DIGITAL MEDIA
Canterbury
Kent is one of the UK’s leading universities, ranked 23rd in The Guardian University Guide 2017. In the Research Excellence Framework (REF) 2014, Kent is ranked 17th* for research intensity, outperforming 11 of the 24 Russell Group universities.

Kent was ranked 1st for overall student satisfaction in Electronic and Electrical Engineering in the National Student Survey 2015. Design at Kent was ranked 12th in The Guardian University Guide 2017.

Studying the rapidly expanding fields of digital media in the School of Engineering and Digital Arts (EDA) at Kent enables you to develop your creative practical skills in design and programming with a thorough understanding of industry-standard technologies.

World-leading research
Our School is actively engaged in topical research, consistently winning funding from UK research councils, European research programmes and government agencies. Our Digital Media group has interests in many areas of interactive media, visual effects and animation. There is particular strength in web and mobile design and development, including e-learning, e-commerce and e-health, and the group has substantial experience in ubiquitous computing, social computing, virtual worlds, mobile technology, digital arts and video games.

Passionate teaching
You benefit from a diverse range of teaching, both in terms of research interests and professional backgrounds. Lecturers range from academics, who have years of experience in university teaching and research, to industry practitioners who have extensive commercial experience in areas such as photography, filmmaking and 3D animation.

Fields such as movie animation, website development and film production are highly competitive, and to succeed you need a good understanding of the underlying digital technologies and theoretical foundations, as well as the necessary design skills. While studying on our courses, you develop in-depth knowledge in areas such as web design and development, mobile application design, digital photography, filmmaking, 3D animation, visual communication and special effects and compositing.

Supportive academic community
The innovative nature of these programmes allows you to fully explore the boundaries of digital media technologies while using your imagination to express your creativity. If you are interested in art, technology, media or communication, and wish to learn in an environment which is creative...

*of 122 universities, not including specialist institutions.
and technologically stimulating, then we have a course for you.

Over the last few years, the School has invested heavily to provide state-of-the-art digital media equipment and facilities. Recent projects include an augmented reality app for tablets and the development of a successful interactive touch screen application. This acted as a digital archive for content generated during community art sessions at Turner Contemporary gallery in Margate.

Other project collaborators included BBC Radio Kent, and our students also created a website, four short documentaries and a feasibility study. The successful digital application was showcased at a Turner Contemporary exhibition and received widespread press coverage.

Industry links
Industry experts work closely with the digital media team to advise on the development of teaching and research. We also offer a mentoring scheme which gives you the chance to meet experts in the field. We have worked with industry practitioners, such as the BBC, Warner Bros, Disney, the Moving Picture Company (MPC), BAFTA award-winning documentary filmmakers, regional news programme makers, professional photographers and animators.

A year in industry
If you opt to take the degree with a year in industry, you will gain valuable commercial experience. The School has been expanding placement opportunities in the UK and abroad. The placement year occurs between your second and final years of study. For more information, see p14.

A global outlook
Kent has a reputation as the UK’s European university and has developed international partnerships with a number of prestigious institutions. We have an international community on campus with 37% of Kent’s academics coming from outside the UK and students representing 148 different nationalities.

Flexible entry
Although all our programmes are multidisciplinary, each has its distinct emphasis: for example, on our Multimedia Technology and Design programme, you develop in-depth technical skills, with an eye for design; whereas the Digital Arts degree concentrates more on creative aspects, with an understanding of technology. We accept a range of qualifications for entry on to these degree programmes; you are encouraged to contact the Undergraduate Admissions Officer at eda-admissions@kent.ac.uk to discuss whether the qualifications you hold are suitable.

A successful future
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 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
Kent Union (the University’s student union) has its own Student Media Centre with radio studios, editing suites and a TV studio.
SUPERB STUDENT EXPERIENCE

Based on a scenic and well-equipped campus, you have access to excellent digital media systems and highly developed IT resources.

We have recently invested over £1.5m on updating our teaching and computer laboratories. You become part of a modern School, with access to state-of-the-art facilities, enabling you to have an enjoyable and expansive student experience.

State-of-the-art facilities

The specialist digital media equipment available to you includes Nikon DSLRs, Sony video cameras, and 3D scanning and motion capture facilities. The School is also equipped with the latest versions of professional software packages, such as Photoshop, Dreamweaver, Premiere Pro, After Effects, Maya, Unity 3D and 3ds Max.

Our production studio has over 100 square metres of filming and performance space along with a control room and sound studio. The main studio is equipped with an extensive lighting grid and a permanent green screen with infinity curve. Facilities are available for high definition (HD) video recording, with live capture and monitoring and both analogue and digital mixers, plus a selection of studio and radio microphones. It also incorporates a fully equipped photographic studio, with lighting, backgrounds and still-life facilities. Our computer suites feature around 150 high-end PCs.

Beautiful green campus

Our campus is set in a stunning location. It has plenty of green and tranquil spaces, both lawns and wooded areas, and is set on a hill with a view of the city and Canterbury Cathedral.

For entertainment, the campus has its own cinema, theatre and student nightclub. It has a reputation for being a very friendly university with a cosmopolitan environment. There are many restaurants, cafés and bars on campus as well as a sports centre and gym. Everything you need on campus is within walking distance including a general store, a bookshop, bank, a medical centre and a pharmacy. From campus, it’s a 25-minute walk or a short bus-ride into the city.

Kent Extra

Kent Extra is an excellent way to get more from your time at university. It provides opportunities to enhance your knowledge, learn new skills and improve your CV. You can do this in many ways, for example by attending one of our summer schools; by volunteering; or by taking a Study Plus course in an area that interests you. For details, see www.kent.ac.uk/kentextra

Excellent study resources

The study resources on campus are excellent. The Templeman Library has a wide range of publications, films and images. There are also over a thousand PCs on campus and a range of support services for help or advice.

Attractive location

Canterbury is a lovely city with medieval buildings, lively bars and atmospheric pubs, as well as a wide range of shops. The coastal town of Whitstable is close by and there are sandy beaches further down the coast. London is less than an hour away by high-speed train.
Verity Upton is in her final year, studying Digital Arts with a Year in Industry.

What attracted you to studying Digital Arts at Kent?
I was looking at a whole bunch of courses and Kent stood out because of the course, which seemed modern and very broad in its scope. I also liked the location and the fact that it was a campus university.

How was your first year at Kent?
You learn different skills and it was a good transition between school and university. It didn’t throw you in at the deep end, but you couldn’t sit back and relax either – you had to learn how to work independently. In the first year, we covered film, graphic design, 3D and photography. Most of the assessments were project-based and it was very hands-on right from the start. For our film module, we were taught by a professional camerawoman. We all took on a different role – one student would be director, another was doing camera work, another audio. Then we had to shoot short films in class and she’d give us feedback. I really loved that module.

How did your studies progress?
Each year, the expectations get higher but the quality of your work goes up as well. So, in the first year we had to create a website and in the second year we also had to create a website, but the quality we were expected to achieve was completely different. And somehow you manage to pull it off. Film is my favourite area of study. I find some of it challenging but I enjoy it a lot. The good thing about the course is that it’s both creative and technical and everyone finds something they excel at – you find out where your strengths are.

How are the facilities at Kent?
The labs are open 24/7 and we have a social area too, so you can chat to people about your work. It’s important for the labs to be open all the time – often you don’t have the resources to study at home because of the software we use. Most people don’t have a computer powerful enough to deal with it at home.

Did you do a year in industry?
Yes, I worked for GForces for a year. They do web solutions and localised TV advertising for the motor industry. The company works quite closely with the University of Kent and often takes our students as interns. I worked in the media team; we created video content for the websites. And then, because I was interested in working on bigger projects, my boss put me in charge of TV adverts. I did scripting, casting, storyboarding, location permits, budgeting and assistant directing. Occasionally I’d get to do the editing too. I loved it! I got to meet a lot of people and it was great fun.

How is your final year going?
The year in industry made a massive difference. It helped me to decide what I wanted to do, so I came back with a goal in mind. And having a job, makes you more effective in your time management – I’m more determined now and my studies are going better than ever.

What areas are you specialising in at this stage?
In my final year, I’m doing a 3D compositing project which involves creating a 3D character, superimposed into real-life footage. In the film industry they do this a lot: I want to show that I can come up with a unique character and that I have the technical skills to make it look cinematic. The software has to calculate everything that’s happening in the environment, and that takes a lot of computer time. You have to plan ahead. The thing I like about animation is that it’s your own vision. You can create characters in your head and bring them to life.

What are your career plans?
With this degree, you can go in many creative directions. I’d like to direct in the film, TV or advertising industries. That’s the area I’m interested in and I’ve been accepted on to an MA in Film Directing. After that, I’d hope to get a job that’s interesting and moving in the right direction: in these industries, it’s all about stepping stones.

Any advice for new students?
In your first year, work hard enough to get decent grades without getting stressed. Based on that, you’ll get a good sense of what you can achieve.
A SUCCESSFUL FUTURE

Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job. Six months after graduation in 2015, more than 95% of Kent students were in work or further study.

Graduate career paths
Digital technology is a rapidly evolving area, so expertise is in great demand. Previous graduates have found employment in post-production, website development, graphic design, 3D modelling and animation, internet publishing, multimedia marketing, computer programming, e-commerce, software development and telecommunications. They find employment in a wide range of industries, including banking, teaching, the Stock Exchange, the film industry and web design. Several of our graduates, who went on to complete our Master’s course, worked on the James Bond film Skyfall and Gravity.

Master key skills
Studying for a degree is not just about mastering your subject area. Nowadays, employers are looking for a range of key skills and you are encouraged to develop these within your degree programme. Dealing with challenging ideas, thinking critically, the ability to write well and present your ideas clearly are important skills that you gain at Kent.

Careers advice
The award-winning 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.

Further information
For more information on the careers help we provide at Kent, please see www.kent.ac.uk/employability

“I am now a digital designer, working on projects for high-profile clients such as British Airways, Burberry, PricewaterhouseCoopers (PwC), and Dyson. The creation of graphics forms the majority of my work but I also get involved in photo shoots and animations. It’s a very interesting and varied role.”

Megan Maughan
Multimedia Technology and Design graduate
Ashley St Pier graduated from Kent in 2014 with a degree in Multimedia Technology and Design with a Year in Industry. He is now working as a developer.

What attracted you to studying at Kent?
I was attracted by the chance to study many aspects of digital technology, with an even spread between creative design-oriented projects and more technical coding tasks.

How would you describe your studies?
Before my time at Kent I only had a basic knowledge of web technologies and programming. The course gave me a solid base across multiple programming languages and artistic skills such as photography and video editing. The sheer number of topics allowed me to gain a broad understanding of the entire digital design and production pipeline, which has come in useful many times in my career.

What about the teaching?
The teaching at Kent was a nice mix of hands-on demonstrations and theoretical lectures. I felt comfortable contributing to the discussion and lecturers always had time to discuss things with you on a one-to-one basis if you needed extra help. The nice thing about the course was that we had a mix of very creative and very technically-minded people, which helped to intersperse different skills throughout the group.

How did it prepare you for your future career?
I would not have been offered my current job if I had focused on only one discipline. The programming languages that I learned at Kent have helped me to pick up brand new languages much more quickly than if I were to learn them from scratch. The knowledge of multiple subjects allows me to contribute to all stages of a project life cycle, from the back-end coding to user interaction design and even setting up servers and cloud software.

Did you get any career advice while you were at Kent?
I had some great advice while searching for a placement for my year in industry, including help with writing a CV and putting together a portfolio of my work. This helped me to get the placement that I wanted, which in turn helped me along my career path.

What was your first job after graduation?
My first job was with a company who I was with during my year in industry. The role included web design and development in a corporate market, where I learned many communication and business skills that pushed me outside my comfort zone. I returned to work there after I graduated.

Can you describe your current job?
I currently work as a full-time developer at NEON Adventures in London. The company sponsors a prize at Kent for ‘Most Innovative Use of Cutting-Edge Technologies in the Field of Digital Media’ which I won for my project – an online 3D map of the University campus. After receiving the prize, I had several meetings with the lead developer at NEON who eventually offered me a job. Being at Kent has given me the opportunity to work for one of the most creative and unique companies I know.

What’s a typical working day?
At NEON, I develop websites, apps and software across areas such as finance, philanthropy and lifestyle. Projects have included building a website for a cycling team, including 3D race route mapping, creating a start-up company to improve data handling in schools, and several small business websites. I enjoy the freedom to work on interesting projects and the fact that I can take control of a project from start to finish, working on both the design and build, along with a team of very talented people.

Any plans for the future?
I plan to stay at NEON for as long as possible, as it is my dream job at this point in my life.
Choosing Your Programme

Our degree programmes reflect our leading-edge research topics as well as extensive industrial experience. The focus of the courses we offer ranges from arts and design to programming and technology.

For both programmes, the majority of the modules contain design and project work and are continuously assessed. Aspects of professional practice, such as working with clients, business practice, intellectual property rights and project management, are integrated into the curriculum.

Digital Arts
This exciting programme provides you with practical skills and design expertise in the digital arts, opening up career opportunities in a range of areas within the creative industries. In the first year, our programme offers a broad grounding in digital media, including website design, digital photography, moving image, graphic design and special effects. In the following years, you go on to explore digital filmmaking, 3D modelling, 3D animation, compositing, digital portfolio production and video games design. The degree is offered full-time as either a three-year BA (Hons) or a four-year MArt programme (see p17 for more details). You can also opt to take a year in industry – see below.

There is an option to transfer to our BSc (Hons) degree in Multimedia Technology and Design after the first term of study at Stage 1.

Multimedia Technology and Design
Today’s creative industries often depend upon individuals who can combine technical skills with the ability to meet design challenges. Fields such as mobile application design and dynamic web development are highly competitive. To succeed, you need a good understanding of the underlying digital technologies as well as the necessary design skills. In the first year, our programme offers a broad grounding in digital media, including website design, digital photography, 3D modelling and internet programming using Java and JavaScript. In the following years, you go on to develop in-depth knowledge in producing dynamic interactive web applications and mobile applications. This degree is offered as a three-year BSc (Hons) programme; however, there is an option to transfer to our BA (Hons) degree in Digital Arts after the first term of study at Stage 1. You can also opt to take a year in industry – see below.

Year in Industry
If you wish, you can spend a year between the second and final years of study working in industry. You gain valuable experience that can give you the edge when it comes to seeking employment after you graduate. For more information, see p14.
STUDYING AT STAGE 1

Stage 1 represents the first year of your degree programme. It provides a broad grounding in design and an introduction to the key practical skills used throughout the course and in creative industries.

Most modules consist of a mixture of lectures, seminars, workshops, and computer sessions. Most are continuously assessed; some also have an end-of-year examination.

Please note that the module lists below are not fixed as new modules are always in development and choices are updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

Digital Arts students take the following modules:
• Creativity in Interactive and Tangible Media
• Digital Effects
• Digital Photography
• Graphic Design
• Introduction to Programming
• Moving Image
• Visual Communication
• Website Design.

Students studying Multimedia Technology and Design take seven of the modules listed above, but take the following module instead of Graphic Design:
• Internet Programming with Java.

Modules: Stage 1

Creativity in Interactive and Tangible Media
You learn to manipulate images, create realistic motions, use motion sensing and speech recognition. This includes the use of practical techniques for creating interactive visual displays using Processing, a Java-based IDE, and developing interesting tangible interfaces using Arduino IDE.

Digital Effects
In this module, you develop skills in 3D modelling, using Maya, including texturing, rendering and lighting. You are also introduced to the use of Adobe After Effects, as a tool for video correction.

Digital Photography
This module introduces you to the principles and practice of digital photography and photographic special effects, particularly photomontage. This theory is followed by practical workshops with an experienced professional photographer. You then produce a portfolio of digital photographs and a poster using Photoshop.

Graphic Design
This module begins by teaching the basics of graphic design and then goes on to cover colour, typography and layout. Finally, the concept of visual hierarchy is explored and some historical examples are investigated.

Internet Programming with Java
Here, you develop skills in object-oriented modelling and user interface design. You acquire the practical skills needed to design and develop Java programs for networked environments, and undertake extensive practical work.

CONTINUED OVERLEAF
STUDYING AT STAGE 1 (CONT)

Introduction to Programming
Using C as the programming language, this module provides the knowledge required to design and write computer programs and understand the process of software engineering. No previous knowledge is assumed.

Moving Image
This module explores the theory of moving image, including form, meaning and narrative. Practical aspects are also covered, including storyboarding, camera and sound, editing and filming for the web.

Visual Communication
This module introduces the analysis of visual images. It is a theoretical module that allows you to evaluate still images using formal, semiotic, and psychoanalytical methodologies. Examples from fine art, photography and digital art are critically examined with a view to discovering what and how they communicate. Works of art from the Renaissance to postmodern times form the basis for seminar discussions and lectures.

Website Design
You study the principles and terminology of the internet, gaining skills in website production. You learn how to integrate text and graphics when creating a web page and are taught the basic concepts of JavaScript programming.

“I absolutely love my course – all the modules are interesting and we are taught a wide variety of subjects. In addition to learning valuable digital arts skills, I know that my lecturers are preparing me well for the industry and for a professional work environment.”

Ashley Evans
Digital Arts student
STUDYING AT STAGE 2

Stage 2 is the second year of your degree. You cover topics such as 3D animation and interactive application development.

Please note that the module lists below are not fixed as new modules are always in development and choices are updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

Digital Arts students take:
• Digital Filmmaking
• Digital Portfolio
• Professional Practice
• Professional 3D and Compositing
• Project Design.

Multimedia Technology and Design students take the last four modules listed above, plus:
• Interaction Design
• Software Development.

Modules: Stage 2

Digital Filmmaking
This module involves developing, directing, filming and editing a number of short films. It combines creative and technical skills. Working in a team, you use digital video cameras and non-linear editing suites.

Digital Portfolio
After undertaking a module on digital photography, leading to the production of a photographic portfolio, you are introduced to the techniques required to construct interactive online-based applications, and the tools which support their development.

Interaction Design
You learn about human computer interaction, user-centred design, high and low fidelity prototyping, user and expert evaluation techniques, and inclusive design.

Professional Practice
This covers aspects of professional practice such as pitching to clients, costing and scheduling projects, intellectual property rights, professional identity and online presence. You learn how to pitch ideas to clients in response to a client’s brief.

Professional 3D and Compositing
This module introduces you to the principles and concepts of 3D modelling using modelling software.

You develop skills in the production of computer-based 3D models, animation and virtual objects, and graphics. You then produce an animated 3D model, incorporating lighting effects, textures and other advanced modelling features.

Project Design
This module prepares you for your final-year project. You carry out background research to scope the project and present your findings in a research document and through an online video.

Software Development
This is a practical module in which you look at the development of Windows-based software applications with Visual Studio. You develop a Windows interface to a film database and learn techniques that assist in the development of robust software.
A YEAR IN INDUSTRY

Students on all of our undergraduate degree programmes are offered the option of going on an industrial placement.

You can apply to companies offering either design or technology-oriented placements, depending on your interests and abilities.

Study and career benefits

Employers are keen to employ graduates who already have work experience, so this year can greatly enhance your job prospects. It also allows you to evaluate a particular career path, and gain knowledge of the working environment. If your placement is a success, you may be offered a job by that employer after graduation.

The placement period is between 30 and 52 weeks. You attend university for two years, then spend your third year out on placement, before returning to Kent for your final year of study. You are free to take up your work placement from around the middle of June.

The benefits include:

• an opportunity to gain valuable, relevant industrial experience
• an opportunity to earn money during your course
• the possibility of a graduate job offer at the end of your placement
• an opportunity to develop good working habits that will benefit your final-year studies and help you feel at ease in your first job.

Finding a placement

Our dedicated industrial placement team works with you to identify suitable opportunities. Students join a range of companies from large corporations to smaller independent set-ups. In the past, some have chosen to work at the Addison Group, BBC, Disney Interactive, Eurocontrol (Luxembourg), Eurostar, GForces, GSK (GlxoSmithKline), Nintendo (Germany), Warner Bros and Xerox.

We encourage students to stay in touch with the School during their year in employment. While on placement, you have two visits from our industrial placement team – one at the start and another towards the end. The year is assessed by a written report and an employer assessment.

“I spent my placement with The Walt Disney Company in the UK marketing team. Making the most out of a placement is fundamental because you are surrounded by industry experts who can help to develop your skills. It’s also a chance to experience what your desired career choice is like in the real world.”

James Dolan
Multimedia Technology and Design with a Year in Industry graduate
STUDYING AT STAGE 3

In Stage 3, you are able to specialise further by means of options and your choice of final-year project.

Please note that the module lists below are not fixed as new modules are always in development and choices are updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

The compulsory modules for Digital Arts students are:
- Digital Visual Effects and Post Production
- Final-Year Project (see p16).

Students studying Multimedia Technology and Design take the following compulsory modules:
- Final-Year Project
- Mobile Application Design.

Additionally, students take two of the following optional modules:
- 3D Computer Animation Pipeline
- Managers and Organisations
- Video Games Design.

**Modules: Stage 3**

**3D Computer Animation Pipeline**
This module takes you through every stage of 3D production, using a single, fully featured ‘client’ brief. You start with storyboards and design, progressing through modelling, texturing, file referencing, rigging, animation, simulation, effects, lighting and rendering, in a close simulation of a professional animation pipeline, resulting in a practical understanding of the entire process.

**Digital Visual Effects and Post Production**
This is a practical module where you develop short video clips integrating live video footage, 3D animations and special effects. Each practical session includes hands-on training in visual effects and compositing software. You learn about camera work, real-world and digital lighting techniques, primary and secondary colour grading, digital cinema and visual effects production pipelines.

**Managers and Organisations**
Offered by Kent Business School, this module enables you to understand how organisations and managers operate. Its particular focus is on the interaction between theory and the real-world practice of management. You also develop the ability to analyse the strengths and weaknesses of various organisational theories and to apply these theories to practical issues associated with management.

**Mobile Application Design**
This module introduces you to the development of applications for mobile devices, which is a rapidly expanding and evolving field. The module combines technology, interface design and application development for mobile platforms.

**Video Games Design**
This module covers a range of topics in video game studies with an emphasis on the design of video games. You look into various domains of games, including education and training, community and the arts. You are also introduced to game development.

CONTINUED OVERLEAF
The final-year project is a substantial piece of work based on your own interests.

This may be building an interactive web application, 3D animation or creating a short film, often in association with an industrial collaborator. Alternatively, you may wish to work on a project associated with the research of a member of the academic staff. The programme encourages you to develop your own particular areas of interest.

Secret Tales of Turner

In collaboration with Turner Contemporary art gallery in Margate, a final-year Multimedia Technology and Design student has created an augmented reality environment, which enhances the experience of visiting the immediate surroundings of the Turner gallery. Augmented reality (AR) enhances the view of our physical real-world environment through computer-generated sensory input such as sounds, images, video, and GPS data.

iPad app for Turner Contemporary

Young people from the Visual Impairment unit at the Charles Dickens School, Broadstairs, worked with final-year Multimedia Technology and Design (MTD) students to create an interactive iPad app for use by blind and visually impaired visitors alongside Turner Contemporary’s first major Turner exhibition, Turner and the Elements. The EDA students who developed the app, Megan Maughan and Tomas Kamarauskas, won the Saggitarius prize for the Best Integrated Multimedia Project and the Highly Commended prize at the University’s annual Innovation Awards ceremony.

Other recent projects include:

- Jump my Jukebox, a dynamic automatically updating music site that interacts with Spotify (www.jumpmyjukebox.me/)
- Live, a short 3D animated film which allows viewers to visually explore 3D computer-generated environments using a head-mounted display
- Robot Factory, a cinematic, narrative-driven experience delivered through a game engine and real-time interaction.

“I knew when I enrolled at Kent that my final-year project would be the piece of work that defined my three years here. Having the opportunity to follow a popular rock band on tour and document it in a series of films was a brilliant and worthwhile experience. Displaying the films on a custom-built HTML5 website helped to showcase the skills that the course has taught me.”

James Ruggieri
Multimedia Technology and Design graduate
STUDYING AT STAGE 4

If you are studying on an MArt programme, Stage 4 is the final year of your degree and covers more specialised topics in depth.

You gain skills in visual effects and computer animation that are relevant to the practices of today’s creative industries. The School has links with companies such as Framestore, MPC, Double Negative and Cinesite. Projects are professional briefs carried out in our visual effects and computer animation suite.

Please note that the module list below is not fixed as new modules are always in development and choices is updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

Possible modules may include:
• Acting in Animation
• Action in Animation
• Advanced 3D Modelling
• Animation Principles
• Digital Visual Art Set-up
• Effects Animation
• Film and Video Production
• High Definition Compositing
• Integrated Master’s Project
• Professional Group Work
• Technical Direction
• Visual Training.

Modules: Stage 4

Acting in Animation
You develop an understanding of how thoughts and emotions are clearly and engagingly conveyed using 3D character models. In order to be a good character animator, you must not merely copy performances and reproduce them; you must be an ‘actor’ using the technology and the techniques available to the animator.

Action in Animation
You look at the techniques used to produce articulate motion which is life-like and convincing. This is the basis of both comedic cartoon animation and realistic animation for compositing – for example, in creating stunts or armies for action and historical spectaculars, where cost or danger prohibit live shooting.

Advanced 3D Modelling
Modelling requires technique, a good eye, and sensitivity and understanding in terms of how the model will be used. We make a portfolio of characters, inorganic models and models for dynamic use.

Animation Principles
Animation Principles is concerned with fundamental animation concepts. Originally developed by Hollywood animators in the 1940s, these principles have been derived from classical drawn animation and model animation, transposed into the digital medium. Topics covered include: rules of thumb, bouncing ball, weight, line of action, secondary animation and effects.

Digital Visual Art Set-up
This module gets you up to speed in using the complex technical processes that surround current animation practice. It covers the skills and procedures employed professionally, such as modelling, rigging, skinning, muscle dynamics, texturing and lighting.

Effects Animation
This module teaches you how to simulate fluids and rigid body collisions to a high standard, using Maya’s particle dynamic system. Fire, rain, steam, explosions and smoke are among the effects covered.

CONTINUED OVERLEAF
Film and Video Production
You look at your work within the broader context of film, and learn basic filmmaking skills including screenwriting, camerawork, sound recording and editing. A mixture of workshops and seminars focus on how to use cinematic techniques including narrative construction, visual composition, camera motion, colour, sound, and editing. You are able to experiment within a small group to produce a short film.

High-Definition Compositing
You explore the technical and artistic requirements for compositing video and 3D elements at a high resolution using Foundry Nuke. Compositing is the artistic blending of disparate elements from a variety of sources into a single image, while making all the elements appear to be in the same light and space, and shot with the same camera.

Integrated Master's Project
Using the experience gained on the course, you produce a video short in high definition, which showcases your visual effects skills. The script, subject, models and soundtrack of the piece are agreed with the School, or could be a project with an industrial collaborator.

Professional Group Work
A series of one-day group projects; contribute to your major project, where animation, digital effects and architectural visualisation students work together to produce an animation and effects shots. Working in a simulated professional studio environment to a deadline, you become familiar with the production process, chains of approval and departmental divisions.

Technical Direction
You study the use of lighting and shading for storytelling and visual communication. You gain an understanding of theoretical concepts in digital lighting as well as the skills to produce customised light and shading models that provide aesthetic possibilities not available from off-the-shelf packages. You also become expert in the use of various renderers.

Visual Training
The configuration which makes up a particular facial expression, the state of the muscles of a body under different circumstances, the nuance of meaning conveyed by different gesture positions, are all elements that go to distinguish superior from mediocre animation. The most effective way to develop such observational and outputting skills is through traditional drawing and sculpture, which is frequently reflected in studio hiring policies. This module uses traditional art techniques to develop your digital animation abilities.
VISIT THE UNIVERSITY

Come along for an Open Day or an Applicant Day and see for yourself what it is like to be a student at Kent.

Open Days
Kent runs Open Days during the summer and autumn. These provide an excellent opportunity for you to discover what it is like to live and study at the University. You can meet academic staff and current students, find out about our courses and attend subject displays, workshops and informal lectures. We also offer tours around the campus to view our sports facilities, the library and University accommodation.

For further information and details of how to book your place, see www.kent.ac.uk/opendays

Applicant Days
If you apply to study at Kent and we offer you a place (or invite you to attend an interview), you will usually be sent an invitation to one of our Applicant Days. You can book to attend through your online Kent Applicant Portal. The Applicant Day includes presentations in your subject area, guided tours of the campus, including University accommodation, and the opportunity to speak with both academic staff and current students about your chosen subject. For further information, see www.kent.ac.uk/visit

Informal visits
You are also welcome to make an informal visit to our campuses at any time. The University runs tours of the Canterbury and Medway campuses throughout the year for anyone who is unable to attend an Open Day or Applicant Day. It may also be possible to arrange meetings with academic staff, although we cannot guarantee this. For more details and to book your place, see www.kent.ac.uk/informal

Alternatively, we can provide you with a self-guided tour leaflet, which includes the main points of interest. For details and to download a self-guided tour, go to www.kent.ac.uk/informal

More information
If you would like more information on Kent’s courses, facilities or services, or would like to order another subject leaflet, please contact us on:
T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
www.kent.ac.uk/ug

For the latest information on studying at the School of Engineering and Digital Arts, please see www.eda.kent.ac.uk

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

Location
Canterbury

Award
BA (Hons), BSc (Hons), MArt

Degree programme
Single honours
• Digital Arts BA (Hons) (W281)
• Digital Arts BA (Hons) with a Year in Industry (W282)
• Digital Arts MArt (W283)
• Digital Arts MArt with a Year in Industry (W284)
• Multimedia Technology and Design BSc (Hons) (G4W2)
• Multimedia Technology and Design BSc (Hons) with a Year in Industry (G4WF)

Offer levels
W281, W282: BBB at A level; IB Diploma 34 points or 15 at Higher; DDM in BTEC Level 3 Extended Diploma.

W283, W284: ABB at A level; IB Diploma 34 points or 16 at Higher; DDD in BTEC Level 3 Extended Diploma.

G4W2, G4WF: BBB at A level; IB Diploma 34 points or 15 at Higher, inc 4 in Mathematics at HL or SL; DMM in BTEC Level 3 Extended Diploma.

Required subjects
G4W2, G4WF: GCSE Mathematics grade C.

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

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COME AND VISIT US

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www.kent.ac.uk/visit