




UNIVERSITY CAMPUS
DONCASTER

BA (Hons) Graphic Design

Soak up the atmosphere





Face-to-face learning: The joy of our immersive studio culture

The effects of the COVID pandemic with limited face-to-face interactions has had significant impact on classroom and studio culture worldwide. In response, we are adapting and evolving our approach. Studio culture plays a vital role in shaping the learning experience and fostering creativity in our graphic design classroom. It encompasses the environment, attitudes, and collaborative practices that encourage our students to thrive and express themselves. The joy of studio culture in our graphic design classroom can be attributed to several key factors:

- 1 Our studio culture promotes a collaborative atmosphere where our students work together, share ideas, and provide constructive feedback to one another. This collaborative approach allows them to learn from their peers, gain diverse perspectives, and explore new creative possibilities. It fosters a sense of camaraderie and community, enhancing the overall joy of the learning process.
- 2 We encourage our students to think 'outside the box', take risks, and explore inventive design solutions. We also provides the freedom and resources necessary for our students to experiment with different techniques, tools, and mediums. This creative exploration fosters a sense of excitement and curiosity, allowing them to discover their unique design style and voice.
- 3 We encourage and emphasise hands-on learning experiences, where our students actively engage in design projects and practical exercises. Through this immersive approach, they apply theoretical knowledge in real-world scenarios, develop technical skills, and gain practical insights into the design process. The joy stems from the tangible outcomes of their efforts and the satisfaction of seeing their ideas come to life.
- 4 Our supportive studio culture involves an experienced staff team who act as mentors and guides. They provide valuable feedback, share industry insights, and help to navigate challenges. Our effective mentorship creates a nurturing and positive environment that empowers students, boosts their confidence, and encourages them to explore their creative potential.
- 5 Regular critique sessions are an integral part of our studio peractice. These sessions provide our students with the opportunity to present their work, receive feedback, and engage in discussions about design principles, aesthetics, and communication strategies. Constructive criticism fosters growth, and encourages our students to refine their designs, and helps them develop a critical eye. The joy lies in the constant progress and improvement that comes from these critiques.
- 6 Recognising and acknowledging individual and collective successes builds our positive learning environment and motivates students to push their boundaries further. Our studio culture celebrates student achievements, both big and small. Exhibitions, presentations, and competition and live projects create opportunities for our students to showcase their work, gain recognition, and experience the joy of sharing their creations with others.

