

DEPARTMENT OF DESIGN & CREATIVE MEDIA



Design at LYIT offers exciting career opportunities to those with artistic talent, drive and imagination in five unique areas: Graphic & Digital Design, Digital Film & Video, Animation, Fashion with Promotion, and Photography.

Our small studio-based classes have the latest technology to support design-led creative thinking and the acquisition of core business skills. In all our design courses students must use their creativity and drawing skills in the development of their projects.

Whether you see yourself working for a design agency, a production house or freelance, the courses offered here are for you. To view examples of student work visit www.lyitdesign.com

We also offer postgraduate education in 3D Modelling and UX Design & Innovation.

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CAO Course Listing

CAO Code	CAO Course Title
LY408	Bachelor of Arts (Hons) with Degree Award Options: Animation or Graphic & Digital Design or Fashion with Promotion or Digital Film & Video
LY427	Bachelor of Arts in Digital Film & Video
LY437	Bachelor of Arts in Animation
LY447	Bachelor of Arts in Fashion with Promotion
LY457	Bachelor of Arts in Graphic & Digital Design
LY406	Higher Certificate in Arts in Photography



Design (Common Entry)

Bachelor of Arts (Hons) with Degree Award Options: Animation or Graphic & Digital Design or Fashion with Promotion or Digital Film & Video

National Framework: Level 8
CAO Code: LY408
Duration: 4 years
Number of Places: 24
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:



Year	Final	Median
2018	246	290
2019	307	368

Is this course for you?

This programme has been designed to provide students interested in Art & Design with an opportunity to try various subject

areas before choosing a specialism. Our Common Entry programme gives students the opportunity to take modules in Animation, Digital Film & Video, Graphic & Digital Design, Fashion with Promotion, as well as core Art & Design modules, before having to choose the specialist area in the Level 8 Degree.

The first semester of the programme is common to all students. The module Programme Fundamentals will afford equal exposure to Animation, Digital Film & Video, Graphic & Digital Design and Fashion with Promotion and in semester 2 of the first-year students choose their specialist area.

Minimum Entry Requirements:

Minimum Six O6/H7

English or Irish O6/H7

At least two H5

Art or Graphic Design O6/H7 or Portfolio



What will I study?

Common Entry: Semester 1 Modules

	Semester 1	Credits
Year 1	Visual Enquiry (M)	10
	Programme Fundamentals (M)	10
	Communications & Creative Process (M)	5
	Art & Design History 1 (M)	5

Degree Award Option: Animation

	Semester 2			Credits
Year 1	Animation Principles (M)			10
	Narrative & Visual Story Telling (M)			10
	Drawing Studies (M)			5
	Art & Design History 2 (M)			5
	Semester 1	Credits	Semester 2	Credits
Year 2	Animation Production Skills 1 (M)	15	Animation Production Skills 2 (M)	15
	Drawing & Design 1 (M)	5	Drawing & Design 2 (M)	5
	Animation History 1 (M)	5	Animation History 2 (M)	5
	Personal Film Project (M)	5	Animation Practice (M)	5
Year 3	Animation Production (M)	10	Animation Project (M)	15
	Animation & Visual Effects (M)	10	Professional Practice (M)	10
	Animation & Contemporary Culture (M)	5	Contemporary Theory (M)	5
	Animation Business (M)	5		
Year 4	Industry/Competition Project in Animation (M)	10	Major Project in Animation (M)	25
	Pre-Production & Process in Animation (M)	10		
		Research & Dissertation (M)	10	Innovation and Creativity (M)

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by Industry experts and Academic staff.

Graduate careers typically include:

- Storyboard Artist
- 2D Animator
- 3D Animator
- Special Effects Artist
- Character Design
- Environment Designer

Degree Award Option: Graphic & Digital Design

	Semester 2			Credits
Year 1	Graphic Design - Layout (M)			10
	Image Making - Moving Image (M)			10
	The Web Design Process (M)			5
	Art & Design History 2 (M)			5
	Semester 1	Credits	Semester 2	Credits
Year 2	Graphic Design - Identity (M)	10	Spatial Graphic Design (M)	10
	Ux - User Experience Design (M)	10	User Interface Design (M)	10
	Motion Graphics (M)	5	Graphic Language (M)	5
	Design Theory 1 - 20th Century Visual Communications (M)	5	Design Theory 2- 20th Century Visual Communications (M)	5
Year 3	Visual Communications in Advertising (M)	10	Professional Design Practice (M)	25
	Typographic Practice (M)	10		
	Personal Promotion (M)	5	Contemporary Theory (M)	5
	Design Theory - Advertising & Branding (M)	5		
Year 4	Industry/Competition Project in Graphic & Digital Design (M)	10	Major Project in Graphic and Digital Design (M)	25
	Pre-Production and Process in Graphic and Digital Design (M)	10	Innovation & Creativity (M)	5
	Research and Dissertation (M)	10		

(M) = Mandatory

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by industry experts and academic staff.

Graduate careers typically include:

- Graphic Designer
- Advertising and Art Director
- UX/UI/IxD Designer
- Web Designer
- Interactive Media Designer
- Motion Graphics Designer
- Print and Publishing Designer
- Freelance Designer and Illustrator



Degree Award Option: Fashion with Promotion

	Semester 2			Credits
Year 1	Fashion Design & Development 1 (M)			10
	Life Drawing & Fashion Illustration (M)			10
	Photography - Studio (M)			5
	Art & Design History 2 (M)			5
	Semester 1	Credits	Semester 2	Credits
Year 2	Fashion Flats & Pattern Cutting (M)	15	Fashion Design & Development 2 (M)	15
	Fabrics, Finishes & Innovation (M)	5	Photography - Post Processing (M)	5
	Fashion History 1 (M)	5	The History of Fashion & Promotion (M)	5
	Video Recording and Editing (M)	5	Social Media Promotion (M)	5
Year 3	Accessory & Menswear Design (M)	10	Fashion Project (M)	15
	Graphic Design for Fashion Promotion (M)	5		
	Fashion Marketing (M)	5	Cost & Sourcing (M)	10
	Video Post-Production (M)	5		
	Work Placement (M)	5	Promotional & Academic Planning (M)	5
Year 4	Industry/Competition Project in Fashion with Promotion (M)	10	Major Project in Fashion with Promotion (M)	25
	Pre-Production & Process in Fashion with Promotion (M)	10	Innovation and Creativity (M)	5
	Research & Dissertation (M)	10		

(M) = Mandatory

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by Industry experts and Academic staff.

Graduate careers typically include:

- Fashion Designer
- E-Tailer
- Visual PR consultant for a fashion company (maintaining a strong visual communication through moving image, graphics and photography within the media industry and online)
- Fashion Stylist, Shoot and Production Assistant
- Visual Merchandising
- Fashion Photographer/Filmmaker
- Fashion Advertising and Marketing Assistant
- Fashion Illustrator
- Fashion Blogger
- Fashion Trends Forecaster
- Fashion Buyer



Degree Award Option: Digital Film & Video

	Semester 2			Credits
Year 1	Moving Image Basics (M)			10
	Sound Recording: Mixing & Production (M)			5
	Experimental Music & Video (M)			10
	Art & Design History 2 (M)			5
	Semester 1	Credits	Semester 2	Credits
Year 2	Cinematography (M)	10	Production Management (M)	5
	Script Writing & Storyboarding (M)	10	Compositing (M)	10
	Film History (M)	5	Film & Video History (M)	5
	Ambient Sound/Foley (M)	5	Studio and Field Audio & Video (M)	10
Year 3	Interactive Audio Video (M)	10	Design Project (M)	15
	Editing & Effects (M)	10	Imaging Technologies (M)	5
	Film, History & Theory (M)	5	Professional Practice (M)	5
	Titles & Typography (M)	5	Contemporary Theory (M)	5
Year 4	Industry/Competition Project in Digital Film & Video (M)	10	Major Project in Digital Film & Video (M)	25
	Pre-Production & Process in Digital Film & Video (M)	10		
	Research & Dissertation (M)	10	Innovation & Creativity (M)	5

(M) = Mandatory

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by industry experts and academic staff.

Graduate careers typically include:

- Pre-production Designer
- On Location Film Crew Member – Camera / Sound
- Post Production Editor
- Special Effects Producer
- Independent Film/Video Producer

Follow-on courses

- Masters degrees in institutes and universities at home and abroad.





Digital Film & Video

Bachelor of Arts in Digital Film & Video

National Framework: Level 7
CAO Code: LY427
Duration: 3 years
Number of Places: 24
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:



Year	Final	Median
2018	172	297
2019	170	272

Is this course for you?

This programme has been designed to cater for emerging opportunities across the digital film and video sector. The key areas of digital film production are covered including pre-production planning, story & script, audio, design, special effects, compositing and editing.

An enterprise and entrepreneurship ethos is also embedded in modules. The course has an industry focus and will engage traditional and emerging practices to cater for the needs of the industry in the area and beyond. Self-directed practice will be a key component across a number of modules that will focus on audience and market.

Career opportunities

Graduates from this programme are multi-skilled and may find employment with film, media & design companies, small creative enterprises or freelance in a range of fields.

Graduate careers typically include:

- Pre-production Designer
- On Location Film Crew Member – Camera / Sound
- Post Production Editor
- Special Effects Producer
- Independent Film/Video Producer



Minimum Entry Requirements:

Minimum Points Score 160
Minimum Five O6/H7
English or Irish O6/H7

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Visual Enquiry (M)	10	Moving Image Basics (M)	10
	Photo Basics (M)	5	Sound Recording: Mixing & Production (M)	5
	Sound Basics (M)	5	Experimental Music & Video (M)	10
	Communications & Creative Process (M)	5	Art & Design History 2 (M)	5
	Art & Design History 1 (M)	5		
Year 2	Cinematography (M)	10	Production Management (M)	5
	Script Writing & Storyboarding (M)	10	Compositing (M)	10
	Film History (M)	5	Film & Video History (M)	5
	Ambient Sound/Foley (M)	5	Studio and Field Audio & Video (M)	10
	Interactive Audio Video (M)	10	Design Project (M)	15
Year 3	Editing & Effects (M)	10	Imaging Technologies (M)	5
	Film, History & Theory (M)	5	Professional Practice (M)	5
	Titles & Typography (M)	5	Contemporary Theory (M)	5

(M) = Mandatory

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by industry experts and academic staff.

Bachelor of Arts (Hons) in Digital Film & Video

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Industry/Competition Project in Digital Film & Video (M)	10	Major Project in Digital Film & Video (M)	25
	Pre-Production & Process in Digital Film & Video (M)	10		
	Research & Dissertation (M)	10	Innovation & Creativity (M)	5

(M) = Mandatory

Follow-on courses

- Masters degrees in institutes and universities at home and abroad

Add-on Level 8 Course



Animation

Bachelor of Arts in Animation

National Framework: Level 7
CAO Code: LY437
Duration: 3 years
Number of Places: 24
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:



Year	Final	Median
2018	218	346
2019	169	316

Is this course for you?

Animation appears everywhere - as children's cartoons, advertisements, music videos, computer games, title sequences, special effects and as experimental and short films. There is no limit to the variety of materials and methods that can be used to make animated films. This is a creative animation course offering a broad range of skills designed to enable you to operate independently within the commercial environment after graduation. The contemporary animation industry requires creative thinkers who can operate flexibly within different aspects of animation production.

Career opportunities

Successful graduates find themselves working in the following sectors:

- Animation Companies
- Games Industry
- Live Action / Special Effects
- Advertising

Graduate careers typically include:

- Animator
- 3D Modeler
- Storyboard Artist

Minimum Entry Requirements:

Minimum Points Score 160
Minimum Five O6/H7
English or Irish O6/H7
Art or Graphic Design O6/H7 or Portfolio



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Visual Enquiry (M)	10	Animation Principles (M)	10
	Photography Basics (M)	5	Narrative & Visual Story Telling (M)	10
	Communications & Creative Process (M)	5	Drawing Studies (M)	5
	Animation Basics 1 (M)	5	Art & Design History 2 (M)	5
	Art & Design History 1 (M)	5		
Year 2	Animation Production Skills 1 (M)	15	Animation Production Skills 2 (M)	15
	Drawing & Design 1 (M)	5	Drawing & Design 2 (M)	5
	Animation History 1 (M)	5	Animation History 2 (M)	5
	Personal Film Project (M)	5	Animation Practice (M)	5
Year 3	Animation Production (M)	10	Animation Project (M)	15
	Animation & Visual Effects (M)	10	Professional Animation Practice (M)	10
	Animation & Contemporary Culture (M)	5	Contemporary Theory (M)	5
	Animation Business (M)	5		

(M) = Mandatory

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by Industry experts and Academic staff.

Add-on Level 8 Course

Bachelor of Arts (Hons) in Animation

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Industry/Competition Project in Animation (M)	10	Major Project in Animation (M)	25
	Pre-Production & Process in Animation (M)	10	Innovation & Creativity (M)	5
	Research & Dissertation (M)	10		

(M) = Mandatory

Follow-on courses

- Masters degrees in institutes and universities at home and abroad



Bachelor of Arts in Fashion with
Promotion, LYIT (2018)

"The lecturers encouraged
me to take part in Fashion
competitions..."

Niamh Porter

From LYIT to New York Fashion Week

In simplest terms, the fashion industry could be defined as the business of making clothes, but that would ignore the important distinction between fashion and apparel. Apparel is functional clothing, one of people's basic needs, but fashion combines its own prejudices of style, individual taste, and cultural evolution".

Niamh Porter had always dreamed of studying a third level programme within the area of Arts and Design. Inspired by her secondary school art teacher who saw Niamh's talent, she began studying on the Fashion with Promotion course at LYIT.

"I love any form of art" says Niamh, I loved the course and I am really glad that I chose it. The lecturers were fantastic and the small class sizes allowed me valuable one on one time. I got to know everyone in my class and we had the opportunity to help each other with projects and learn from each other.

"The most enjoyable aspect was the freedom to discover my own style and what aspect of fashion I wished to focus on".

When Niamh graduated with a Bachelor of Arts degree in 2018, she embarked on her journey to New York securing employment with a Brooklyn based company as a design assistant. "It was literally like the Devil Wears Prada", laughs Niamh. "I worked on New York Fashion week and I designed clothes for some well-known personalities".

"I designed clothes for Mary J. Blige, Michelle Obama and The Veronica's".

Although it had celebrity clients, the design company was small and intimate and allowed me lots of hands on experience. It was a whirlwind experience that was made possible by the skills and knowledge that I learned at LYIT".

Niamh has now returned to Ireland and is in the process of setting up her own business. "My business is set to launch early next year and will focus on sustainable fashion using natural products and dyes. The Fashion with Promotion course at LYIT had photography, business and social media modules that will greatly help me with running and promoting my business. I am excited to launch my clothing range".

"The lecturers encouraged me to take part in fashion competitions. I was student finalist for the Irish Fashion and Innovation Awards in 2018. We also got the opportunity to showcase our designs at the end of year Fashion Showcase which took place in the Regional Cultural Centre. This gave us great exposure as buyers and press were in attendance".

"When I started the course, I couldn't sew very well. Everything developed and I had so much time to learn these skills. Don't be afraid to dream, to be yourself and to concentrate on your own journey" says Niamh.

Fashion with Promotion

Bachelor of Arts in Fashion with Promotion

National Framework: Level 7
CAO Code: LY447
Duration: 3 years
Number of Places: 24
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:



Year	Final	Median
2018	206	308
2019	266	347

Is this course for you?

Are you creative, innovative and business minded? Have you a flair for fashion? Do you want to bring innovation and business acumen to the fashion industry? Do you want to develop fashion products and use photography and film to promote your business idea on-line? Then, this is the course for you. Students on this course will explore their own creative strengths and there is a fashion design project in each of the three years, which is very much concept-driven.

Career opportunities

Successful graduates find themselves working in the following sectors:

- Fashion Houses
- Retail
- Independent Designer/Maker

Graduate careers typically include:

- E-Tailer
- Visual PR Consultant for a Fashion Company
- Fashion Stylist, Shoot & Production Assistant
- Visual Merchandiser
- Fashion Photographer/Filmmaker
- Fashion Advertising & Marketing Assistant
- Fashion Illustrator

Minimum Entry Requirements:

Minimum Points Score 160
Minimum Five O6/H7
English or Irish O6/H7
Art or Graphic Design O6/H7 or Portfolio



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Visual Enquiry (M)	10	Fashion Design & Development 1 (M)	10
	Photography Basics (M)	5	Life Drawing & Fashion Illustration (M)	10
	Communications & Creative Process (M)	5	Photography - Studio (M)	5
	Fashion Basics 1 (M)	5	Art & Design History 2 (M)	5
	Art & Design History 1 (M)	5		
Year 2	Fashion Flats & Pattern Cutting (M)	15	Fashion Design & Development 2 (M)	15
	Fabrics, Finishes & Innovation (M)	5	Photography Post-Processing (M)	5
	Fashion History 1 (M)	5	The History of Fashion & Fashion Promotion (M)	5
	Video Recording and Editing (M)	5	Social Media Promotion (M)	5
Year 3	Accessory & Menswear Design (M)	10	Fashion Project (M)	15
	Graphic Design for Fashion Promotion (M)	5		
	Fashion Marketing (M)	5	Cost & Sourcing (M)	10
	Video Post-Production (M)	5	Promotional & Academic Planning (M)	5
	Work Placement (M)	5		

(M) = Mandatory

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by industry experts and academic staff.

Add-on Level 8 Course

Bachelor of Arts (Hons) in Fashion with Promotion

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Industry/Competition Project in Fashion with Promotion (M)	10	Major Project in Fashion with Promotion (M)	25
	Pre-Production & Process in Fashion with Promotion (M)	10	Innovation and Creativity (M)	5
	Research & Dissertation (M)	10		

(M) = Mandatory

Follow-on courses

- Masters degrees in institutes and universities at home and abroad

Graphic & Digital Design

Bachelor of Arts in Graphic & Digital Design

National Framework: Level 7
CAO Code: LY457
Duration: 3 years
Number of Places: 24
Reserved Quota: 10 - QQI FET Applicants

Points in Recent Years:



Year	Final	Median
2018	180	289
2019	171	296

Is this course for you?

Graphic & Digital Design is one of the most rapidly changing design disciplines, demanding that the graphic designer continuously responds with creativity and ingenuity to the demands of a visually literate public whose expectations of what is possible continue to rise higher and higher. It is a continuous challenge to the designer to create inventive visual imagery.

At LYIT, emphasis is placed at every stage on design-led thinking, generating design concepts and creative solutions. The importance of traditional skills and process is central to the course and while graphic design and digital skills are integral to one another, there is a clear distinction between strong design thinking and digital skills.

This programme aims to immerse the student in a wide range of design disciplines, from photography and image making to motion graphics and interactive design, allowing the graduate to creatively apply and continuously develop their knowledge in the professional world.

Career opportunities

Graduates may find employment in the visual communication, graphic and digital design industries both in Ireland and abroad. The skills acquired are highly transferable. 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 set up their own business.

Graduate careers typically include:

- Graphic Designer
- Advertising and Art Direction
- UX/UI/IXD Designer
- Web Designer
- Interactive Media Designer
- Motion Graphics Designer
- Print and Publishing Designer
- Freelance Designer and Illustrator

Minimum Entry Requirements:

Minimum Points Score 160
Minimum Five O6/H7
English or Irish O6/H7
Art or Graphic Design O6/H7 or Portfolio



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Visual Enquiry (M)	10	Graphic Design - Layout (M)	10
	Communications & Creative Process (M)	5	Image Making - Moving Image (M)	10
			The Web Design Process (M)	5
	Graphic Design Basics (M)	5	Art & Design History 2 (M)	5
	Photo Basics (M)	5		
	Art & Design History 1 (M)	5		
Year 2	Graphic Design - Identity (M)	10	Spatial Graphic Design (M)	10
	Ux - User Experience Design (M)	10	User Interface Design (M)	10
	Motion Graphics (M)	5	Graphic Language (M)	5
	Design Theory 1 - 20th Century Visual Communications (M)	5	Design Theory 2- 20th Century Visual Communications (M)	5
Year 3	Visual Communications in Advertising (M)	10	Professional Design Practice (M)	25
	Typographic Practice (M)	10		
	Personal Promotion (M)	5	Contemporary Theory (M)	5
	Design Theory - Advertising & Branding (M)	5		

(M) = Mandatory

In the event of suitable work placements not being available to all students, a comparable Live Industry Project will be issued. This project which will mimic the “real work” environment, will be overseen by industry experts and academic staff.

Add-on Level 8 Course

Bachelor of Arts (Hons) in Graphic & Digital Design

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Industry/Competition Project in Graphic & Digital Design (M)	10	Major Project in Graphic & Digital Design (M)	25
	Pre-Production & Process in Graphic & Digital Design (M)	10	Innovation & Creativity (M)	5
	Research & Dissertation (M)	10		

(M) = Mandatory

Follow-on courses

- Masters degrees in institutes and universities at home and abroad

Photography

Higher Certificate in Arts in Photography

National Framework:	Level 6
CAO Code:	LY406
Duration:	2 years
Number of Places:	24
Reserved Quota:	10 - QQI FET Applicants

Points in Recent Years:

Year	Final
2018	AQA
2019	AQA

AQA - All Qualified Applicants

Is this course for you?

This course is a Level 6, two year Higher Certificate programme, and it aims to equip the student with the visual and technical skills required by the photography industry, allowing the graduate to creatively apply and continuously develop their knowledge in the professional world.

Career opportunities

A variety of commercial and industrial photographic areas ranging from medical to fashion, sport and food as well as wedding and portrait photography.

Graduate careers typically include:

- Photographer in a variety of commercial and industrial settings
- Photographer in visual arts practice, multimedia, print and electronic media, photojournalism and editorial work

Minimum Entry Requirements:

Minimum Five O6/H7
English or Irish O6/H7



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Visual Enquiry (M)	10	Photography 1 – Motion (M)	10
	Photography & Lighting Basics (M)	5	Photography 2 – Studio (M)	10
	Photography Basics (M)	5	Digital Workflow (M)	5
	Communication & Creative Process (M)	5	Art & History Design 2 (M)	5
	Art & Design History 1 (M)	5		
Year 2	Narrative & Documentary (M)	10	Major Project (Photography/Video) (M)	10
	Video Recording & Editing (M)	5	Photography Theory (M)	5
	Pre-Visualisation (M)	5	Post Processing (M)	5
	Professional Practice (M)	5	Digital Portfolio (E) *	10
	History of Photography (M)	5	Sound Recording (E) *	10

(M) = Mandatory, (E) = Elective

* Electives are subject to demand.

Add-on Level 7 Course

Bachelor of Arts in Digital Film & Video

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 3	Interactive Audio Video (M)	10	Design Project (M)	15
	Editing & Effects (M)	10	Imaging Technologies (M)	5
	Film, History & Theory (M)	5	Professional Practice (M)	5
	Titles & Typography (M)	5	Contemporary Theory (M)	5

(M) = Mandatory

Follow-on courses

- (Hons) Degrees in other institutes and universities at home and abroad

Add-on Level 8 Course

Bachelor of Arts (Hons) in Digital Film & Video

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Industry/Competition Project in Digital Film & Video (M)	10	Major Project in Digital Film & Video (M)	25
	Pre-Production & Process in Digital Film & Video (M)	10	Innovation & Creativity (M)	5
	Research & Dissertation (M)	10		

(M) = Mandatory

Follow-on courses

- Masters degrees in other institutes and universities at home and abroad

LYIT Design & Creative Media Portfolio Guidelines

What is a portfolio?

If you have not taken Art / Graphic Design for your Leaving Certificate, you may be considered for entry by Portfolio to the Level 8 Common Entry LY408, Level 7 Graphic & Digital Design LY457, Level 7 Animation LY437 or Level 7 Fashion with Promotion LY447.

A portfolio is a sample collection of your best work. It should be edited, easy to look through, and well presented. Be selective; include and highlight only your best work, excluding early works unless there are some exceptional pieces.

Do not "pack" it with any more than 20 pieces (we appreciate quality, not quantity).

Portfolios are considered during the month of May. Should places become available at a later date then portfolios will be considered at that time. Digital Portfolios should be sent directly to the Head of Department by email. Physical Portfolios, no larger than A2, should be submitted by arrangement with the Head of Department.

What to include:

- Notebooks, cuttings, creative sketchbooks or visual diaries indicating your interest in visual communication, animation or fashion
- Drawings - studies in line and tone, based on your immediate environment. Include still life, life drawings and analytical drawing in a range of media
- Clearly identify your role if teamwork is included
- Please submit any digital work to the Head of Department on DVD, CD or directly to: nollaig.crombie@lyit.ie

What not to include:

- Do not include drawings or paintings copied from photographs, books or magazines
- Do not include any artwork which is a copy of someone else's work
- Do not include 3D work (photographs of the work are fine).

Some institutes now ask applicants to limit their portfolio to a "special project". At LYIT, we do not ask for a special project as we recognise that every applicant is different, and the portfolio should show your individual abilities and interests. If you are working on a special project then please do include it in your portfolio if you are pleased with it, but we really want to see work that demonstrates a real enthusiasm for design, animation or fashion.



