

PROGRAMME LISTING

Bachelor of Arts in Graphic Design

Bachelor of Arts (Hons) in Graphic Design

Bachelor of Arts in Product Design

Bachelor of Arts in Creative Digital Media

Bachelor of Arts (Hons) in Digital Media,
Design & Production

Master of Arts in Motion Graphics

DEPARTMENT OF DESIGN & CREATIVE MEDIA

Head of Department

Nollaig Crombie

Telephone

074 918 6203

Email

**nollaig.crombie
@lyit.ie**

School

Administrator

Caroline Sweeney

Telephone

074 918 6210

Email

**caroline.sweeney
@lyit.ie**

This innovative and fast-changing area offers exciting careers to those with artistic talent, creative imagination and drive. You'll find many areas of expertise here grouped into four areas of Graphic Design, Product Design, Creative Digital Media and Motion Graphics. Learners will develop their talents, confidence and professionalism in visual communication, animation and modelling, audio and video, typography and web design. If your passion is in any of these areas, there are programmes here to nurture your talent and teach you the skills and confidence you need to succeed.

PROGRAMME TITLE

**BACHELOR OF ARTS IN
PRODUCT DESIGN**

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY417

LYIT INTERNAL CODE

LY_DINDD_D

DURATION

3 years

NUMBER OF PLACES

25

AWARD TYPE

Major

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2006/07	110	265
2007/08	AQA	275
2008/09	AQA	270

Is this the programme for you?

Are you curious about how everyday products from furniture to mobile phones are designed and how they operate? Would you like to use your creative and technical talents to sketch ideas and bring them through the process from prototypes to final products, creating better designed, more user-friendly items that are sustainable and innovative?

If you think you would enjoy working alongside marketing and manufacturing experts to bring these designs to life then this programme is for you. It will teach you the design and technical skills you need to create stylish yet practical, sustainable and safe products using the latest technologies. You will also have the opportunity to study abroad for one semester if you wish and to work on live projects with real clients.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Maths and in either Irish or English (or an equivalent qualification).

Career opportunities

Product designers play a crucial role in creating innovative products with unique selling points, cost-effectively. There are good career opportunities in a range of different roles such as:

- Product designer/developer for product manufacturers
- Design consultant
- Interior & exhibition designer
- Furniture designer
- Media designer
- Teaching.

Follow-on programmes

- Honours degrees and diplomas in product/industrial design at other institutes or universities.



What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Visual Literacy	M	6	10
	3D Studies	M	3	5
	MachineTool Technology 1	M	6	5
	Design Drawing 1	M	4	5
	Learner Development & Study Skills	M	3	5
1 2	Design Drawing 2	M	4	5
	Introduction to Design Software	M	4	5
	Photography	M	4	5
	Computer Aided Design	M	4	5
	Electro Technology 1	M	3	5
	Design Theory 1	M	3	5
2 3	Design Drawing 3	M	4	5
	Creativity & Conceptualization	M	3	5
	Ergonomics & Human Factors	M	2	5
	Mechanical Design 1	M	4	5
	Modelling Practice 1	M	3	5
Design Theory 2	M	3	5	
2 4	Design Practice 1	M	6	10
	Rendering with Photoshop	M	3	5
	Mechanical Design 2	M	4	5
	Digital Modelling 1	M	4	5
Professional Practice 1	M	3	5	
3 5	Modelling Practice 2	M	3	5
	Design Practice 2	M	8	15
	Digital Modelling 2	M	4	5
	Professional Practice 2	M	3	5
3 6	Design Project	M	9	15
	Digital Modelling 3	M	3	5
	Design Theory 3	M	3	5
	Display Design	M	3	5



PROGRAMME TITLE

**BACHELOR OF ARTS IN
GRAPHIC DESIGN**

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY407

LYIT INTERNAL CODE

LY_DDESC_D

DURATION

3 years

NUMBER OF PLACES

50

AWARD TYPE

Major

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2006/07	AQA	255
2007/08	140	290
2008/09	AQA	320

Is this the programme for you?

Are you creative and artistic with an interest in visual arts and popular culture? Do you have a good eye for detail when noticing logos and designs you see everyday such as CD covers, websites, brochures, posters and book jackets? If so then a career in graphic design could suit you.

Whether you want to design for print, internet or TV, this programme will foster your creativity, develop your communication skills and give you the design and technical skills you'll need, ranging from industry software skills to budgeting, researching and proof reading. This programme will bring you into the creative world of design, graphics and illustration.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Art and in either Irish or English (or an equivalent qualification). Mathematics is not needed. If your school does not offer Leaving Certificate Art, you must submit a letter to the Dept. of Design & Creative Media countersigned by your Principal confirming this. You will be invited to attend a Creative Entry test at LYIT.

Career opportunities

There are many different career options at home or abroad for graphic designers including:

- TV, film and computer graphics
- Set and exhibition design
- Corporate design
- Book and magazine design
- Advertising and illustration.

Employers range from brand, advertising and marketing agencies, to companies with in-house marketing teams, publishers, the media, graphic design consultancies and web design companies. Many designers also eventually set up their own businesses.

Follow-on programmes

- B.A. (Hons) in Graphic Design at LYIT
- Further study at other institutes or universities
- Teaching practice

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Visual Literacy	M	6	10
	Typography	M	4	5
	3D Studies	M	3	5
	Introduction to Design Software	M	5	5
	Learner Development & Study Skills	M	3	5
1 2	Visual Communications 1	M	4	10
	Image Making 1	M	3	5
	Photography	M	4	5
	Technical Skills	M	4	5
	Design Theory 1	M	3	5
2 3	Visual Communications 2	M	6	10
	Image Making 2	M	3	5
	Web Design - Basic	M	4	5
	Digital Image Manipulation	M	3	5
	Design Theory 2	M	3	5
2 4	Visual Communications 3	M	6	10
	Image Making 3	M	3	5
	Web Design 2 - Interactivity	M	4	5
	Advanced Digital Image Manipulation	M	3	5
	Professional Practice 1	M	3	5

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
3 5	Visual Communications 4	M	6	10
	Creative Image Making 4	M	4	10
	Web Design 3 - Flash	M	4	5
	Professional Practice 2	M	3	5
3 6	Visual Communications 5	M	6	10
	Creative Image Making 5	M	4	10
	Web Design 4 - CSS & Javascript	M	4	5
	Design Theory 3	M	3	5



PROGRAMME TITLE

**BACHELOR OF ARTS HONOURS
IN GRAPHIC DESIGN**

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_DDESC_B

DURATION

1 year

NUMBER OF PLACES

20

AWARD TYPE

Major

AWARDING BODY

LYIT

Is this the programme for you?

This programme will enhance the skills learned in your Graphic Design degree and expand that knowledge. You will not only have advanced design capabilities but also be able to understand design business issues and to think analytically to solve visual communication problems. This programme will also give you the chance to take part in live projects with real clients, in association with non-profit organisations. If you want to experiment with ideas and challenge current practices in design communication, this programme is for you.

Minimum entry requirements

A relevant Level 7 degree with appropriate learning outcomes in graphic design.

Career opportunities

The demand for graphic designers is strong and growing both here and abroad – as long as computers continue to penetrate our everyday lives, there will be a need for graphic designers. This honours degree will leave you well qualified for a wide range of roles working independently or as part of multi-talented teams within the graphic design industry, including:

- Graphic designer
- Art director
- Brand creative
- Web designer
- Studio manager
- Advertising creative
- Screen-based designer
- Content creator
- Freelance illustrator/designer.

Visit www.gradireland.com for more career ideas.

Follow-on programmes

- M.A. in Motion Graphics at LYIT
- Further study in other institutes or universities
- Teaching practice.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
4 7	Advanced Visual Communications 1	M	6	10
	Advanced Image Making 1	M	4	10
	Advanced Web Design 1 - CSS Page Layout	M	4	5
	Advanced Design Theory	M	3	5
4 8	Advanced Visual Communications 2	M	6	10
	Advanced Image Making 2	M	4	10
	Advanced Web Design 2 - Flash & Actionscript	M	4	5
	Innovation & Entrepreneurship for Designers	M	3	5



PROGRAMME TITLE

BACHELOR OF ARTS IN CREATIVE DIGITAL MEDIA

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY427

LYIT INTERNAL CODE

LY_DCDMD_D

DURATION

3 years

NUMBER OF PLACES

25

AWARD TYPE

Major

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2006/07	N/A	N/A
2007/08	AQA	220
2008/09	100	270

Is this the programme for you?

Digital technology has become part of our everyday lives, from digital cameras and phones to music and movies and this exciting area is constantly evolving. That's why there are great opportunities for people interested in the production and design of all kinds of media, from image or text creation to audio and visual communications used in videos, motion graphics, DVDs and interactive websites.

If this varied and exciting area sparks your creative drive then this programme will teach you the skills you need and foster your creative energies with the latest technologies.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in either Irish or English (or an equivalent qualification). Maths is not required.

Career opportunities

In the dynamic and evolving worldwide industry of digital media there is a continuous demand for talented and creative graduates with practical skills and technical knowledge. Opportunities range from working with multi-talented teams in large media companies to joining small creative agencies or working freelance. Roles include:

- Multi-media designer/producer
- Web designer – design interactive web-based experiences
- Games designers – produce games for computers, games consoles and mobile devices
- 3D designer – use software to create animations and models
- Instructional designer – develop teaching materials for text books, training CD-ROMs and the internet
- Sound editor – edit and manipulate sound for music production, radio or film.

Follow-on programmes

- B.A. Honours in Digital Media, Design & Production at LYIT
- Honours degrees at other institutes or universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Visual Literacy	M	6	10
	Exploring Audio & Video	M	3	5
	3D Studies	M	3	5
	Introduction to Design Software	M	5	5
	Learner Development & Study Skills	M	3	5
1 2	Image Making 1	M	3	5
	Exploring Audio & Video	M	4	5
	Screen Design & Prototyping	M	3	5
	3D Fundamentals	M	4	5
	Information Technology	M	4	5
	Design Theory 1	M	3	5
2 3	Image Making 2	M	3	5
	Studio Audio & Video	M	4	5
	Web Design 1- Basic	M	4	5
	3D Modelling & Texturing	M	3	5
	Introduction to Scripting	M	3	5
	Design Theory 2	M	3	5
2 4	Image Making 3	M	3	5
	Video & Multi-Track Audio	M	4	5
	Web Design 2 - Interactivity	M	4	5
	Effects Animation	M	3	5
	Web Development	M	3	5
	Professional Practice 1	M	3	5
3 5	Interaction Design	M	3	5
	Live Audio Video Design & Production	M	4	5
	Motion Graphics	M	3	5
	Web Design 3 - Flash	M	4	5
	Application Scripting 1	M	3	5
	Professional Practice 2	M	3	5
3 6	Play/Create	M	3	5
	Designing Interactive Audio & Video	M	4	5
	Digital Character Animation	M	3	5
	Web Design 4 - CSS & Javascript	M	4	5
	Application Scripting 2	M	3	5
	Design Theory 3	M	3	5



PROGRAMME TITLE

**BACHELOR OF ARTS HONOURS
IN DIGITAL MEDIA, DESIGN &
PRODUCTION**

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_DDIGM_B

DURATION

1 year

NUMBER OF PLACES

20

AWARD TYPE

Major

AWARDING BODY

LYIT

Is this the programme for you?

This programme will build on the knowledge and skills acquired in your Level 7 degree and give you the opportunity to further develop your creative talent, skills and knowledge. You will learn how to transfer your ideas onto the screen and into sound and pictures used in web design, game design, video and sound production, post-production and animation. That can mean everything from creating pre-production storyboards to authoring and editing a digital media product for DVD, broadcast or internet delivery. You can choose to specialise in interactive media/animation or audio video design.

If this sounds like the outlet you need for your creative talents, then this Honours programme will give you the added expertise you need.

Minimum entry requirements

Level 7 degree with appropriate learning outcomes in graphic design or a related area or equivalent qualifications.

Career opportunities

Talented digital media designers have excellent career prospects in an exciting and ever changing industry. Many people in this industry choose to specialise in one area but they are often still multi-skilled and perform a combination of roles, especially in smaller organisations. In addition to the careers listed for the BA in Creative Digital Media, roles also include:

- Digital media designer or producer
- Web designer
- Multi-media producer
- Computer animator
- Video producer
- Online audio-video specialist
- Teacher.

Visit www.gradireland.com for more ideas

Follow-on programmes

- M.A. in Motion Graphics at LYIT
- M.A. in Digital Media at other institutes and universities
- Teaching practice.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective*	Class hours per week	No. of credits
4 7	Advanced Image Making 1	M	3	5
	Advanced Web Design 1 - CSS Pg	M	3	5
	Advanced Design Theory	M	3	5
	Audio Design 1 & Production	E	3	5
	Interactive Design	E	3	5
	Video Design & Production 1	E	3	5
	Effects Animation	E	3	5
4 8	Innovation & Entrepreneurship for Designers	M	3	5
	Advanced Web Design 2 - Flash & Act	M	3	5
	Advanced Image Making 2	M	3	5
	Audio Design & Production 2	E	3	5
	Motion Graphics	E	3	5
	Interactive Narrative	E	3	5
	Video Production & Design 2	E	3	5

**Learners must choose 3 of the 4 electives offered in each semester.*



PROGRAMME TITLE

MASTER OF ARTS IN MOTION GRAPHICS

NATIONAL FRAMEWORK LEVEL

8

LYIT INTERNAL CODE

LY_DMOTG_M

DURATION

1 calendar year

NUMBER OF PLACES

15

AWARD TYPE

Major

AWARDING BODY

LYIT

If you wish to enhance your design skills and gain a mastery of motion graphics, then this programme is the perfect next step for your career. In this highly innovative programme, you will learn how to use the latest techniques used to create moving graphics and expand your knowledge of the industry and how it operates. If this specialist area is what gets your creative juices flowing then this programme will give you the high skills level you need to compete for the best positions in this innovative industry.

Minimum entry requirements

Level 8 degree in graphic design or related area.

Career opportunities

The exciting and evolving world of motion graphic design holds excellent career opportunities for talented graduates in broadcast, film and advertising roles. With the increased expertise, confidence and professionalism gained from this degree, you will be well positioned for highly skilled roles, including work in animated movie production, interactive media such as kiosks and touch screens, media production and post-production.

Follow-on programmes

- Masters degree (by research) or Doctoral degrees in other institutions or universities.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
4 7	Theme Based Motion Graphics	M	9	25
	Academic Writing	M	1	5
4 8	Self Initiated Motion Graphics	M	9	25
	Dissertation	M	2	20

