DIGITAL MEDIA
Canterbury
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. Studying the rapidly expanding fields of digital media at 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 and digital film and animation. There is particular strength in web 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 and video games.

Passionate teaching
You benefit from a diverse range of teachers, 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, film-making and 3D animation.

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 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.

The Digital Media Hub provides a focal point for Multimedia Technology and Design, and Digital Arts students to gain client experience with industry. 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
A year in industry
If you opt to take the degree with a year in industry, you will gain valuable commercial experience. The placement year away 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 149 different nationalities represented.

The standard of our student work has been internationally recognised by a number of awards, from the Europrix multimedia competition, Austria, to the American Broadcast Education Association, among others.

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 onto these degree programmes and 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

DID YOU KNOW?
EDA at Kent was ranked 1st for student satisfaction in Electronic and Electrical Engineering in The Guardian University Guide 2014.
DID YOU KNOW?

Canterbury is consistently rated as one of the safest university cities in England and Wales in The Complete University Guide.
Based on a scenic and well-equipped campus, you have access to excellent digital media systems and highly developed IT resources.

The School has been in receipt of a further significant investment totalling £0.9m during summer 2013, which fully complements the £0.8m improvements to the teaching and computer laboratories completed during the summer of 2012. You therefore become part of a modern and vibrant School, with access to state-of-the-art facilities, enabling 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, Flash, Premiere Pro, After Effects and 3ds Max.

Our production studio has over 100 square metres of filming/performance space along with a control room and sound studio. The main studio is equipped with an extensive lighting grid and incorporates 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.

We also have a fully equipped photographic studio, with lighting, backgrounds and still life facilities. Our four fully furbished, air-conditioned computer suites feature more than 160 high-end computers.

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, you’re spoilt for choice. 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, an off-licence, a bookshop, a medical centre and a pharmacy. From campus, it’s a 25-minute walk or a short bus-ride into town.

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 attractive 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.
Francesca Haselden is in her final year, studying Multimedia Technology and Design with a Year in Industry.

What attracted you to Kent?
I’ve always been interested in graphics and the web so multimedia seemed like a good subject to study. Kent was one of the few universities to offer the course I liked and Canterbury is a fantastic place – it’s far enough away from home for me to be independent and the proximity to London is excellent for socialising and for employment opportunities after graduation.

How is your course going?
It’s been a really good experience. The course gives you the connections, motivation and the basic tools, but I think that the work you do outside your degree is just as important for increasing your employability after graduation. I have really put myself forward for everything and the School of Engineering and Digital Arts actively encourages that. For example, I helped the department with its social media in my first year which led me to secure an internship for a firm in London over the summer. I also worked on the University’s student Twitter feed in my second year which in turn has led to other opportunities.

What about your lecturers?
I get on well with my lecturers. It’s not a typical teacher-pupil relationship, they are more like friends and mentors. I also feel that I am respected by all the teachers and I think that’s very important. I really enjoy being part of EDA – it’s a close-knit department and a positive place to study.

What do you think about the level of support in your studies?
There’s good support available in the department and around the University. I’m quite an autonomous person, but I do make sure I am using everything that’s available to me. If there’s a service on offer, I will look into whether it will help me. I’ve done a couple of the Kent Union Stand Out training sessions, which I found particularly useful.

Which module have you enjoyed the most, and why?
When I started the course, I didn’t have any programming background. I wasn’t particularly interested in it. But I have found myself continually referring back to the theories I was taught in the Introduction to Programming module in the first year. It has really provided the foundation for everything I’ve done since.

How would you describe your fellow students?
There’s a good group of people and I’ve made a lot of friends over the last four years. They are all very motivated.

How did you spend your Year in Industry?
I worked as a client-side developer for Sagittarius Marketing, one of the largest marketing firms in the region. It was hard work, but I learnt more during that year than at any other time in my life; how to interact in a work environment, how to stay motivated and how to maintain a good work-life balance. My technical skills also went through the roof. The placement definitely solidified everything I had learned.

What do you do in your spare time?
There’s a really good community spirit on campus, so I’ve enjoyed getting involved in various University events, including WorldFest. I also founded the Tea Society in 2010 and this year I have set up the Digital Media Society. I’m just trying to pack in as much as I can.

What kind of career do you hope to follow when you leave?
I am interested in web development and marketing. I would like to move to London and work there for a couple of years. There’s also the possibility of working abroad. I’ve had a couple of job offers already, so I’m excited about what lies ahead.

Any advice for potential students?
You will never get an opportunity in life other than at university to do so many different things, so work hard and get involved in everything you can.
A SUCCESSFUL FUTURE

Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job. Computer technology, telecommunications and consumer electronics are rapidly evolving, so expertise in these fields is in great demand.

Graduate career paths
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*.

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 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 our Employability webpage at www.kent.ac.uk/employability

DID YOU KNOW?
We are consistently in the top 20 for graduate starting salaries and, six months after graduation in 2012, less than 6% of Kent graduates were without a job or a further study opportunity.
Meg Maughan graduated from Kent in 2012 with a degree in Multimedia Technology and Design with a Year in Industry, and is now working as a digital designer.

What attracted you to studying at Kent?
Canterbury was the perfect location to allow me to experience student life in a new city without being too far away from home. I was impressed by the facilities Kent offered and liked the fact that the Multimedia Technology and Design course enabled me to combine my technical IT background with my creative interests.

What was your degree course like?
It was varied, exposing you to lots of different topics, so you are able to specialise for your final-year project. Being a practical course, there were many workshops and demonstration classes that built up the class hours. A large proportion of the course involved working in teams, allowing you to use a combination of skills to produce a strong piece of work.

During the four years, I learnt what I did and did not want to pursue, which was a very positive step to finding the right career path. The Year in Industry, in particular, opened my eyes to how programmers, graphic artists and photographers of stills and moving image operate in a working environment. I picked up things that I would not have learnt from books or lectures. I also gained confidence working with clients. This industry is built on teamwork and the group work we did throughout the course has helped me approach my work with a positive attitude in stressful and sometimes difficult situations.

What are you doing now?
I secured a permanent role with the learning technologies company I completed my placement with. I started as soon as I had finished my exams so it was great to get straight into working life and earn some money after four years of study.

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 contents graphics forms the majority of my work but I also get involved with photo shoots and animations. It’s an interesting and varied role.

What are your future plans?
I plan to remain in digital design but possibly move into another industry such as advertising or marketing. In the longer term, I would like to become an Art Director.

Do you have happy memories of Kent?
I have great memories, which I’m sure I will remember for life. Staff in the School of Engineering and Digital Arts were always friendly, assisting the students wherever possible. Kent also offered a great choice of social and sports clubs so everyone had the chance of getting involved in something they enjoyed. The campus was lovely and Canterbury itself is a great city to live and study in.

What advice would you give to someone thinking of coming to Kent?
If student life is not what you had expected at first, don’t be put off. Going to university for the first time is a big step for anyone. Work hard throughout the year, not just when deadlines are looming, to keep your stress levels down and to keep on top of your workload.

It’s also important to get involved in as many things as you can because university is about personal growth too. You will get the chance to work and socialise with people from all over the world, which is similar to the real working world, so make the time to make friendships and learn from one another. But, more importantly, have fun!
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.

Digital Arts
This exciting programme provides you with practical skills, creative thinking 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 film-making, 3D modelling, 3D animation, compositing, digital portfolio production and video games design.

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

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 interactive applications 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. In the following years, you go on to develop in-depth knowledge in producing dynamic interactive web applications.

There is an option to transfer to our BA (Hons) degree in Digital Arts after the first term of study.

For both programmes, the majority of the modules contain design and project work and are continuously assessed; some modules also have an end-of-year examination. Aspects of professional practice, such as working with clients, business practice, intellectual property rights and project management, are integrated into the curriculum.

Year in industry
If you wish, you can spend a year between Stages 2 and 3 of your studies 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.

“My degree course was interesting because it was varied. It gave me a basic knowledge of a number of areas, providing me with the basis to decide the area I wanted to specialise in.”

Mike Jongbloet
Multimedia Technology and Design graduate
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 major software packages used throughout the course.

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

Digital Arts students take the following 15-credit modules:
- Digital Effects
- Digital Photography
- Digital Visual Narrative
- 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

Digital Effects
In this module, you develop skills in 3D modelling, using 3ds Max, 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. Having learnt the basics, you then produce a portfolio of digital photographs and a poster.

Digital Visual Narrative
You are introduced to practical techniques for making meaningful digital image sequences, both in terms of content and software. Lectures look at ideas and content, and practical assignments allow you to create a short 2D animation movie, using Adobe Flash.

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 understand, 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 provides an introduction to the principles of visual communication. Examples of traditional and modern artefacts are explored and discussed.

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. No previous web design experience is required.

“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.

All students take modules amounting to 120 credits. Modules have a value of 15 credits unless otherwise indicated.

The modules studied by Digital Arts students are:
- Digital Film-making*
- Digital Portfolio*
- Professional Practice
- Project Design
- Virtual Worlds and 3D Modelling.*

Students studying Multimedia Technology and Design take the last four modules listed above, plus:
- Interaction Design
- Software Development.

* 30-credit module

Modules: Stage 2

Digital Film-making
This module involves developing, directing, filming and editing a number of short films. It combines creative and technical skills. 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 project planning and management, scoping a project, legal issues, professional identity and online presence. You learn how to produce a proposal in response to a client’s brief.

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 a personal presentation.

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’s database and learn techniques that assist in the development of robust software.

Virtual Worlds and 3D Modelling
This introduces you to the principles and concepts of three-dimensional 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.
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 by providing you with real commercial experience. 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 industrial placement 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 BBC and Warner Bros.

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, which count as 10% of your overall degree result.

“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 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.

The compulsory modules for Digital Arts students are:
• Digital Visual Effects and Post-production*
• Final-Year Project†.

Modules have a value of 15 credits unless otherwise indicated.
† 60-credit module
* 30-credit module

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

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

† 60-credit module
* 30-credit module

Managers and Organisations
The purpose of this module is to enable 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 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.

DID YOU KNOW?
Kent offers a very wide range of subject areas. To see all of the degree programmes on offer, go to www.kent.ac.uk/ug
The final-year project module 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, on a theme often associated 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.

Past projects have included: www.axiom-x.co.uk, an e-commerce site; www.thekitchenwall.com, a social networking web application, developed using the latest Web 2.0 technologies; Secret Tales of Turner, an augmented reality app for Turner Contemporary art gallery; Immortal, a movie trailer combining various multimedia techniques, with video footage created with a composite of two 3D models; Tea Break, a 3D animation with models created and animated using Autodesk Maya and textured with Adobe Photoshop and a suite of Adobe programs; and an interactive guide to the Canterbury campus, all created using Adobe Flash.

Secret Tales of Turner

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. 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.

The Kitchen Wall

www.thekitchenwall.com is a social networking web application. The site provides many innovative features and includes shared recipes, nutritional information, gardening tips and restaurant listings. It was developed using the latest Web 2.0 technologies. The Kitchen Wall received a Europrix Quality Seal Award.

“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
VISIT THE UNIVERSITY

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

Open Days
Open Days are held in July and October 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, see www.kent.ac.uk/opendays

UCAS Visit Days
UCAS Visit Days take place between December and April and include a tour of the campus with a student guide 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 details 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, see www.kent.ac.uk/informal

More information
For more information about the University, or to order another subject leaflet, please contact the Information and Guidance Unit.

T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
www.kent.ac.uk/ug

You can also write to us at: The Information and Guidance Unit, The Registry, University of Kent, Canterbury, Kent CT2 7NZ.

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

Award
BA (Hons), BSc (Hons).

Degree programme
Single honours
• Digital Arts (W281)
• Digital Arts with a Year in Industry (W282)
• Multimedia Technology and Design (G4W2)
• Multimedia Technology and Design with a Year in Industry (G4WF)

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

G4W2, G4WF: BBB at A level; IB Diploma 34 points or IB Diploma with 15 points at Higher, inc 4 in Mathematics at HL or SL; DDM in BTEC National Diploma.

Required subjects
G4W2, G4WF: GCSE Mathematics grade C.

Year in Industry
Year in industry between Stages 2 and 3.

Offer levels and entry requirements are subject to change. For the latest course information, including entry requirements, see: www.kent.ac.uk/ug
COME AND VISIT US

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