CIT Crawford College of Art & Design at a glance

CIT Crawford College of Art & Design

CIT Crawford College of Art & Design (CCAD) is a vibrant multi-campus College, which has been providing education in the arts for over 200 years.

Crawford graduates are among Ireland's top artists, designers, media designers and communicators, art therapists and art educationalists. Whether you are interested in Fine Art or Contemporary Applied Art, Visual Communications or Multimedia or hoping to do postgraduate study in Art Therapy, Art & Design Education, Art & Process, E-learning Design and Development, Journalism or Public Relations with New Media - we have something for you.

The vibrant city of Cork - known as the City of Festivals - is home to national and international art galleries, the National Sculpture Factory, a range of artist-led initiatives such as Cork Printmakers, the Backwater Artists Group and the Guesthouse, and of course, is an ideal place to work in the creative industries.

Whatever your creative aspirations - we can support you on your journey to finding your individual unique voice. At the Crawford, your education is led by you.
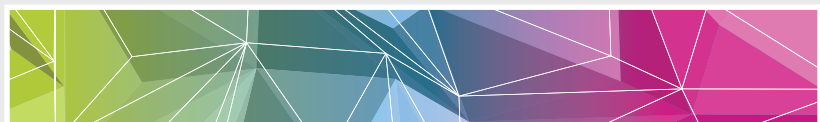
The College comprises four distinct departments as follows:

- The Department of Fine Art and Applied Art based at the Sharman Crawford Street campus, and the Department of Art & Design Education based at Sullivan's Quay, offering programmes in Fine Art, Contemporary Applied Art (Ceramics, Glass, Textiles), and Art Education.

- The Department of Media Communications, offering programmes in Visual Communications, Multimedia, Journalism, E-learning, and Public Relations, is based at the CIT Bishopstown Campus.

- The Department of Arts in Health & Community Practice is based on Sullivan's Quay, a 5-minute walk from the Sharman Crawford Street campus.

There are extensive links with industry and external arts organisations, a thriving visiting lecturer programme, and a strong focus on the development of individual creativity.

CCAD also has its own exhibition space at CIT Wandesford Quay Gallery and this venue has already established itself as an intersection point between the college and the wider artistic community.

Fine Art and Contemporary Applied Art (Ceramics, Glass, Textiles) @ Sharman Crawford Street

The BA (Honours) in Fine Art, and Contemporary Applied Art (Ceramics, Glass, Textiles), are based in our Sharman Crawford Street campus, which is in the heart of Cork city with easy access to vibrant art institutions and arts scene. Both programmes provide studio based education, with an emphasis on instilling individualism and independence.

Facilities include personal studio space for all students with access to well-equipped workshops including drawing studio, media-labs, photography studio, digital imaging lab and/or traditional darkrooms, projection space, print studios, textiles, glass, ceramics, metal, and wood fabrication alongside lecture theatres.

Visual Communications & Multimedia @ Bishopstown Campus

The BA (Honours) in Visual Communications, and the BA (Honours) in Multimedia are offered on the Bishopstown campus in the Department of Media Communications. In recent years this department has grown significantly and has become a premier provider of visual design and media education in the south of Ireland. Facilities are of a high standard and include lecture rooms, photographic/video production space and design/drawing studios. There are also traditional printing and digital pre-press facilities available to the students. All labs consist of Macintosh computers and up-to-date industry standard software. All courses maintain close links to industry involving

ongoing consultation with design and media professionals ensuring that courses are targeted to 'real world' needs and that graduates are both highly trained and eminently employable. There are also many options for postgraduate studies within CCAD.

Postgraduate Programmes

CCAD offers an extensive range of Postgraduate Programmes:
- Professional Master of Education (Art and Design)
- MA in Art Therapy
- MA in Art & Design Education
- MA in Teaching Visual Arts for Primary & Early Years Education
- MA in Art & Process
- MA in Public Relations with New Media
- MA in Journalism with New Media
- MA in E-learning Design and Development
- MA by Research
- PhD

International Links

The College actively participates in the ERASMUS student mobility programme, and exchanges have taken place with colleges in Germany, the UK, the Netherlands, Portugal, Italy, Denmark, France, Spain, and Finland. The College welcomes mature students and receives many applications from overseas.

Portfolio Guidelines

CCAD Undergraduate Programmes

1. BA (Honours) in Fine Art CR 220
2. BA (Honours) in Contemporary Applied Art (Ceramics, Glass, Textiles) CR 210
3. BA (Honours) in Visual Communications CR 600

The portfolio is your opportunity to show what interests and excites you visually; it should show your ability and potential to engage in a challenging and creative contemporary art and design practice. If you have an inquisitive mind and want to explore your creativity, then the CCAD Degree Programmes are for you.

There is no 'standard' portfolio but these are indications of what will be looked for:

- Make it exciting so your portfolio reflects your interest and enthusiasm for the chosen course as a prospective art and design student.

- Evidence of drawing and painting are essential and should be demonstrated through both observational and imaginative work. However, at least half of the work you include should be from direct observation.

- Don't leave out large scale or 3D work; however it is sufficient to present this by photographing the objects from a variety of viewpoints and including some indication of scale if possible.

- Sketchbooks and personal visual diaries are vital since they give an idea of how you inform yourself, how you generate ideas and your approach to researching and developing them.

- It is important to organise and present your portfolio clearly but there is no need to spend a lot of money mounting work - spend time putting your folder in order, be selective, judge what best displays your interests, abilities and skills, then arrange it in a clear and coherent manner- don't put everything in. Remember we are looking for quality not quantity.
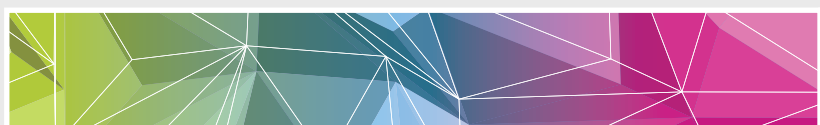
- Please do not include work on disc (unless it is motion graphics or video work specific to course CR 600).

Note: Portfolios for the BA in Visual Communications CR 600 should contain examples of any 'graphic design' projects you may have undertaken such as logos, event posters, CD covers, or graphics for packaging.

Finally and most importantly, enjoy the process of creating your portfolio - it will be evident in the work. Be inventive, we enjoy seeing work that is individual and imaginative.

Portfolio Admission Procedures

- This involves aggregating the points scored for the Leaving Certificate or FETAC (now Quality and Qualifications Ireland (QQI)) points alongside marks awarded for a Portfolio Assessment.

- Points are awarded out of 600 using the normal CAO points system applied to six subjects. A further 600 points are available for the Portfolio, making a total of 1200 maximum.

- A minimum of 240 (40%) points must be obtained in the Portfolio Assessment in order for an applicant to be eligible for the course.

- Applicants should apply in the normal way through the CAO by 1st February, after which they will receive an invitation to submit their portfolio for consideration. This usually takes place before the 17th March.

- The marks allocated to the portfolio will be communicated to the CAO and to the applicant before the end of May by post. When the Leaving Certificate results become available, the CAO will make offers in the usual manner.

- In order to be considered for a place on the courses CR 210, CR 220 and CR 600, applicants must satisfy the minimum academic requirements (please see each course for details). All assessments will be carried out by portfolio review and applicants will be required to present their portfolio in person for both the Fine Art and Contemporary Applied Art (Ceramics, Glass, Textiles) Programmes.

Portfolio Presentation

We view hundreds of portfolios each year and to ensure the process works, we ask you to thoroughly read through the procedures outlined below.

Locations

Presentations for CR 210 and CR 220 will be made to the Department of Fine Art & Applied Art, which is based at the CIT Crawford College of Art and Design at Sharman Crawford Street campus in Cork City.

Please note that the application procedure and review of presentations for CR 600 will be held in the Department of Media Communications, which is based at CIT Bishopstown campus on the ground floor - C corridor of the main building.

- All work should be contained within a secure art portfolio that is clearly labelled with your name, address, contact telephone number, and your correct CAO number.

- Each individual artwork must be clearly labelled on the reverse, if desired, with your correct CAO number.

- Applicants of CR 220 BA (Honours) in Fine Art, and CR 210 BA (Honours) in Contemporary Applied Art (Ceramics, Glass, Textiles) are required to deliver & collect portfolios directly to the college by invitation. Applicants are invited to tour the college and meet with staff and students and should allow approximately 3 hours in total for portfolio assessment. Portfolios must be collected on the day of assessment.

- Applicants of the CR 600 BA (Honours) in Visual Communications are responsible for delivery and collection of their portfolios. The department secretary will issue the applicant with a collection receipt and on return the receipt is handed in and the portfolio returned. Portfolios not collected within a reasonable time period are not the responsibility of the department.

- Portfolios may be posted or shipped to the Department of Media Communications, CIT. However, the Department cannot be responsible for wrapping and return shipping.

Note: If you apply to both CR 600 and CR 210 or CR 220, we will facilitate applicants in holding the portfolio reviews at the Sharman Crawford Street Campus so as to avoid having to attend at two locations.

If you have any queries please contact ccad.enquiries@cit.ie

Contemporary Applied Art (Ceramics, Glass, Textiles)(Honours)

CR 210 Level 8 Award

▸▸ Progression to Postgraduate Programmes

Application: CAO
Award Title: Bachelor of Arts (Honours) in Contemporary Applied Art (Ceramics, Glass, Textiles)
Duration: 4 Years (8 Semesters)
Places: 15
Location: CIT Crawford College of Art & Design, Sharman Crawford Street, Cork.
Restricted Application/Early Assessment Procedures: Yes

CAO Points in 2015	Round 1
CR 210	665*

*Please note that the points above were calculated under the Pre-2017 Leaving Certificate grading scale. Points for entry in September 2017 will be calculated under the new Leaving Certificate grading scale. Details of the new grading scale can be found at www.transition.ie

Admission

For admission to a programme, standard applicants must
- score the necessary CAO points and
- meet the minimum entry requirements

Entry 2016

Minimum Entry Requirements
Leaving Certificate in 6 Subjects

Subjects D3 (O/H)	Subjects C3 (H)	Maths Grade	English or Irish Grade
4	2	(Note 1)	D3 (O/H)

Note 1: There is no specific requirement for Mathematics. A Grade B2 or higher in Foundation Level Mathematics is recognised as one of the subjects for entry.

Entry 2017

Minimum Entry Requirements
Leaving Certificate in 6 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
4	2	(Note 1)	O6/H7

Note 1: There is no specific requirement for Mathematics. A Grade F2 or higher in Foundation Level Mathematics is recognised as one of the subjects for entry.

Note 2: A Portfolio is required. See Page 178 for further admission information.

What is Contemporary Applied Art?

Contemporary Applied Art (Ceramics, Glass & Textiles) encourages fresh ideas, inventive use of materials and techniques and offers students the opportunity to critically engage with current practice.
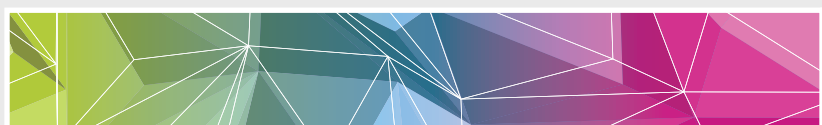
Helpful Leaving Certificate Subjects

Art, and Design and Communication Graphics.

Potential Areas of Employment

- Exhibiting Artist/Designer/Arts Administrator
- Gallery/Museum Professional e.g. Curator
- Educator – requires further postgraduate study

First Year at a Glance

- Introduction to Art History: history of Western Art; modernity and visual culture; seminars including site visits to local galleries and cultural institutes
- Introduction to Art Processes: learning to use and express yourself in a variety of media, Textiles, Glass, Ceramics and one of the following Print, Photography, Drawing, Digital Media
- Formal Visual Elements: making of 3D and sculptural pieces; making & constructing things and the relationship these things have to the space they exist within
- Drawing: developing a personal understanding of visual language through objective/non-objective drawing
- Introduction to Studio: explore ideas through a range of materials, combined with specific workshops in the fundamental processes of Ceramics, Glass & Textiles
- IT for Artists: provides the learner with a foundation in IT as it relates to visual arts practice

About the Course

This is an innovative interdisciplinary programme with an emphasis in three main material areas, Ceramics, Glass, and Textiles, either as a chosen specialism, or in combination. It offers students the opportunity to creatively develop and make objects. The emphasis is on an open and experimental exploration grounded in historical context and current critical debate about contemporary practice. This course offers a creative and playful approach to materials and idea development with a strong emphasis on practical skills, conceptual development and self-directed exploration.

The delivery of this course is modular and centred on 'thinking through making' including: skills development workshops, lectures, group seminars, tutorials, peer and independent learning. In their final year students will be expected to develop and execute an original body of work to a high standard and undertake a written thesis which explores the intellectual aspects and implications of the work. In the final year also, students undertake a professional practice module, which is delivered by an international curator to teach students how to present their work to the professional world.

Students are encouraged to pursue opportunities within the programme for international exchange and placement. The College has extensive facilities; excellent specialised workshops, digital labs, individual studio space, and a specialised visual arts library; which with the experienced artist and educator lecturing staff makes the college a vibrant place to study and grow.

Career Opportunities

The Degree can potentially lead to a wide variety of career opportunities across a range of art industries from working as an artist, creating unique artefacts for exhibition and commission, art professional within museums and galleries, education, to running workshops.

Further Studies

For details, see www.cit.ie/ccad

Suitably qualified graduates are eligible to apply for:
> Professional Master of Education (Art and Design)
> Master of Arts in Art & Design Education
> Master of Arts in Teaching Visual Arts for Primary and Early Years Education
> Master of Arts in Art & Process

Graduates who have also completed a foundation level course in Art Therapy are eligible to apply for admission to:
> Master of Arts in Art Therapy

Graduates are also encouraged to continue their studies at postgraduate level to MA by research and PhD.

Contact Information

Trish Brennan
Department of Fine Art & Applied Art
T: 021 433 5200
E: ccad.enquiries@cit.ie

Question Time

Is there any written exam?
There are no sit-down exams. However, there are many academic modules where assessment is in essay, report, seminar paper/thesis format.

Does the College provide all the materials for coursework?
Materials for course work are available through the College. Students are asked to contribute for materials annually.

Graduate Profile

Peter Martin
Visual Artist

When you enter the CCAD you enter a community, a community both supportive and challenging. My time studying Contemporary Applied Art (and Fine Art) was integral to my development as a visual artist. Not only was the attention put on research and concept, but the practical skills and techniques which I learned from the lecturers and tutors have proven invaluable to me in the progression of my career after college.

The exchange programme to Shanghai University Glass Department opened my eyes to the endless possibilities of the art world internationally and has left a hugely important impression on me. Most significantly, the guidance, openness and encouragement of my tutors assisted me in finding my own path towards my future career.

Fine Art (Honours)

CR 220 Level 8 Award

▸▸ Progression to Postgraduate Programmes

Application: CAO
Award Title: Bachelor of Arts (Honours) in Fine Art
Duration: 4 Years (8 Semesters)
Places: 65
Location: CIT Crawford College of Art & Design, Sharman Crawford Street, Cork.
Restricted Application/Early Assessment Procedures: Yes

CAO Points in 2015	Round 1
CR 220	515*

*Please note that the points above were calculated under the Pre-2017 Leaving Certificate grading scale. Points for entry in September 2017 will be calculated under the new Leaving Certificate grading scale. Details of the new grading scale can be found at www.transition.ie

Admission

For admission to a programme, standard applicants must
- score the necessary CAO points and
- meet the minimum entry requirements

Entry 2016

Minimum Entry Requirements
Leaving Certificate in 6 Subjects

Subjects D3 (O/H)	Subjects C3 (H)	Maths Grade	English or Irish Grade
4	2	(Note 1)	D3 (O/H)

Note 1: There is no specific requirement for Mathematics. A Grade B2 or higher in Foundation Level Mathematics is recognised as one of the subjects for entry.

Entry 2017

Minimum Entry Requirements
Leaving Certificate in 6 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
4	2	(Note 1)	O6/H7

Note 1: There is no specific requirement for Mathematics. A Grade F2 or higher in Foundation Level Mathematics is recognised as one of the subjects for entry.

Note 2: A Portfolio is required. See Page 178 for further admission information.

What is Fine Art?

Fine Art is the making and study of visual art. It educates and prepares students to become artists and to develop professional careers that are aligned to the making of art. The course allows students to work across all fine art media with excellent facilities for painting, drawing, photography, printmaking, digital media, and 3D processes.

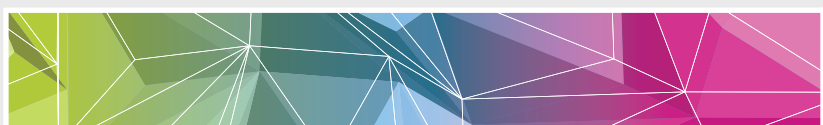## Helpful Leaving Certificate Subject

Art.

Potential Areas of Employment

- Artist Practice
- Arts Education
- Arts Administration & Management
- Curation
- Community Arts
- Art Criticism

First Year at a Glance

- Introduction to Art History: history of Western Art; Modernity and visual culture; including seminars and visits to local galleries and arts institutions
- Introduction to Art Processes: learning to use and express yourself in a variety of media including: Print, Photography, Drawing and Digital Media
- Formal Visual Elements: making of 3D and sculptural pieces; making & constructing things and the relationship these things have to the space they exist within
- Drawing: developing a personal understanding of visual language through objective/non-objective drawing
- Fine Art Studio: the initiation and application of visual research strategies towards the making and presentation a personal body of work
- Art in Context: introduce the student to art when working in a broad social, cultural and environmental context

About the Course

The BA (Hons) in Fine Art is a studio-based course with an emphasis on individual creative development. Students are introduced to the skills and philosophies of the practicing artist. The course supports the development of studio practice enabling students to position their artwork in terms of art history and contemporary critical thought. Students can choose from a wide range of media including: painting, sculpture, photography, film, video, digital media, sound, print, performance, and/or drawing, and will be trained in the processes and facilities available in the College's excellently equipped workshops.

Fine Art offers very varied career paths. The course aims to instil individualism and independence preparing students for active careers in the visual arts or for further study to Master's degree level.

Further Studies

For details, see www.cit.ie/ccad

Suitably qualified graduates are eligible to apply for:
> Professional Master of Education (Art and Design)
> Master of Arts in Art & Design Education
> Master of Arts in Teaching Visual Arts for Primary and Early Years Education
> Master of Arts in Art & Process

Graduates who have also completed a foundation level course in Art Therapy are eligible to apply for admission to:
> Master of Arts in Art Therapy

Career Opportunities

Graduates may develop careers as practicing artists or professional careers in education, art institutions, independent curation, arts administration, and arts management. Many students also continue to the Higher Diploma and/or Masters level to progress their career.

Contact Information

Trish Brennan
Department of Fine Art & Applied Art
T: 021 433 5200
E: ccad.enquiries@cit.ie

Question Time

I might like to go on an Erasmus programme, is this possible with this course?
Yes, we have links with many European colleges and facilitate students to exchange on Erasmus programmes annually.

Is there any written exam?
There are no sit-down exams. However, there are many academic modules where assessment is in essay, report, seminar paper/thesis format.

Does the College provide all the materials for coursework?
We have material stores in the College providing papers, canvas, paint, clay, inks etc. Students are required to pay cost price for these materials.

Is there specialism within this course i.e. Fine Art Print?
This programme offers students the opportunity to work across a range of media or specialise in their chosen media. All Fine Art students study and work together which encourages greater peer interaction. We do not separate students into media specialised class groups.

Graduate Profile
Kate O'Brien
Freelance Photographer

"In the CIT CCAD you have the freedom to move between different departments and use the facilities across a variety of media. Photography was my main area of study.

Apart from the practical skills that I learned in CIT CCAD, e.g. video editing, photography, and screenprinting, the college helped me to approach things from different angles. This is really useful, not just in artistic practice but in all areas of your career; to have a creative approach to problem solving and to come up with creative solutions. That has really stood to me in every area of my life."

Kate completed her MFA in Contemporary Art Photography in Edinburgh and currently works as a freelance photographer in Dublin.

Graduate Profile
David Upton
Assistant Curator

"The skills of research and writing are some of the most essential to becoming a professional artist or curator. My studies at the CIT CCAD taught me to hone these skills and to later successfully secure funding to travel, research, and produce exhibitions. Curation has become an integral part of my art practice.

The term I spent at The Academy of Fine Arts in Budapest while taking part in the Erasmus student exchange programme proved to be one of my most valuable experiences, building international friendships and giving my art practice perspective. Since graduation I have found the support and advice offered by the college to be invaluable. My time at the CIT CCAD gave me the tools to navigate a competitive cultural landscape."

Multimedia (Honours)

CR 112 Level 8 Award

▸▸ Progression to Postgraduate Programmes

Application: CAO
Award Title: Bachelor of Arts (Honours) in Multimedia
Duration: 4 Years (8 Semesters)
Places: 40
Location: CIT, Bishopstown, Cork.

CAO Points in 2015	Round 1
CR 112	370*

*Please note that the points above were calculated under the Pre-2017 Leaving Certificate grading scale. Points for entry in September 2017 will be calculated under the new Leaving Certificate grading scale. Details of the new grading scale can be found at www.transition.ie

Admission

For admission to a programme, standard applicants must
- score the necessary CAO points and
- meet the minimum entry requirements

Entry 2016

Minimum Entry Requirements			
Leaving Certificate in 6 Subjects			
Subjects D3 (O/H)	Subjects C3 (H)	Maths Grade	English or Irish Grade
4	2	D3 (O/H)	D3 (O/H)

Entry 2017

Minimum Entry Requirements			
Leaving Certificate in 6 Subjects			
Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
4	2	O6/H7	O6/H7

What is Multimedia?

Multimedia combines the creativity of art and design with the skills and knowledge of computer technologies and programming to create interactive digital media products. Multimedia comes in many different formats. It can be almost anything you can hear or see like text, image, music, sound, video, film, animation, and more. By combining media, content and interactivity, those interested in multimedia can take on and work with a variety of media forms to get their content to communicate across a variety of platforms and in some cases perform interactive experiences.

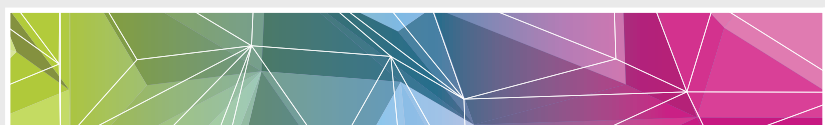## Helpful Leaving Certificate Subjects

Art, Music, and English.

Potential Areas of Employment

- Project Manager/Creative Director
- E-learning/Usability/Information Design
- Web Designer or Developer/App, Games and 3D Designer
- Animator/Video and TV Producer/Digital Music Producer

First Year at a Glance

- Web Design Basics: interactive web design - HTML and CSS
- Moving Image & Sound: introduction to the theories and practical application of time-based AV media production
- Business & Enterprise: the study of business systems, operations and enterprise. Learning communication and business writing skills
- Design Basics: visual design solutions for basic media design problems
- Introduction to Digital Media: knowledge and practical use of digital media formats and devices
- Media Project: projects involving actual or virtual scenarios, simple games, animations, and video and audio for interactive applications
- Project Management: this module introduces students to the theory and practice of project management
- Introduction to AV Technology: the study of audio and video technology - audio video recording, storage and editing equipment and processes
- Interaction & Media: developing content for web browsers, interactive media players
- Electives include Film Language; Media Design; Animation Principles; and Interface Design

About the Course

The course is designed to foster a range of studies in areas such as new media, design, social media, music technology, business principles, computing and 2D/3D visualisations. The course places particular emphasis on individual and team based projects. Students learn how to integrate the various skills and competencies required to produce effective multimedia products.

The BA (Honours) in Multimedia students can choose to do an Erasmus exchange with the University of Applied Sciences in Darmstadt, Germany. Graduates of the BA (Honours) in Multimedia can also choose to continue their studies in Germany at Master's Level 9 by taking the MA in Leadership in the Creative Industries which is a Joint Award. The Award is internationally recognised and accredited by CIT and the University of Applied Science in Media Faculty, Darmstadt, Germany.

Further Studies

For details, see www.cit.ie/ccad

Suitably qualified graduates are eligible to apply for:
> MA in Leadership in the Creative Industries (Joint Award CIT / h_da, Media Faculty, Germany)
> MA in Public Relations with New Media
> MA in Journalism with New Media
> MA in E-learning Design and Development
> MA by Research

Career Opportunities

There is a very broad range of career opportunities for the graduates of the BA (Honours) in Multimedia. All graduates will be comfortable working as part of a multidisciplinary team, managing projects and possibly starting their own business. Areas of specialist employment include E-learning, Game and App Development, 3D Design, Animation, Interactive Programming, and Audio Technology.

Contact Information

Trevor Hogan
Department of Media Communications
T: 021 433 5812
E: trevor.hogan@cit.ie

Question Time

What is the difference between Visual Communications and Multimedia?
Visual Communications is a graphic design course that focuses on creative design for the printed and electronic media.

Multimedia investigates a broader spectrum and focuses on areas such as computer programming, new media, E-learning, 3D animation and video production.

Is the Multimedia course diverse?
Yes, it is a diverse course. The BA (Honours) in Multimedia allows you to study in the CIT Cork School of Music in areas such as music technology. You also learn about virtual reality by visiting the simulator in the National Maritime College of Ireland and there are also opportunities to work on projects from companies in the CIT Rubicon Centre.

Graduate Profile

Joe Darrer
Operations Director

"Over the 4 years in CIT's Multimedia Degree there was a great opportunity to study and experience many facets of a media development career. Working on areas from web development, design, E-learning, film to project management prepared me to join one of the world's largest E-learning companies, Mindleaders, in 2008.

In 2011, I began work as the lead technical director with a startup software development company. The company has delivered eBook tablet applications for iPad, Android, and Windows 8 along with In-Classroom activities for primary and post primary schools around Ireland.

Since 2012, I became partner and Operations Director at Radii.ie - delivering software development and design solutions for companies all over Ireland, the UK, and the US."

Visual Communications (Honours)

CR 600 Level 8 Award

▸▸ Progression to Postgraduate Programmes

Application: CAO
Award Title: Bachelor of Arts (Honours) in Visual Communications
Duration: 4 Years (8 Semesters)
Places: 30
Location: CIT, Bishopstown, Cork.
Restricted Application/Early Assessment Procedures: Yes

CAO Points in 2015	Round 1
CR 600	485*

*Please note that the points above were calculated under the Pre-2017 Leaving Certificate grading scale. Points for entry in September 2017 will be calculated under the new Leaving Certificate grading scale. Details of the new grading scale can be found at www.transition.ie

Admission

For admission to a programme, standard applicants must
- score the necessary CAO points and
- meet the minimum entry requirements

Entry 2016

Minimum Entry Requirements
Leaving Certificate in 6 Subjects

Subjects D3 (O/H)	Subjects C3 (H)	Maths Grade	English or Irish Grade
4	2	(Note 1)	D3 (O/H)

Note 1: There is no specific requirement for Mathematics. A Grade B2 or higher in Foundation Level Mathematics is recognised as one of the subjects for entry.

Entry 2017

Minimum Entry Requirements
Leaving Certificate in 6 Subjects

Subjects O6/H7	Subjects H5	Maths Grade	English or Irish Grade
4	2	(Note 1)	O6/H7

Note 1: There is no specific requirement for Mathematics. A Grade F2 or higher in Foundation Level Mathematics is recognised as one of the subjects for entry.

Note 2: A Portfolio is required. See Page 178 for further admission information.

What is Visual Communications?

Visual Communication is the art of problem-solving and communication through the use of type, space, and image. It presents the idea that a graphic message has the power to inform, educate, or persuade a person or audience. It can be presented as a still image, or motion graphics, including sound and in some cases interactive activity.
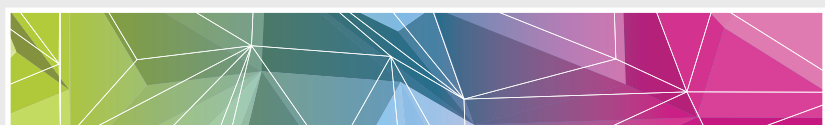
Helpful Leaving Certificate Subjects

Art, and English.

Potential Areas of Employment

- Graphic Design/Creative Director/Project Manager
- Advertising/Branding/Promotion/Packaging
- Photographer/Illustrator/Animator/Motion Graphic Designer/Web Designer
- Printer/Print Management/Account Manager

First Year at a Glance

- Design Principles & Practice: applying creative thinking, ideas generation, design methods and techniques to create graphic design project solutions
- Creative Image Making: creating images across a wide range of media through drawing practices and techniques
- Visual Culture: the theory of the imagery in modern society, with a particular emphasis on visual communication
- Typography: introducing the basic language and principles of typography
- Contextual Studies: the study of design culture and also the study of the culture of business and how communication underpins this relationship
- Printing: introduction to printing techniques from front-end outputting devices to offset litho press operation
- Creative Technology: introducing and applying design software for graphic design
- Photography: overview of photography and developing basic skills in capture and outputting digital photography

About the Course

The course aims to equip students with the skills required to work as visual designers at an independent and professional level. The course also aims to develop each student's ability to respond to design communication problems in an inventive and creative manner. Students will develop their knowledge of the design process, production techniques and the professional business environment.

This course contains academic components, which are designed to develop the students' knowledge and understanding of their chosen area of specialisation. Through the writing of a thesis, students learn the skills of academic research, argument construction, written communication and presentation, which will assist them in progression to postgraduate study or in their subsequent careers as visual designers.

Further Studies

For details, see www.cit.ie/ccad

Suitably qualified graduates are eligible to apply for:
> Professional Master of Education (Art and Design)
> MA in Public Relations with New Media
> MA in Journalism with New Media
> MA in E-learning Design and Development

Career Opportunities

The course equips graduates to work in the fast moving exciting world of design. There are traditional jobs in graphic design, advertising and web design in which our graduates can be employed. Many graduates go on to creative director positions and some follow on to start up their own businesses.

Our Visual Communications graduates have also studied on Masters programmes in areas such as illustration and design management. Graduates can also work in specialised areas such as photography, web design, and motion graphics.

Contact Information

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Question Time

How much Art is involved in this course?
A portfolio is a requirement for entry to the course so drawing skills are required. In first year the students are assisted with modules in creative image-making to encourage drawing and mark making skills.

What is the difference between Visual Communications and Multimedia?
Visual Communications is a graphic design course that focuses on creative design for the printed and electronic media.

Multimedia investigates a broader design spectrum and focuses on areas such as computer programming, technology, media & culture, and business as well as design.

Graduate Profile

Paul Gately
Graphic Designer

"Throughout the Visual Communications course, I was encouraged to explore my creativity, to push the boundaries, visualise my ideas, rationalise, and present them, all of which are essential skills to have as a designer.

After graduating from the Visual Communications programme, I worked for a number of top Irish design companies. I now own my own company Motif Design."