



Frequently asked Questions:

What is the entry requirement for the program?

Admission is by visual portfolio assessment AND Leaving Certificate points. There will therefore be a maximum of 1200 points available, 600 for the portfolio and 600 for the Leaving Certificate. Applicants should apply in the normal way through the CAO by February 1st, after which they will receive an invitation to present their portfolio for assessment. Marks allocated to the portfolio will be communicated to the CAO and to the applicant before the end of June. When the Leaving Certificate results become available the CAO offers process will continue in the usual manner.

What are the most helpful Leaving Certificate subjects for the course?

Art, English.

What type of portfolio should I prepare?

Please see our handout, enquiry information or visit <http://www.cit.ie> for a copy of our Admissions Procedures and Portfolio Guidelines.

What standard of Maths is required for the course?

There is no specific requirement for Mathematics. A Grade B2 or higher in Foundation Level Mathematics is recognised as a subject.

What are the typical student numbers in first year?

First year course/class size: 40 students.

Is there work placement in Ireland or abroad during the course?

At present, there is no direct work placement period; however students may utilise the EU funded Erasmus exchange programme to study part of their course abroad in one of our partner colleges.

What starting salary can I expect when I graduate?

Degree: €24,000 – €28,000 (General guideline only)

Career Opportunities:

The main areas of employment are Graphic Design Studios, Advertising Agencies, Digital Media Design Groups and the Design and Production Departments of the Printing Industry.

ENQUIRIES TO

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Coláiste Ealaíne agus Deartha Crawford
Crawford College of Art & Design

What is the CIT Visual Communications course?

This honours degree course aims to equip students with the skills required to work as visual designers at an independent and professional level. The course aims to develop each student's ability to respond to visual design problems in an individual, inventive and creative manner. Through the course, students develop their knowledge of the design process, production techniques and they learn about the design 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.

Why study Visual Communications at CIT?

By developing students research, planning and production skills, this course aims to provide them with the ability to effectively function as designers at an independent and professional level. The aim is to produce graduates who are knowledgeable, capable, highly motivated and have a capacity for innovation in the practice and theory of Visual Communications.

The availability of a fully equipped off-set printing workshop, a photography studio and a number of high end computer labs within the department provides students with the experience of bringing their designs from concept to finished product using standard commercial processes and techniques.

What are the minimum entry requirements?

Leaving Certificate in six subjects, including at least two C3s at Higher Level. There is no specific Maths requirement. Admission will be by portfolio as well as Leaving Certificate points.

GRADUATE PROFILE: Aisling Murphy



If you asked me in secondary school what graphic design was, as unbelievable as it sounds, I had no idea. It wasn't until I landed myself a place in the Media Communications Department that I was able to discover my well-hidden talents. And as someone

who's displayed this talent to their parents and has heard them retort "Yah that's lovely darling, but there's no money in being an artist" ... it was also here that I was able to develop this into a skill that would actually earn me a sustainable living.

The Honours Degree helped to nurture the more creative aspect that is demanded by the industry. With this knowledge under my belt, it certainly helped me in convincing Huguenot-Xmi that I was worthy of a junior position. Now nearly four years on, I'm a senior designer and enjoy all the responsibilities and challenges that come with the role.

If you're looking for something that is expressive, imaginative, stretches your creativity then Graphic Design is a fulfilling career path for you.

GRADUATE PROFILE: Paul Delaney



From a very young age art had always been a major passion of mine, and deciding to study Visual Communications was one of the best decisions I have made. I found my four years of study highly stimulating and thoroughly enjoyable. Its course work not only developed my artistic skills, but also my

analytical, presentation and time-management skills, whilst making life-long friends in the process.

What's great about this course is that a student has the opportunity to branch into many different areas after graduating. I graduated with a BA Honours Degree in Visual Communications 2006 and all of the skills and techniques I learned I now apply to my work as an exhibiting artist. I work from my own studio where I merge digital techniques with traditional image-making practices. Studying Visual Communications has given me the confidence and ability to be able to exhibit my work on a worldwide basis.

B.A. (HONS) IN VISUAL COMMUNICATIONS

Course Programme

The BA (Honours) in Visual Communications is a 4-year Ab Initio Level 8 full-time degree, or a part-time course over a number of years through the ACCS Scheme. Full time students will study over a period of 8 semesters (2 semesters per academic year). Semester 1 starts in September and ends in January while Semester 2 starts in February and ends in May. Each semester students will study 30 credits, or 60 credits per academic year. This is in line with the international system called the European Credit Transfer System (ECTS).

YEAR 1	
Semester 1 (Sept – Dec) Design Principles & Practice 1 Creative Image Making 1 Contextual Studies 1 Creativity, Innovation & Teamwork Visual Culture, an Introduction Typography 1	Semester 2 (Feb – May) Design Principles & Practice 2 Creative Image Making 2 Creative Technology 1 Introduction to Printing Photography & Image Capture Electives Print Making or Free Choice Module
YEAR 2	
Semester 3 (Sept – Dec) Design - Corporate Identity Typography - Editorial Visual Culture: Communication Print Production Creative Technology - Editorial Electives Illustration for Design or Free Choice Module	Semester 4 (Feb – May) Design - Packaging Typography-Communication Print Production (2) Creative Technology - Digital Electives Business Principles for Design or Photographic Visualisation Free Choice Module
YEAR 3	
Semester 5 (Sept – Dec) Design - Branding Visual Culture and Society Typography Experimental Creative Technology - Web Electives Design – Digital Image or Free Choice Module	Semester 6 (Feb – May) Design - Promotion Visual Culture: Dissertation Professional Practice Advanced Printing Technology Electives Design Narrative or Free Choice Module
YEAR 4	
Semester 7 (Sept – Dec) Graphic Design Studio Practice Visual Culture: Thesis 1 Design Project. Electives Design – Visual Image or Free Choice Module	Semester 8 (Feb – May) Major Design Project Design Management Visual Culture: Thesis 2 Electives Creative Technology – Media or Free Choice Module

Further Studies:

Honours graduates are eligible to apply for a postgraduate degree at masters level. Graduates are eligible to apply for the BA in Art & Design Teaching in CCAD. Graduates are also eligible to become members of the Institute of Designers of Ireland.