Digital media is an exciting and rapidly expanding area, covering everything from web and app design to digital photography, filmmaking, 3D animation, visual communication, video game design, special effects and compositing.
**WHY DIGITAL MEDIA AT KENT?**

### Flexible programmes
Do you want to design websites, mobile apps, video games and animations? Our Digital Arts degree covers all this and more. If you also want to understand the technology used, Multimedia Technology and Design will give you those skills.

### Academic support
University is not like school; you need to be motivated and well organised. We help by assigning you an academic tutor and running a peer mentoring programme. You can also get guidance on how to master key academic skills such as revision techniques.

### Excellent resources
You’ll have the use of industry-standard facilities, including photographic and production studios, with green-screen, motion-capture and 3D printing facilities, as well as 24-hour access to air-conditioned computer suites.

### World-leading research
You’ll be taught by members of our Digital Media group, who are involved in many areas of research into interactive media, visual effects and animation, and have particular strengths in web and mobile design and development and digital art.

### Friendly community
At the School of Engineering and Digital Arts, we teach in small groups. This means you quickly get to know our staff and other students. We also organise our own programme of extra-curricular lectures and seminars, where you hear from the industry’s leading experts.

### Lively campus
Kent is a campus university. Everything you need is within walking distance, from shops to banks, a medical centre and a pharmacy. You can watch a play or a film at the Gulbenkian arts centre, dance until the early hours at The Venue and keep fit using our sports facilities.

### Industry links
We have worked with industry practitioners such as the BBC, Warner Bros, Disney, the Moving Picture Company, regional news programme makers, professional photographers and animators and a BAFTA award-winning documentary filmmaker.

### Career success
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.

### Great location
The city of Canterbury is home to medieval buildings, traditional pubs, modern bars and restaurants, chain and independent shops. London is less than an hour away by high-speed train; Paris and Brussels around two hours.
Inspirational teaching

As well as highly experienced academics, your lecturers include industry innovators who work with photography and 3D animation and can share their commercial experience with you. On top of that, our innovative programmes let you fully explore the possibilities of digital media technologies to express your imagination and creativity. If you are interested in art, technology, media or communication, there’ll be a creative and technologically stimulating course for you.

Independent rankings

The Complete University Guide 2019
• Art and Design at Kent ranked 7th overall

Research Excellence Framework
• Based on the most recent Research Excellence Framework, Kent was ranked in the top 20 for research intensity by the Times Higher Education, outperforming 11 of the 24 Russell Group universities

Destination of Leavers from Higher Education (DLHE)
• Over 95% of Kent graduates who graduated in 2017 and responded to a national survey were in work or further study within six months

Teaching Excellence Framework
• Kent was awarded gold, the highest rating, in the UK government’s Teaching Excellence Framework*

*The University of Kent’s Statement of Findings can be found at www.kent.ac.uk/tef-statement
Jazmin Francis-Sinclair is in her final year studying Digital Arts with a Year in Industry

What attracted you to this particular programme?
I did Spanish, Philosophy, Psychology at AS, and Media Studies, so was going to study Spanish and Philosophy. But I couldn’t see what I would do with them afterwards, whereas with this degree I have a set of skills I can apply to a specific role, doing something I enjoy.

And why did you choose Kent?
It was far enough from home to give me independence, but close enough that I could go back. I liked the sound of my course. Some universities weren’t accredited and others were offering the course for the first time; I felt Kent’s course was established. And I liked the accommodation.

How is the course going? Does not having a design background make it harder?
Of the people I know doing the course, only two have a Fine Arts or Design background. In fact I think it made it a bit easier for me to tackle the academic side. I really enjoyed the first year, because you get to sample a little of everything. But I’ve had to wait to my final year to really delve into my favourite things. I’m enjoying my final-year project. It’s an exhibition and a documentary, so involves photography, graphic design and digital marketing, moulding my uni and industry experience.

How was your Year in Industry?
It was for a financial technology company. The Placement Officer found it – If I’d seen it myself, I’d probably have just thought: finance, boring. But it’s new, innovative and creative, with a close-knit team. It was an invaluable experience and I absolutely loved it. I stayed on through the summer and now I do two days a week there.

I’m in marketing; you’re creating the face of the business and need to make sure you’re getting the message across, so there are many different principles to learn. It’s intense because of my final-year project; you have to be disciplined about balancing the two. But the income helps!

What do you think of the support available?
I didn’t really need any but there’s quite a lot if you do, with mentors and staff you can talk to – they email you regularly too.

What about the facilities?
They’re good. In first and second year I used the studio to the max – it’s at your disposal, which is good as I love photography. And the new library is great.

Did you live on campus at all?
Yes, I was in Tyler Court A in my first year, and loved it. You get the typical messy kitchen, but the independence is great. Managing your finances and balancing your social life versus going to lectures – it’s character-building.

What social activities are you involved in?
I play a lot of sports – I love basketball – and the facilities are good. It does help to break up the academic side of things. I wasn’t really involved in any societies, but university is great for meeting different people. Sometimes that grows into a long-term friendship, and it builds your network.

What are your plans after graduation?
I can’t see myself in finance for ever, but definitely marketing and design. And I can take my skills anywhere, so can see myself working abroad.

Any advice for future students?
Come with an open mind, and definitely consider taking a placement. Just go for it – this could be the best experience of your life.
CHOOSING YOUR DEGREE

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 included in your studies.

Digital Arts
This exciting programme provides you with practical skills and design expertise in the digital arts, opening up career opportunities in many areas of the creative industries. In the first year, you gain 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 designing media environments, 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. You can also opt to take the Year in Industry (see below).

There’s also an option to transfer to our BSc (Hons) degree in Multimedia Technology and Design after your first term at Stage 1.

Multimedia Technology and Design
Today’s creative industries depend on people who have not only technical skills, but also the ability to meet design challenges. If, as well as having design skills, you understand the underlying digital technologies, you have the edge when it comes to highly competitive jobs such as mobile app design and dynamic web development.

In the first year, you are given 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 develop in-depth knowledge in producing dynamic interactive web and mobile apps.

This degree is offered as a three-year BSc (Hons) programme; but if you wish, you can transfer to our BA (Hons) degree in Digital Arts after the first term of study at Stage 1. You can also opt to take the 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 paid experience that can give you the edge when it comes to seeking employment after you graduate. For more information, see p10.
YOUR STUDY PROGRAMME

As well as compulsory and optional modules, you can customise your course by choosing ‘wild’ modules from other degrees – this lets you explore a wide range of interests.

Most modules are taught in a combination of lectures, seminars, workshops, and computer sessions. Most are continuously assessed, but some also have an end-of-year exam. To read a full description of the modules listed, go to: www.kent.ac.uk/courses/modules and search using the module code.

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.

**Stage 1**
Stage 1 covers the first year of your degree. You are given a broad grounding in design and an introduction to the key practical skills used throughout the course and in the creative industries.

Digital Arts students take:
- Creativity in Interactive and Tangible Media (EL542)
- Digital Effects (EL340)
- Digital Photography (EL339)
- Graphic Design (EL341)
- Introduction to Programming (EL313)
- Moving Image (EL342)
- Visual Culture (EL338)
- Website Design (EL331).

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 (EL334).

**Stage 2**
Stage 2 is the second year of your degree.

Digital Arts students take:
- Designing Media Environments (EL574)
- Digital Portfolio (EL537)
- Professional 3D and Compositing (EL532)
- Second Year Project (EL576).

Multimedia Technology and Design students take the last three modules listed above, plus:
- Mobile Application Development (EL575)
- Software Development (EL535).

**Stage 3**
In Stage 3, the final year of your degree, choosing optional modules and your final-year project allows you to specialise.

Digital Arts students take:
- Digital Visual Effects and Post Production (EL641)
- Final-Year Project (EL636).

Multimedia Technology and Design students take:
- Final-Year Project (EL636)
- Introduction to VR (EL681)
- Video Games Development (EL639).

Additionally, students take two of the following optional modules:
- 3D Computer Animation Pipeline (EL638)
- Digital Futures (EL643)*
- HCI for Mobiles (EL880)*
- Managers and Organisations (CB302)
- Video Games Development (EL639)*.

* Multimedia Technology and Design only

**Stage 4**
If you are on a Digital Arts MA 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.

Possible modules may include:
- Acting in Animation (EL866)
- Action in Animation (EL865)
- Advanced 3D Modelling (EL863)
- Animation Principles (EL832)
- Digital Visual Art Set-up (EL831)
- Effects Animation (EL839)
- Film and Video Production (EL869)
- High Definition Compositing (EL868)
- Integrated Master’s Project (EL760)
- Professional Group Work (EL837)
- Technical Direction (EL867)
- Visual Training (EL833).
A YEAR IN INDUSTRY

Students on all of our undergraduate degree courses have the chance to go 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 always looking for graduates who already have work experience, so this year can greatly improve your job prospects. If you already have a particular career in mind, this gives you a taster, as well as a chance to experience the working environment. If your placement goes well, the employer may offer you a job after graduation.

You work for between 30 and 52 weeks, after your first two years at university, then come back to Kent for your final year of study. You can 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
• the chance to make connections within the industry
• 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 placement team work with you to find suitable opportunities, from large corporations to smaller independent set-ups. Organisations students have chosen to work for include the Addison Group, BBC, Disney Interactive, Eurocontrol (Luxembourg), Eurostar, GForces, GSK (GlaxoSmithKline), Holiday Extras, Nintendo (Germany), Warner Bros and Xerox.

It’s always a good idea to stay in touch with the School during your year in employment. You also have two visits from our industrial placement team – one at the start and another towards the end of your placement. The year is assessed by a written report and an assessment from your employer.
The final-year project is a substantial piece of work based on your own interests.

This is where your imagination is given free rein. You may decide to build an interactive web app, create a 3D animation or create a short film, and you also have the chance to do this in association with an industrial collaborator. Or if the research of a member of the academic staff has sparked a passion, you might decide to create work based on this. Whatever your own areas of interest, this course encourages you to explore them in depth. Here are details of recent projects to whet your appetite.

BBC animation
Four final-year students from the School of Engineering and Digital Arts worked with the BBC to produce an animation as part of Mental Health Awareness Week.

The animation tells the story of Sophie, who suffers from Borderline Personality Disorder, and details her experiences with mental health services in the UK. Students used a range of software to create the animation, including Autodesk Maya, Adobe After Effects, and Adobe Photoshop.

The partnership developed after a discussion between the BBC and the University’s Head of Press Relations about how students could help with new digital storytelling techniques, particularly on sensitive issues where a different approach to standard journalism is required. Commenting on the partnership, a BBC spokesperson said: ‘It was great for BBC South East and the University of Kent to work together on this animation to tell the powerful story of mental health in young people. It really is a special piece of work and it’s a testament to the creative and technical expertise of the students.’ The animation went on to win a coveted BBC Ruby Award. To see the video, go to: www.bbc.co.uk/news/av/uk-england-39822507

Secret Tales of Turner
In collaboration with Turner Contemporary art gallery in Margate, one final-year Multimedia Technology and Design student has created an augmented-reality environment, using computer-generated sensory input such as sounds, images, video, and GPS data to enhance the experience of visiting the immediate surroundings of the Turner gallery.

Other recent projects
- Jump my Jukebox, a dynamic automatically updating music site that interacts with Spotify
- 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
SUPERB STUDY SUPPORT

We’ll support you throughout your time at Kent, from helping you adjust to university study to discussing module choices and essay topics with you.

You are assigned an academic adviser in your first year, and they help you get the most from your degree programme. They meet with you regularly to discuss general academic issues or specific assignments. They also assist you in developing academic skills and refer you to other sources of help if you need it.

Peer support
The best advice often comes from people who’ve been in your situation. On our Academic Peer Mentoring scheme, first-year students can request to be matched with second- or third-year students on a similar degree programme.

Peer mentors help you settle into university life and find your feet. They can discuss ideas and help you to improve your study skills as you progress through your first year.

Study skills advice
Successful students take control of their own learning. Kent’s Student Learning Advisory Service (SLAS) can help you to increase your competence and confidence and fulfil your potential. You can request a one-to-one appointment or attend workshops on a diverse range of subjects, from making the most of lectures to revision techniques.

Student support and wellbeing
You might need extra help to get the most from university. If you have a medical condition, specific learning difficulty, mental health condition, or disability, the Student Support and Wellbeing team is there to support you.

They are committed to improving access to learning for all students at Kent and can assist with many things, including:
• talking to your lecturers about any help you need in lectures, seminars or workshops
• arranging note-takers, signers and other support workers for you
• discussing exam access arrangements
• helping you with emotional, psychological or mental health issues
• applying for relevant funding to support you

Find out more at: www.kent.ac.uk/studentsupport

“The first year was a good transition between school and university. It didn’t throw you in at the deep end, but you had to learn how to work independently. Most of my assessments were project-based – it was very hands-on, right from the start.”

Verity Upton
Digital Arts with a Year in Industry
What do you hope to do once you have your degree? Whether you have a specific career path in mind, or haven’t yet thought much beyond university, we can help you to plan for success.

Build your CV

Your degree studies help you to develop skills such as thinking critically, expressing yourself clearly, solving problems and working independently and as part of a team. These transferable skills are valued by employers and will also be vital if you go on to further study.

At Kent, you have many other great opportunities to enhance your skills. For instance, you can:

• join a society or sports club (or get involved in running one)
• volunteer with a community
• work in a part-time job or take up a summer internship
• represent your fellow students as a student rep, or become a student ambassador
• learn a new language or skill with Study Plus.

Getting involved like this means that you can earn Employability Points, which you can exchange for employability rewards. The more points you earn, the more valuable the rewards: we work with local, national and international employers to offer internships, work experience and a range of other activities that prepare you for the world of work.

Experience work

As part of your degree programme, you can choose modules that focus on business practice, learning about essential aspects of the creative industries such as the art of pitching a project, costing and time management.

Find a great job

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

Visit our careers fair to talk to potential employers and use our award-winning Careers and Employability Service for advice on preparing your CV. Our track record speaks for itself: just six months after graduating in 2017, more than 95% of Kent graduates who responded to a national survey were in work or further study (DLHE).
Digital Arts graduate Sophia Ppali is now studying for an MSc/MA in Global Innovation Design, a double Master’s programme delivered jointly by Imperial College London and the Royal College of Arts. Here’s what she told us about her studies and life after Kent.

‘I applied for Digital Arts at Kent because the course covered a variety of areas. I knew I wanted to do something relating to art and technology, but I didn’t know what, so it allowed me to try a number of topics and gain skills in multiple disciplines. Also, Kent ranked among the best universities in the UK, with one of the highest student satisfaction rates.

‘I particularly liked two modules in our last year: 3D Animation, and Digital Visual Effects and Post Production. Those were what really got me interested in 3D modelling and animation and were the reason I decided to pursue it with my final-year project. For this I was given the opportunity, together with another three students, to work on a brief for the BBC. It was very demanding, but rewarding, enabling us to work on a real-life project we were passionate about, which had a real impact.

‘The lecturers were passionate about their subjects, very approachable and accessible. And, as the School of Engineering and Digital Arts is not a very big department, they knew each student personally. The facilities were excellent too. The library is massive, with all the resources we could possibly need. The School computers are up to date and the 24-hour access there came in handy too. There was always a space to sit and work. You can also rent equipment and have access to the green screen and photography studio.

‘In the second year we had weekly workshops to help us find our Year in Industry placements, and help when preparing for interviews. I was fortunate enough to get an offer from Nintendo in Germany.

‘The Employability Service was useful as well, as they provided CV checks and advice, and the Employability Points Scheme gave me the chance to get an internship with Waterstones.

‘Alongside my degree, I had so many opportunities to get involved in activities, societies and projects I was passionate about. I was in the Taekwondo club, which was my second family for the four years of my studies. In my second year, as part of the photography society, I went to Iceland for five days. I also had the chance to be involved with the TEDx University of Kent events and work with people from all over the University as well as alumni, Kent Union employees, lecturers and community members.

‘I’m now studying Global Innovation Design. I do engineering and coding-related modules at Imperial, and design-related modules at the Royal College of Arts. I’m also working on projects related to technology, virtual reality and mental health, which I became very interested in while at Kent. The course includes terms at Tsinghua University in China, and Nanyang Technological University in Singapore. It’s a very competitive and tough degree, that aims to nurture internationally oriented design engineers.

‘I’m one of the youngest here; most are mature students with years of work experience. I believe the main reason for that is that Kent gave me strong skills in a number of areas such as graphic design, 3D modelling and animation, film, programming and game design. The basic coding skills I gained have also come in handy for creating tangible user interfaces.

‘After my Master’s, I hope to do a PhD (maybe at Kent) in a subject related to tangible media, or virtual reality and mental health.

‘If you’re thinking of coming to Kent, I’d advise you to make the most of your time there. There are so many things to do alongside the studies. Societies and clubs can be a great way of meeting people with the same interests and making friendships that last a lifetime. Also Kent Union’s volunteering award (KSCV) and the Employability Points Scheme not only give you rewards and internships, but also look good on your CV.’
Choosing a university is a big step, so it’s important to find out as much as you can before you make your decision. Come and visit us to see what we can offer you.

**Open Days**

Open Days are a great way to find out about Kent. You can:
- learn more about the course you are interested in at a subject presentation
- ask questions – talk to the academic teams at the information stands
- experience our teaching at a taster lecture (events vary according to subject)
- find out about student finance, other study opportunities and extracurricular activities such as Kent Sport.

Explore the campus at your own pace on the self-guided walking tour. You can visit different types of accommodation, chat to students and enjoy the stunning views over the city of Canterbury.

Open Days are held in the summer and autumn. Book your place at [www.kent.ac.uk/opendays](http://www.kent.ac.uk/opendays)

**Applicant Days**

If you apply to Kent and we offer you a place (or ask you to come for an interview), you will usually be invited to an Applicant Day.

Applicant Days run in the autumn and spring terms and are an opportunity to find out about the course in more detail. You spend time with your academic school meeting staff and current students, and take part in activities that give you a flavour of your prospective course and university life.

**Informal visits**

If you can’t make it to an Open Day or Applicant Day, you can still visit us. We run tours of the campus throughout the year.

If you live outside Europe, we appreciate that you might find it difficult to attend our scheduled events, so we can arrange a personal campus tour for you and your family.

Let us know you’re coming

Scheduled tours and personal campus tours (for international students) need to be booked in advance – you can do this via [www.kent.ac.uk/informal](http://www.kent.ac.uk/informal)

Meet us in your country

Our staff regularly travel overseas to meet with students who are interested in coming to Kent. We also have strong links with agents in your home country who can offer guidance and information on studying at Kent. Find out more at [www.kent.ac.uk/courses/international](http://www.kent.ac.uk/courses/international)

CONTINUED OVERLEAF
Self-guided tours
If you prefer to explore on your own, download a self-guided walking tour at www.kent.ac.uk/informal or pick up a copy from us.

A self-guided audio tour is also available, so you can learn about Kent without even leaving home. See www.kent.ac.uk/courses/visit/informal/audio-tour.html

Explore online
Find out more about the academic team, the course and events in the School at www.eda.kent.ac.uk

Keep in touch with us via:
www.facebook.com/edakent/
www.twitter.com/edakent/

Contact us
If you would like more information on Kent’s courses, facilities or services, please contact us on:
T: +44 (0)1227 768896
www.kent.ac.uk/ug

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: ABB at A level; IB Diploma 34 points overall or 15 from three subjects at Higher Level; DDM in BTEC Level 3 Extended Diploma.
W283, W284: AAB at A level; IB Diploma 34 points overall or 16 from three subjects at Higher Level; DDD in BTEC Level 3 Extended Diploma.
G4W2, G4WF: ABB at A level; IB Diploma 34 points overall or 15 from three subjects at Higher Level, inc 4 in Mathematics at HL or SL; DDM in BTEC Level 3 Extended Diploma.

Required subjects
G4W2, G4WF: GCSE Mathematics grade C.

Scholarships and bursaries
See www.kent.ac.uk/ugfunding for details of scholarships and bursaries.

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

FIND OUT MORE (CONT)
COME AND VISIT US

To find out more about visiting the University, see our website:
www.kent.ac.uk/visit