfort zone and explore. I've grown not only as an artist, but also as a person.'

Darius, student

'I thoroughly enjoyed every aspect of the Arts and Creative Industries Foundation year. I have come away from the course more confident in myself, in my creativity and I have found my place in the world as an artist. I intend to continue to apply this change to my life and work.'

Gay, student

'This foundation year has been enlightening and thought-provoking for me. When I compare the artwork I produced before beginning the foundation year, I can see a lot of growth and an increasing amount of confidence in my ability to use art techniques that I haven't used previously.'

Hassan, student

'On the foundation year, you have everything you need to help you find what you're good at and what you really enjoy. You can go to all the different workshops and learn so much. I didn't enjoy print-making at school, but now I want to explore this workshop more and experience the different techniques available to me.'

Adam, student

'When I left school, I thought it'd be the last year when I had lots of fun, but I've had so much fun here and made lots of friends, whilst learning such a lot! I'm now so much more confident in my art. I don't worry about making mistakes, I experiment a lot with different media, use the workshops... I could go on. It's all helped me explore further and develop so much.'

Aziz, student

contact

Art and Creative Industries Foundation

b.speight@mdx.ac.uk

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For more information on individual programmes, please checkout our website for details.

<https://www.mdx.ac.uk>

Middlesex University
The Burroughs
Hendon
London NW4 4BT

Admissions, in office hours
+44 (0)20 8411 5555