





DEPARTMENT OF DESIGN AND CREATIVE MEDIA

Design at LYIT offers exciting career opportunities to those with artistic talent, drive and imagination in six unique areas: Visual Communications, Digital Media Design, Fashion with Promotion, Photography, 3D Modelling and Animation.

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

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CAO Course Listing

CAO Code	CAO Course Title
LY408	Bachelor of Arts (Hons) in Design in Visual Communication and Graphic Design
LY427	Bachelor of Arts in Animation
LY437	Bachelor of Arts in Digital Media Design
LY447	Bachelor of Arts in Fashion with Promotion
LY406	Higher Certificate in Arts in Photography

Visual Communications & Graphic Design

Bachelor of Arts (Hons) in Design – Visual Communications & Graphic Design

National Framework: Level 8
CAO Code: LY408
Duration: 4 years
Number of Places: 20
Points in Recent Years: 

Year	Final	Median
2014	275	365
2015	290	365

Is this course for you?

From the moment you wake up in the morning until the time you go to sleep you are sure to come into contact with numerous forms of visual communication. This course immerses the student in a wide range of design disciplines – from photography and image making to motion graphics and interactive design, allowing students to develop their creativity, communication skills, and design and technical expertise. The course allows for a semester abroad at a partner Institute in another European country as well as taking part in projects with real clients and international competitions.

Career opportunities

Successful graduates find themselves working in the following sectors:

- Advertising & Marketing Agencies
- General Marketing
- Publishing
- Media
- Graphic Design
- Web Design

Graduate careers typically include:

- Graphic Designer
- Advertising & Art Direction
- Web Designer
- Interactive Media
- Motion Graphics
- Print & Publishing
- Freelance Designer & Illustrator

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?

	Semester 1	Credits	Semester 2	Credits
Year 1	Graphic Design Fundamentals (M)	10	Graphic Design – Layout (M)	10
	Image Making Fundamentals (M)	10	Image Making – Moving Image (M)	10
	The Design Process (M)	5	Web Design 1 – Process (M)	5
	Communications Skills (M)	5	Design History (M)	5
Year 2	Graphic Design Identity (M)	10	Spatial Graphic Design (M)	15
	Image Making for Communications (M)	10	Web Design 3 – Grid & Type Online (M)	5
	Web Design 2 – Information Architecture (M)	5	Design & Marketing (M)	5
	Design Theory – 20th Century Graphic Design (M)	5	Design Theory 20th Century Graphic Design (M)	5
Year 3	Visual Communications – Advertising (M)	10	Choose one of the following Electives (E):	
	Image Making for Advertising (M)	10	Workplace Learning	30
	Web Design 4 – Responsive Design (M)	5	Erasmus Semester Abroad	30
	Design Theory: Advertising & Branding (M)	5	Professional Design Practice	30
Year 4	Design & Image in Motion (M)	10	Design Project (M)	10
	Business of Graphic Design (M)	10	Personal Promotion (M)	10
	Contemporary Design Theory (M)	10	Innovation & Creativity (M)	10

(M) = Mandatory, (E) = Elective

Follow-on courses

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



Digital Media Design

Bachelor of Arts in Digital Media Design

National Framework: Level 7
CAO Code: LY427
Duration: 3 years
Number of Places: 20
Points in Recent Years:



Year	Final	Median
2014	165	255
2015	150	250

Is this course for you?

Practice based and people focused, this course develops a student’s ability to communicate across a wide spectrum of digital media; employing audio, video and motion design in the creation of content, and principles of interactivity in the creation of digital experiences that engage the intended audience. Creativity, artistry, communication and innovation are at the heart of everything we do. We champion and foster a culture of creative exploration, artistic expression, mastery and risk-taking. Our goal is to develop

graduates who can think imaginatively and bring their ideas and the ideas of others to life through a creative and artistic approach to digital communication.

Career opportunities

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

Graduate careers typically include:

- Web Designer
- Video Producer
- Multimedia 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	Design Principles (M)	10	Visual Communication (M)	10
	The Design Process (M)	5	Audio Video – Cinematography (M)	10
	Photography (M)	5	Image for Making Motion Narratives (M)	5
	Communications Skills (M)	5	Design History (M)	5
	Sound Recording, Mixing & Production (M)	5		
Year 2	Interaction Design - Principles (M)	10	Interactivity – Online Narrative (M)	10
	Audio Video - Studio & Field (M)	10	Audio Video – Post Production (M)	10
	Film History (M)	5	Design Theory – Digital Design & New Media (M)	5
	Image Manipulation & Painting (M)	5	Choose one elective from the following (E):	
Year 3			Coding for the Web	5
			Design & Marketing	5
			Work Placement	5
	Interactivity – Brand Experience (M)	15	Design Project (M)	15
	Motion Design (M)	10	Business of Digital Media (M)	5
	Design Theory – Advertising & Branding (M)	5	Flexible & Promotional Design (M)	5
			App Design & Development (M)	5

(M) = Mandatory, (E) = Elective

Bachelor of Arts (Hons) in Digital Media Design

Add-on Level 8 Course

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Professional Design Practice (M)	15	Design Project (M)	20
	Interactive Multimedia Installations (M)	10	Personal Promotion (M)	5
	Contemporary Design Theory (M)	5	Innovation & Creativity (M)	5

(M) = Mandatory

Follow-on courses

- Masters degrees in institutes and universities at home and abroad

Animation

Bachelor of Arts in Animation

National Framework:

Level 7

CAO Code:

LY437

Duration:

3 years

Number of Places:

20

Points in Recent Years:

WP

Year	Final	Median
2014	150	330
2015	150	335

MINIMUM ENTRY REQUIREMENTS

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

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



What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 1	Design Principles (M)	10	Narrative & Visual Storytelling (M)	10
	The Design Process (M)	5	Animation Principles (M)	10
	Animation Basics (M)	5	Drawing Studies (M)	5
	Communications Skills (M)	5	Animation History 1 (M)	5
Year 2	3D Digital Animation Essentials (M)	10	3D Digital Animation (M)	10
	2D Digital Animation Essentials (M)	10	2D Digital Animation (M)	10
	Drawing & Design (M)	5	Animation History 3 (M)	5
	Animation History 2 (M)	5	Choose one of the following Electives (E):	
Year 3			Work Placement	5
	Animation Production (M)	15	Life Drawing	5
	Visual Effects Animation (M)	10	Design & Marketing	5
	Animation & Contemporary Culture (M)	5	Animation Project (M)	20
			Professional Animation Practice (M)	5
			The Animation Business (M)	5

(M) = Mandatory, (E) = Elective

Bachelor of Arts (Hons) in Animation

Add-on Level 8 Course

What will I study?

	Semester 1	Credits	Semester 2	Credits
Year 4	Pre-Production (M)	15	Production (M)	25
	Industry Project (M)	5	Innovation & Creativity (M)	5
	Dissertation (M)	10		

(M) = Mandatory

Follow-on courses

- Masters degrees in institutes and universities at home and abroad

Ciara Murray

BA in Creative Digital Media,
LYIT (Current)

"I would encourage any first year student to join a society here. You develop your own talents as well as helping others. I can't stress how much fun it is. It helps you integrate with the local community and make friends."

Transforming lives

One of the most important aspects of campus life at LYIT is the wide choice of societies and clubs. For many joining a society can make a huge impact on their development. When Ciara Murray began her degree in Creative Digital Media at LYIT, for instance, she couldn't have envisaged that one of the most transforming experiences of her college life would actually take place in Thailand!

Ciara joined the LYIT Gaisce (President's Award) Society in her first year, later becoming acting president for six months and then president for two years. The society's ethos is to help young people develop through a series of personal challenges, which can include volunteering in a third world country.

So successful were the LYIT Gaisce Society in their challenges they won the National BICS award in 2014 for the best civic/charity society amongst small colleges in Ireland.

While the award was earned for several of the society's projects, its support for the Garden of Eden project, a rehabilitation community for people living with HIV/AIDS in Thailand, has, understandably, attracted most attention.

"The society has been working with the Garden of Eden for ten years now," Ciara says. "It's self supporting and they receive very little other assistance so what we do is vital. Over the years we've helped build things like frog and fish farms to enable them to become self-sufficient and financially independent."

As most of the society's work is self-financed, the group has to sit down each year and work out how they will raise funds for the various projects, especially the annual trip to Thailand. "Last year some of the guys offered to have their legs waxed," Ciara says,

"and we had blind dating and speed dating on the same night. We also had a quiz night with a local radio presenter as quiz master."

Nearly every spare hour of the 12-day trip to Thailand is spent working. As most of the community are so weak they can do little to help themselves, the projects often involve maintenance.

"Two years ago we painted the houses and we also laid gravel roads and paths as people were unable to get around in their wheelchairs," Ciara says.

"Last year the volunteers laid a sewage system. It's very hard work but you just can't describe the sense of fulfilment you get."

The An Gaisce challenges also include community involvement. Much of this has taken place as part of a collaboration with Loft, a local youth club. Ciara also joined a rock climbing club at LYIT.

"We practise by climbing the wall in the sports hall three times a week in term time and meet in the holidays too," she says. "It's great to take time to rediscover who you are and come together to learn new skills."

Joining An Gaisce has transformed Ciara's college experience but there are plenty of other rewarding societies to choose from. "My advice to any student thinking of joining a society would be, 'Just try it out, you've got nothing to lose'."

Fashion with Promotion

Bachelor of Arts in Fashion with Promotion

National Framework: Level 7
CAO Code: LY447
Duration: 3 years
Number of Places: 20
Points in Recent Years:

Year	Final	Median
2014	N/A	N/A
2015	155	355

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	Design Principles (M)	10	Fashion Design & Development 1 (M)	10
	Trends Research & Fashion Sketchbook (M)	10	Drawing Studies & Mark Making (M)	10
	Photography 1 - Ambient (M)	5	Photography 2 - Studio (M)	5
	Communication Skills (M)	5	Fashion History (M)	5
Year 2	Graphic Pattern for Fashion (M)	15	Fashion Design & Development 2 (M)	15
	Photography 3 – Post Processing (M)	5	Fashion Promotion through moving Image (M)	5
	Technical Innovation in Fashion (M)	5	Social Media Promotion (M)	5
	Fashion History & Culture (M)	5	Design Theory: Advertising & Branding (M)	5
Year 3	Graphic Design for Fashion Promotion (M)	10	Major Design Project (M)	15
	Fashion Marketing & Product Management (M)	10	Business Skills & Enterprise (M)	10
	Fashion promotion through Media Channels (M)	5	Personal Promotion – Setting up an Online Presence (M)	5
	Work Placement (M)	5		

(M) = Mandatory

Follow-on courses

- Level 7/8 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:

20

Points in Recent Years:

Year	Final	Median
2014	N/A	N/A
2015	AQA	255

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:

- Variety of commercial and industrial photography
- Photography as 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	Fundamentals of Photography (M)	5	Photography 1 – Motion (M)	5
	Visual Enquiry 1 (M)	10	Photography 2 – Studio (M)	10
	Visual Enquiry 2 (M)	10	Digital Workflow (M)	5
	Communication Skills (M)	5	History of Photography (M)	5
Year 2	Photography 3 – Previsualisation (M)	10	Photography Project (M)	15
	Photography 4 – Narrative & Documentary (M)	10	Post Processing (M)	5
	Professional Practice (M)	5	Digital Portfolio (M)	5
	History of Photography 2 (M)	5	Photography Theory (M)	5

(M) = Mandatory

Follow-on courses

- Level 7/8 degrees in institutes and universities at home and abroad.



LYIT Design & Creative Media Portfolio Guidelines

What is a portfolio?

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).

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.





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