CREATIVE EVENTS

Medway
Kent is one of the UK’s leading universities. All of our academic schools produce world-class research, and Kent is rated as internationally excellent, leading the way in many fields of study.

Offered within the School of Music and Fine Art, our innovative Creative Events programme is one of the few courses to teach events as a design subject, encompassing both the public realm and the private sector.

**World-leading research**

The School of Music and Fine Art combines its excellent teaching with a strong research culture and award-winning facilities. Academic research in Creative Events focuses on ways of designing and making, and approaches to thinking. The subject is inherently interdisciplinary and staff undertake practice-as-research projects in a range of media and scale. Our staff have had creative involvement in a wide range of projects, from 2012 Olympic commissions to the collaborative artists’ group Tea.

**Inspirational teaching**

Our Creative Events programme introduces you to a range of artistic, practical and managerial approaches to devising exciting live events. You cover the full spectrum of events, from street performances to product launches, and from installations to community celebrations. The programme helps you to find ways of making extraordinary acts of imagination come to life and, crucially, innovative ways to communicate.

We use a variety of teaching methods and in any one week you can expect to participate in many of the following: seminars, lectures, practical workshops, site visits and field trips, demonstrations and one-to-one tuition.

You become conversant with many aspects of professional practice. Not only do we introduce you to a range of creative skills, but we back this up with solid competencies in the production and business management of events. You learn about project planning, technology, stage management and, of course, health and safety.

**Supportive academic community**

At the School of Music and Fine Art, you are part of the creative student community alongside Fine Art and Music and Audio Arts students.

Our students benefit from a diverse range of teachers. Our lecturers and workshop leaders range from traditional academic staff, who have a wealth of experience in university teaching and research, to practising artists and professionals within the sector. This results in a dynamic teaching environment where students come into contact with, and benefit from, the extensive experience of leading practitioners and experts in the field.

We never lose sight of the fact that many of our students will work within the creative events sector following completion of their studies.
Events student took the opportunity to study at Long Beach University, California. For more details of study abroad opportunities, see p13.

A successful future
Our graduates work in a wide variety of roles related to the design and management of events production. Corporate career choices have included PR, advertising, marketing and the heritage industry. Many work on a freelance basis in roles as diverse as pyrotechnician and production manager. Others have set up their own events companies. Our graduates have also gone on to further postgraduate study in fashion photography and teaching qualifications and some are now teaching IT and art and design.

As well as providing a first-rate academic experience, we want you to be in a good position to face the demands of a tough economic environment. During your studies, you develop the key transferable skills that are considered essential for a successful career. For more information on the careers help we provide at Kent, please go to p8 or visit www.kent.ac.uk/employability

A global outlook
As the UK’s European university, the University of Kent not only has strong links and partnerships across Europe but also connections further afield. Our campuses at Canterbury and Medway have excellent international access via the high-speed Eurostar train service. Our global connections are reflected in our student community; Kent students come from 145 different countries.

Creative Events work placements may also be overseas. Students have completed placements in Mexico, Hong Kong and Kuala Lumpur. It is also possible to extend your studies by taking an additional year to study abroad; see p13 for more details.

Our close links with the sector result in a contemporary and outward-looking course that is highly aware of the concepts inspiring, and issues facing, creative events practitioners today. Our students frequently make creative work for real-world events, and we have a close working relationship with local festivals.

Year in industry/work experience
All Creative Events students are given the opportunity to apply for a year in industry between their second and third year. Shorter work placements may also be available. By taking either of these opportunities, you gain practical experience that gives you a competitive advantage in the working world. Recently, a Creative Events student took the opportunity to study at Long Beach University, California. For more details of study abroad opportunities, see p13.

DID YOU KNOW?
Creative Events is based within the Chatham Historic Dockyard, a waterfront complex adjacent to the main Medway campus.

Excellent facilities
In the state-of-the-art multidisciplinary environment of the School of Music and Fine Art, you share the campus and can share modules with Fine Art and Music and Audio Arts students.

Creative Events students use a superb design and production space known as the Engineering Workshop. The Engineering Workshop has a fully kitted photography production laboratory, with both analogue and digital processing facilities including: a darkroom with 35mm and medium format enlargers; temperature controlled developing facilities and high-speed automatic Ilford processor/dryers.

Alongside the Engineering Workshop, there are other spacious, refurbished Victorian workshops, which have all the facilities necessary for students to realise their potential as engineers of the imagination.

Other facilities include dedicated iMac photo editing suites with software including the latest Photoshop and Illustrator. We have a full studio lighting rig and backdrop for studio photography.

The Boiler House Workshop provides facilities for wood, metal, casting, plaster work, fiberglass work, textiles and printing, as well as an outdoor space for large sculpture construction.

Digital suites/photography
You have access to a wide range of specialist and professional grade audio visual equipment and facilities including: high end HD video and Digital SLR cameras; mini DV video cameras; HD hands-free video cameras; Final Cut Pro editing suites, and audio recording devices. It is possible to produce very large-scale prints on a range of materials using our specialist large format printer. All facilities are fully staffed by our technical team who offer specialist advice and support.

Historic location
The Dockyard has a range of historic buildings housing museums, galleries and visitor experiences. It is also used as a film location and for large-scale public art projects.

On campus
The Medway campus is home to three different universities – Kent, Greenwich and Canterbury Christ Church – and is a vibrant, dynamic environment with a mixture of older and award-winning modern buildings.

Excellent academic facilities include the £8-million Drill Hall Library and the computing service. There is Greenwich and Kent Students’ Unions Together (GK Unions), as well as numerous societies, cafés, a bar, shop and a sports hall.

Good location
The campus has good transport links: the train service from Ebbsfleet International to St Pancras in London takes under 20 minutes. The service from Chatham station to London Victoria or London Charing Cross takes only 55 minutes.
Hannah Hand is in her third year studying Creative Events.

What attracted you to studying at Kent?
I chose it partly because I was looking in the local area and partly because I wanted to go into the events industry. I visited the University, where one of the tutors gave a tour of the campus, and found that the course was just perfect for me.

How is your course going?
I love it; I don't want it to end. It’s really interesting, and you get lots of hands-on practical work. There is such a broad variety of subjects to learn such as branding, carnivals, health and safety, and everything in between. A lot of other courses focus on events management, but this course covers the more creative side of events as well.

How would you describe your lecturers?
They are lovely, they really are! They’re genuinely interested in you and your work, whether giving advice or just having a chat.

What do you think about the level of support in your studies?
It’s really good. When I started out I lacked confidence in my public speaking, but I was given tutorials to help build my confidence. I wouldn't have been able to do this interview without this support!

Which modules have you enjoyed the most, and why?
I like the more artistic ones. The ones that stand out are Scenography, which is designing everything that’s involved in theatre such as costumes, sets, etc and The Brand Experience, where you get given a brand to look at in detail before designing your own contribution. I like to be creative!

How would you describe your fellow students?
In Medway, the School of Music and Fine Art is like a family. We’re really close. There are about 300 students in the School on this campus and about 20 in our year from Creative Events. There’s a mix of people, both the artistic and the management types, but we all interact with each other so there’s a good dynamic.

What are the facilities like on campus?
The Dockyard part of the campus is a really unique site. We’re surrounded by history, from as far back as Tudor times. Just looking out of the window in the School of Music and Fine Art we can see the HMS Cavalier and the HMS Gannet. In the Galvanising Shop, where we’re based, there’s still the original metal equipment. I come from the area, but didn’t know this was here. On the main part of the Medway campus there’s the library, the Student Union building, and Coopers, which is like a friendly pub and has good food, and there’s lots of other cafés and restaurants nearby.

What sort of things do you do in your spare time?
I work for the Medway Activities events team at the University. We provide free coach travel for students to take them out in the surrounding area or to London for days out or clubbing. So I’m able to work and have fun at the same time!

What was your work placement like?
From April to September, I worked for Lucid Illusions on a music festival held in Greece. For the first three months we were working in Canterbury, building the main stage, helping with the design, and doing practical work. Then, in June, we went out to Greece to help set up the stage. It was hard work. We were working long days, but it helped me learn time management and gain practical experience. I think the placement has really helped career-wise. I’ve already had a job on the Olympics operations team. At the interview, they were really impressed when they saw on my CV what I did on the placement.

Any advice to other students?
If I could do it again, I’d definitely move away from home to live with other students. The new Liberty Quays accommodation was built just after I joined. Other than that, dive right into it! If you have a passion for events, then do everything you can while at University, such as going to carnivals or festivals. There’s a lot available, so just go for it!
A SUCCESSFUL FUTURE

Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job. We are consistently in the top 20 for graduate starting salaries and, six months after graduation in 2012, only 6% of Kent graduates were without a job or a further study opportunity.

A creative future

The knowledge, skills and techniques you gain during the Creative Events programme will, we believe, give you an advantage in a challenging field. In the development of this BA (Hons) degree, a wide range of practitioners and companies were consulted, enabling us to tailor-make the programme to meet and even exceed industry demands. The contacts you make on the course, and any work experience you undertake, should prove invaluable.

We have links with many national and international organisations in the arts event sector, including: M-is; Bespoke Events London; Alison Price & Company; Astral Design Ltd; Periplum; The Mayor’s Thames Festival; Fuse; Artichoke; Emergency Exit Arts; H2oh! Entertainment; Strange Cargo; and Animate Arts Company Ltd.

The skills and expertise you gain enable you to work in a range of positions. Possible options include: creator of street arts (as director, devisor or designer); artist or maker for creative events; production manager (for conferences, theatre, music); performance or event technician (also cruises and theme parks); creative designer for brand and corporate events (sometimes called ‘the creative’); wedding and party planner; carnival artist; community arts worker; arts, culture or tourism officer; performance or installation designer.

Student placements

You can benefit from a Creative Events industry placement during your time with us. Recent student placements have included the media agency Closer; London Fashion Week; Lounge on the Farm; and the retail-design agency Beyond. For an extended work experience option, you can take a year in industry; see p13 for more details.

Careers advice

The University of Kent’s Careers and Employability Service can give you advice on how to choose your future career, how to apply for jobs, how to write a good CV and how to perform well in interviews and aptitude tests. It also provides up-to-date information on graduate opportunities before and after you graduate. For more details, see www.kent.ac.uk/employability
GRADUATE PROFILE

Berna Ucel graduated with a BA (Hons) in Creative Events in 2009 and went on to work for the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG).

Why did you choose Kent?
After a few years of working in various industries, I was searching for a course that would combine the variety of skills I had gained on one career path. I had looked at a few courses, but nothing really grabbed my attention until I had a look at Kent and saw the Creative Events programme, and immediately sent my application.

What attracted you to the course?
It was the perfect combination of all the skills that I had gained over my extremely long gap year(s). The variety of modules on offer ranged from street arts and festivals, to sitting in a studio and creating soundtracks, and rigging lights. It provided a taster for events work of any type.

What was your degree course like?
My honest opinion is that the course was, in one word, ‘fun’! This doesn’t mean that it was easy. Some days you would be writing long essays about a project that you had worked on for months, and some days you would be covered in paint and making giant puppets.

What did you do in your spare time at Kent?
The spare time I had left over from lectures or essays was spent in the Galvanising Shop, working and improving on existing projects. I always made the effort to attend events that were held on campus. As it’s a small campus, the socials were always fun as you would inevitably meet a friendly face.

Did the course affect your career plans?
The course brought to light the sheer variety of events. Although I had some previous experience in and around events, it really encouraged me to move forward with my career choice.

Could you describe your career path since leaving Kent?
Since leaving University, it has been an interesting journey. Immediately after graduating, I set off to Turkey for a holiday, which turned into a job tour-managing a singer and his band. Once the tour was over, I returned to London. In June 2010, I was offered a job at Hampton Court Palace as an Events Executive. This was a great opportunity and a fantastic venue to work at. My experience at the Palace was amazing and led to my job at LOCOG. I worked as a Venue Operations Manager for the 2012 London Olympics, which without any doubt was one of the most challenging and exciting jobs to take on.

I had to manage the different operational areas of the Olympic venue to make sure the competition went ahead. Every day was different, consisting of meetings, site visits or long hours of typing up various documentation. I was thrilled to be a part of the London 2012 Olympics and the world’s largest event.

What are you doing now?
I am now in Glasgow working for Glasgow 2014 Commonwealth Games. I am Venue Operations Manager for the Road Cycling and Marathon. It’s quite challenging but I enjoy large projects.

What are your future plans?
For the next few years, I want to continue working to gain as much experience as possible, as the beauty of an events career is that you are constantly learning something new. Eventually, I would like to have my own events company, but I believe there is a lot to learn and do before that step.

What advice would you give to someone thinking of coming to Kent?
You should be prepared for some great times and make sure you enjoy every moment as time flies by. Kent is a great university with a large range of resources on each course. I wish all new students the best and hope they enjoy their time at the University as much as I did.
STUDYING AT STAGE 1

The Creative Events degree is taken over three years, or four years if taken with a year in industry or a year abroad. Stage 1 is your first year.

The modules you study at Stage 1 provide an essential foundation for the more advanced study later in the programme. They provide a broad introduction to many aspects of events theory and practice, as well as equipping you with the design skills you need to realise your creative projects during the course and beyond.

At present, all Creative Events students take six modules, which cover both theoretical and practical approaches.

- Contexts and Case Studies in Creative Events
- Fundamentals of Event Design
- Industrial and Regional Research
- Production Practice
- Realising the Creative Idea
- Visual Communication

"The best thing about Creative Events was the variety and flexibility of the modules, which allowed us to explore our individual interests while ensuring we had a grounding in the practical aspects of the industry and had a lot of fun too."

Sonia Last
Creative Events graduate, now working as a trainee Set and Stage Technician for Metro Broadcast

Modules: Stage 1

Contexts and Case Studies in Creative Events
This module addresses the linked questions: what are ‘creative events’? Who is producing them? Why are they important, and what effect do they have? Are there common points of reference? How do we critique and talk about them? Lectures and seminars introduce different types of events, ideas and discourses, and offer you the opportunity to question and debate these different ideas and practices. You look at a broad range of companies, artists and ways of working, and you have first-hand encounters with members of the profession.

Fundamentals of Event Design
This module teaches the fundamental skills needed for the development of 3D designs for events. The field of events is diverse, so you consider some of the core skills that are needed in many projects, from branding recognition to design for theatre or public art. In essence, this module proposes that a fundamental skill of the designer is the ability to ‘articulate’ and ‘interrogate’ their vision through drawing, collage, models and description, as this is a primary method of being able to investigate, improve and eventually ‘sell’ an idea.
Industrial and Regional Research
In this module, you undertake field research into the events life of the region. You analyse and map local events using the critical notions developed in Contexts and Case Studies in Creative Events. You begin by researching the general scene, before choosing a company, locale or event to study in more detail. You deploy a range of approaches to this research including observation, local news archives, interviews, simple statistical analysis and participation. This will result in a detailed survey and report on the local event culture. Incorporated into the module are a series of visits by professionals who talk about their work and companies, not only illustrating the working world of events, but also introducing you to networking skills.

Production Practice
The safe and efficient planning and implementation of production processes is fundamental to the success of an event. This module introduces the key issues in such planning: health and safety, site planning and management, common production processes and approaches to stage management. You are introduced to each of these areas in short, intensive blocks of specialised tuition, and you then put the individual components together on a small, realised project with emphasis on effective and safe management.

Realising the Creative Idea
Here, you learn the creative skills required for events through taught classes and the hands-on production of a small creative event. Following a series of exercises to develop your imaginative responses to project briefs and stimuli, you focus on one or two extended projects, from initial planning, design, budget and safety assessment, to organising, building and installing the work. Through this practical experience, you gain knowledge of the procedures, working methods and requirements of event design, construction, production and project management.

Visual Communication
The ability to visualise creative ideas is fundamental to the processes of designing and producing events and experiences. Those involved in creative events need to be able to evoke the ‘quality’ of an idea early in the planning process, to develop these ideas and communicate them to others. This module introduces visualisation techniques and processes, giving you essential skills that are developed and deployed on many later modules.

DID YOU KNOW?
Kent is ranked as one of the top 20 universities in the UK in The Guardian University Guide 2014.
STUDYING AT STAGE 2

Stage 2 modules enable you to build on the skills and knowledge gained in your first year, while helping you determine your main interests before you specialise at Stage 3.

The following modules are available:
- The Business of Event Production
- The Brand Experience
- Celebratory Performance
- Digital and Interactive Media in Live Events and Performance.

Modules: Stage 2

The Business of Event Production
This module develops the material studied in the Stage 1 module Realising the Creative Idea, to look in detail at company structures, project management, budgeting, employment and contract responsibilities, and the context of different business environments (either public or private sectors) in which events operate. The module provides the necessary business skills to enable you to operate in the profession, equipping you with a deeper knowledge of the way the business operates, and to assist in your critical evaluation of events projects.

The Brand Experience
Here, you are introduced to the development and communication of brand identity through events. Commercial practices draw upon new developments in art and technology to provide an end result that may be both high art and high commerce. You look at how companies develop and communicate brand values when engaging an audience. Following close study of contemporary examples, you engage in creative projects in your own areas of interest.

Celebratory Performance
Whether carnival, procession, celebration, street art or outdoor performance, celebratory events have a strong cultural purpose designed to animate a community, celebrate an event of local significance and draw attention to aspects of heritage and history. You study British celebratory events, the techniques common to their construction, and the process of designing and producing such events from conception to evaluation. You also consider how to go about negotiations with funding agencies and host communities, and the wider practical requirements of community, heritage and tourism events. Once the initial theoretical groundwork has been covered, the module will be based around one or more connected projects, working on an event to celebrate a topical cause.

Digital and Interactive Media in Live Events and Performance
New technologies have made an immense impact on live and mediated performance. Here, you explore the relationship between digital imagery and culture, and contemporary performance practice. The module examines both the evolution of multimedia performance and its current use. Through study and practical exercises, you explore some of the techniques of multimedia performance, the theatrical and media languages that they employ and the impact of their use. You draw upon your existing technical knowledge and learn some new technologies and systems. This is not a technical training course, so you are expected to develop your own skills through independent learning. You have the opportunity to deploy your skills in a supported environment with constructive feedback.

“Creative Events is such an interesting and diverse subject to study. Each module covers a different practice and discipline which stretched our imagination and skills. Tutors and students all got on with each other, which made learning and completing our assignments much easier to handle.”

Fil Walters
Creative Events graduate
At Kent, you have the opportunity to broaden your experience, either vocationally or through travel further afield. Between Stages 2 and 3, you may take an optional year working in industry or studying abroad.

**Year in industry**

The School of Music and Fine Art gives you the option to extend your studies from three years full-time to four years by taking a year in industry. This provides an opportunity to gain relevant workplace experience as part of your programme of study. Shorter work placements may also be available. By taking either of these options, you benefit from increased confidence and experience when entering the working world.

Work experience gives you the opportunity to increase your contacts and network, so that you can hit the ground running when you graduate. If taken, the year in industry is assessed on a pass/fail basis through employer feedback and a written report that you submit.

The year in industry usually lasts for the entire calendar year. Salary and holiday entitlements vary according to employer. However, many students find that they earn enough to be able to save some income, and this often helps them in returning to study.

A year in industry or a shorter work placement provides practical experience that can be put to good use in your study. You gain a sense of how the theory works in practice and improve your skills in many areas. You also get the chance to evaluate a particular career path, and gain knowledge of the working environment.

Creative Events students have benefited from international placements in high-profile organisations, such as Ghanati Fashion Design (Dubai), Mindshare Agency (Kuala Lumpur), and Kirshenbaum, Bond and Partners (New York).

**Study abroad**

It is also possible to extend your degree programme to four years by spending the third year studying abroad. The opportunity to study in Europe is organised through the Erasmus Scheme, for details see www.kent.ac.uk/goabroad.

The School of Music and Fine Art currently has arrangements for exchanges with universities across Europe, America, Asia and other destinations overseas. Our close proximity to Ebbsfleet International train station makes it easy to access continental Europe as well as London.

For more details of gaining overseas experience as a student at Kent, see www.kent.ac.uk/goabroad.
STUDYING AT STAGE 3

Stage 3 gives you the opportunity to create truly distinctive and impressive work, using the knowledge, skills and experience gained during Stages 1 and 2.

At Stage 3, you are encouraged to play to your strengths, specialising in areas you are passionate about. Much of your work, particularly in the second half of the year, is undertaken independently, with academic and professional mentors providing support and guidance where necessary.

The following modules are compulsory in the first term of Stage 3:
- Installations and Interventions in the Public Realm
- Scenography for Creative Events.

In the second term of Stage 3, you choose two out of the following three options:
- Creative Events Dissertation
- Independent Project Realisation
- Project Pitch.

Modules: Stage 3

Creative Events Dissertation
The dissertation offers you an opportunity to develop ideas on your specific area of interest, undertaking independent research with the support of an assigned supervisor. You ultimately present a sustained and detailed argument of 6,000 words. Your chosen area of research should have emerged from an aspect of any module previously studied. Your private study is supported by a series of lectures on the nature of research and separate supervision sessions. Prior to the final submission of your dissertation, you present a summary of your achievements, reflecting upon your research methodology and its sources, as well as an evaluation of the knowledge gained.

Independent Project Realisation
Here, you are given the opportunity to design and realise an event or performance derived from your own interests and skills, with significant control over the brief, your input and the outcome – affording you a significantly independent experience. A project proposal is agreed with your supervisor at the beginning of the module, before moving on to its realisation. If you have opted to take the Project Pitch module as well, this may be an opportunity to take your pitch, or aspects of it, to final realisation.
Installations and Interventions in the Public Realm

The transformation of space is a fundamental aspect of the creation of events and experiences: the ability to make space memorable, distinctive and fit for purpose (functional) is a key skill for the event designer. You learn how to read space, understand how it is experienced, and consider the role of the audience in these experiences. You are introduced to the debates and theories around installation practice and the important strategies for investigating site specificity, before finally creating your own installation or environment. Wherever possible, you develop your own interests and specialisms in this module.

Project Pitch

Here, you produce a brief, possibly taken from a real-life situation, researching, developing and designing a project to be pitched to a client or assessment panel. The pitch can be a national or international event; the only limit is your imagination. You have the support of an assigned supervisor and may have the opportunity to work in a creative team if the brief is sufficiently full and complex. Wherever possible, you are encouraged within this project to develop your own interests and specialisms.

Scenography for Creative Events

Exploring the practice, theory and development of scenography, this module looks at the nature of theatrical space. Through practical work, you are introduced to the skills required of the scenographer. The module is taught through workshop classes focusing on hands-on projects, and lectures and seminars considering the historical and theoretical contexts of theatre. You are taught some basic design studio procedures (perspective drawing, simple computer graphics, model making) and standard presentation techniques.

“My best memory of Creative Events is the people. I met a wide array of people who all became close friends. This made it so much fun and the staff were supportive throughout the course. This support made all the difference to me and helped to push me to where I am now. The variety the course offered gave me the chance to see where my strengths lie.”

Joshua Bloy
Creative Events graduate, now lead Graphic Designer for an FE College
CREATIVE PROJECTS

Throughout your study, you are involved in the design and presentation of creative projects: this is a major part of the teaching and learning process in most modules.

The projects you undertake will vary enormously in scale as well as their nature. Some are small events designed to be presented ‘in course’, others are larger public events. Some may be undertaken individually, others in groups, perhaps requiring you each to take on specialisms (creative director, production manager, lighting designer, etc). Some projects may result in a live event, others may remain as concepts, a model or a ‘pitch’. Professional companies constantly pitch competitively to win new work for new and existing clients and in these projects you often pitch to a member of the profession for added realism.

Recent work
Recent student projects include:
• Steam Punk Central; performances and experiences for visitors to the Medway Festival of Steam and Transport, a nationally renowned event
• Creative People and Places; an interactive consultation event designed and delivered by students with Kent Architecture Centre featuring workshops and live music performances
• an exhibition of models proposing designs for a fashion and architecture project (some of them a million miles away from a traditional fashion show)
• sound, lighting and projection installations to enhance the Historic Dockyard
• a multimedia interactive environment
• a business presentation inventing a company with a name, mission statement, finances, contracts and business plans
• a pitch for a brand launch event/ experience
• “There’s something you need to know”; an experiential interpretive event in a unique underground historic military fort.

You will have many opportunities to work with, or for, local professional operations. Students have regularly created performances for the Fuse arts festival, for example, and we are always making new contacts and developing existing ones to act as your clients.

Usually you can adapt elements of a project to suit your own interests – with your tutors helping you to gain the skills you need for your own particular project.
VISIT THE UNIVERSITY

Come along for an Open Day, taster session or a UCAS Visit Day and see what it is like to be a student at Kent.

Open Days
Open Days are held in the summer and autumn for potential students, and their families and friends, to have a look round the campus. The day includes a wide range of subject displays, demonstrations and informal lectures and seminars, and the chance to tour the campus with current students to view accommodation and facilities. For more information, please see www.kent.ac.uk/opendays

Taster sessions
The School of Music and Fine Art offers taster sessions for all its subjects. Please email getcreative@kent.ac.uk for further information.

UCAS Visit Days
UCAS Visit Days take place between January and April and include a tour of the campus with a current student and a talk about University life. You also have the chance to talk to one of the academics and discuss any queries about the course. For more information, please see www.kent.ac.uk/visitdays

Informal visits
You are welcome to visit the campus at any time. We produce a leaflet that can take you on a self-guided tour and you may be able to meet up with an academic member of staff. For more details, and to download a tour leaflet, please see www.kent.ac.uk/informal

Scholarships and bursaries
For details of scholarships and bursaries at Kent, please see www.kent.ac.uk/ugfunding

On the web
For the latest departmental information on studying Creative Events at Kent, please see www.kent.ac.uk/smfa/creativeevents
More information

If you have any queries or would like any more information, please contact the Information and Guidance Unit:
Information and Guidance Unit,
The Registry,
University of Kent,
Canterbury, Kent CT2 7NZ

T: +44 (0)1227 827272
Freephone (UK only):
0800 975 3777
E: information@kent.ac.uk

Location
Medway.

Award
BA (Hons).

Programme type
Full-time and part-time.

Degree programme
Single honours
• Creative Events (W900:K)

Typical offer levels
Stage 1 entry: ABB-BBB at A level, IB Diploma 34 points or IB Diploma with 16 points at Higher. BTEC National Diploma Distinction, Distinction, Merit; the appropriate subjects required include Media and Performance Arts.

Stage 2 entry: successful completion of a Certificate, ie 120 units of certificate-level (Stage 1 level) learning in a related area, subject to an interview.

Required subjects
Entry is normally by interview and portfolio. We look for qualifications at A level grade B or equivalent in one or two of the following: Art and Design, Art, Design and Technology, Graphics, Media Studies, Performing Arts. IB Visual Arts 5 at HL or 6 at SL where taken. For other types of qualification, please contact us to discuss your situation.

Year in industry/abroad
Available on all School of Music and Fine Art programmes. See p13 for further details.

Offer levels and entry requirements are subject to change. For the latest information, see www.kent.ac.uk/ug

Terms and conditions: the University reserves the right to make variations to the content and delivery of courses and other services, or to discontinue courses and other services, if such action is reasonably considered to be necessary. If the University discontinues any course it will endeavour to provide a suitable alternative. To register for a programme of study, all students must agree to abide by the University Regulations (available online at: www.kent.ac.uk/regulations).

Data protection: for administrative, academic and health and safety reasons, the University needs to process information about its students. Full registration as a student of the University is subject to your consent to process such information.
COME AND VISIT US

We hold Open Days at our Canterbury and Medway campuses.
For more information, see: www.kent.ac.uk/opendays