BA (Hons) Graphic Design:
Branding, Promotion, and Digital Design

UNIVERSITY CAMPUS DONCASTER

For further information about the BA (Hons) Graphic Design: Branding, Promotion and Digital Design (On-campus / flexible-learning) programme visit:

https://www.ucdon.ac.uk/courses/dhc00410-1-ba-hons-graphic-design-branding-promotion-and-digital-design-on-campus/

https://www.ucdon.ac.uk/courses/dhc00383-1-ba-hons-graphic-design-branding-promotion-and-digital-design-flexible-learning/

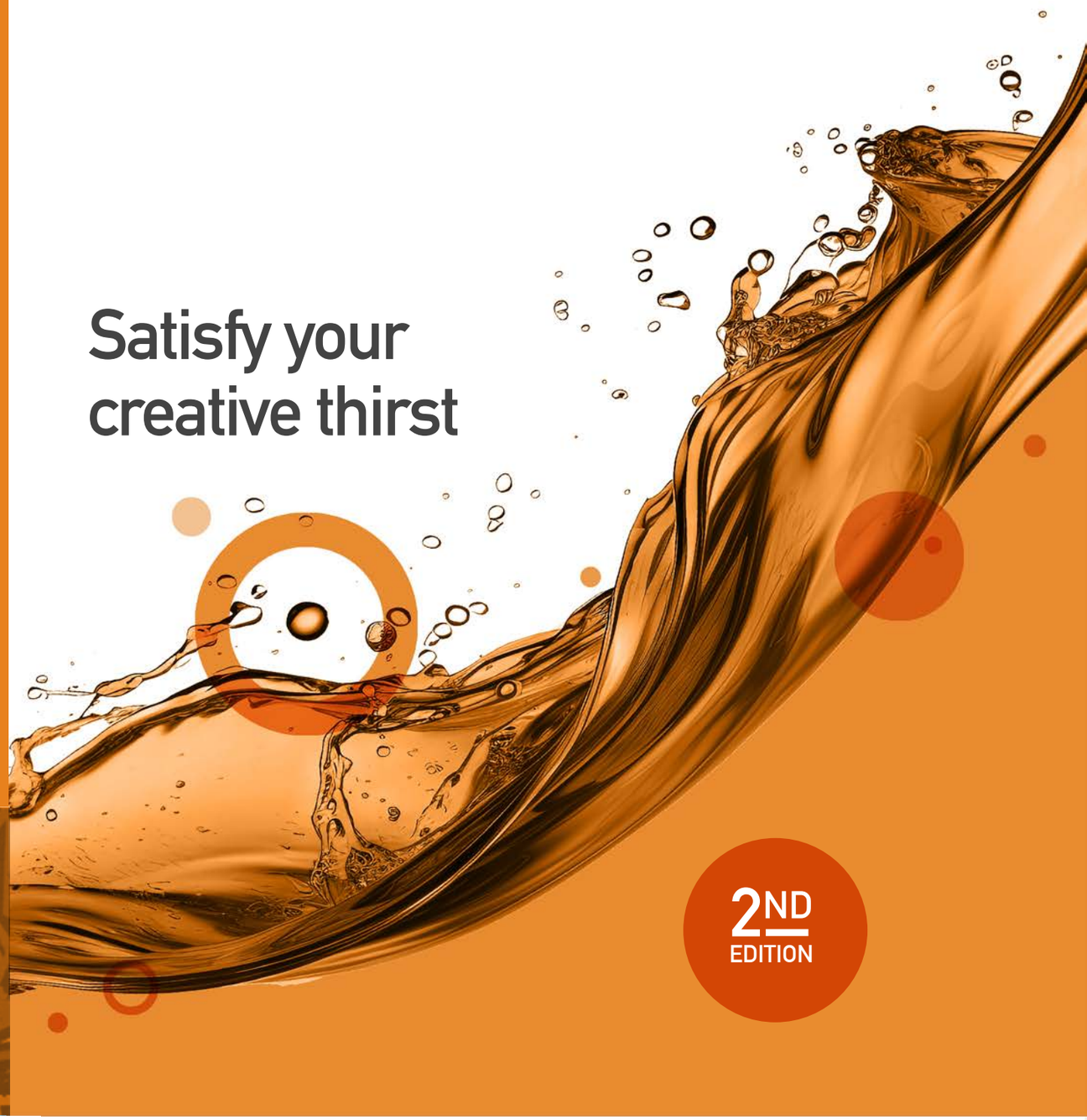


University of HUDDERSFIELD Inspiring global professionals · UNIVERSITY OF HULL · UNIVERSITY OF LINCOLN · Sheffield Hallam University · Pearson Edexcel · DN COLLEGES GROUP

BA (Hons) Graphic Design:
Branding, Promotion, and Digital Design

UNIVERSITY CAMPUS DONCASTER

Satisfy your creative thirst

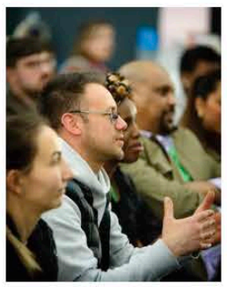


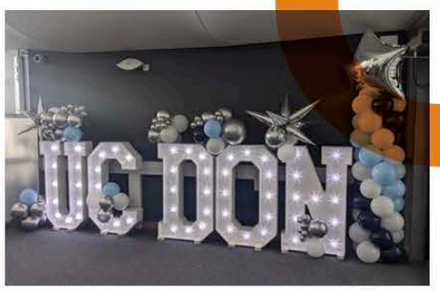
2ND EDITION

University of HUDDERSFIELD Inspiring global professionals · UNIVERSITY OF HULL · UNIVERSITY OF LINCOLN · Sheffield Hallam University · Pearson Edexcel · DN COLLEGES GROUP



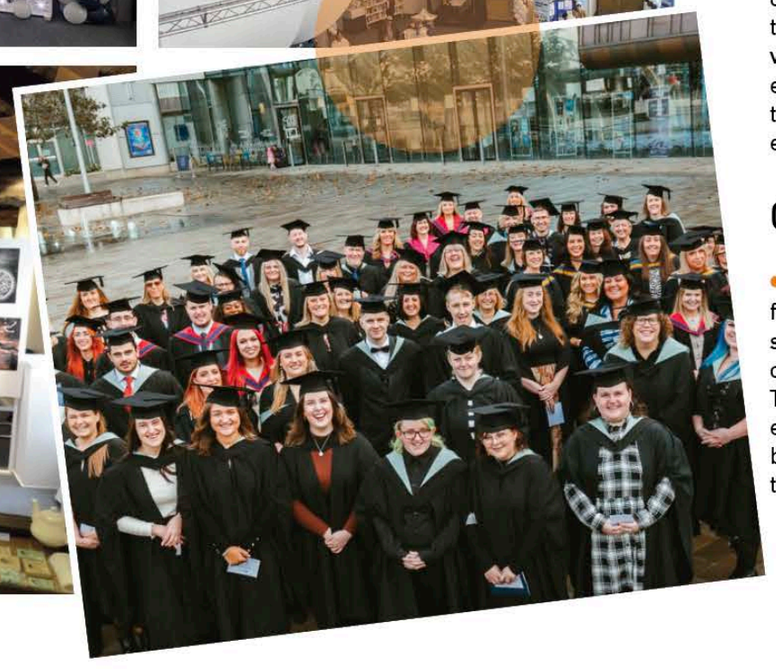


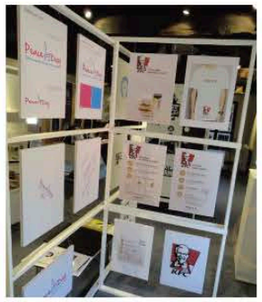












UNIVERSITY CAMPUS

Welcome

About Us

At University Campus Doncaster (UCDon), we are committed to providing a supportive, inclusive and career-focused higher education experience that helps students develop the knowledge, skills and confidence needed to succeed in the creative industries and beyond. As part of DN Colleges Group, UCDon delivers university-level education in a modern learning environment, combining academic excellence with practical, industry-relevant experience

Whether you study on campus or through our distance learning provision, you will become part of a vibrant learning community that places student success at the centre of everything it does. Our programmes are designed to be flexible, accessible and responsive to the needs of contemporary learners, making higher education achievable alongside employment, family commitments and other responsibilities

For the BA (Hons) Graphic Design: Branding, Promotion and Digital Design students, learning extends beyond the classroom. You will be encouraged to engage with professional design practices, contemporary industry challenges and emerging technologies whilst developing your own creative voice. Our teaching team combines academic expertise with professional experience, ensuring that projects remain relevant to the expectations of employers, agencies and creative organisations

On-Campus Study

Students studying on-campus in Doncaster benefit from specialist facilities, face-to-face teaching, studio-based learning and regular opportunities to collaborate with peers across creative disciplines. The campus environment encourages discussion, experimentation and teamwork, helping students build valuable professional and interpersonal skills throughout their degree

Distance and Flexible Learning

Our flexible distance-learning and blended study options provide the opportunity to gain a recognised higher education qualification from wherever you are. Learning materials are accessible online, allowing students to study at times that fit around work and family commitments while still receiving dedicated support from tutors through digital learning platforms, email, video calls and online discussions. Distance learning students complete the same high-quality qualification as their on-campus peers while benefiting from a study model designed around modern lifestyles

Student Support and Community

Whichever study mode you choose, you will have access to a range of support services designed to help you thrive both academically and personally. UCDon's student-focused approach ensures that guidance is available throughout your journey, from enrolment through to graduation. We are committed to fostering an inclusive environment where creativity, innovation and individuality are celebrated

Preparing You for the Future

Our goal is not simply to help you earn a degree, but to prepare you for a successful creative career. Through industry-informed projects, professional practice opportunities, portfolio development and employability-focused learning, we help our graphic design students develop the skills and confidence needed to progress into design agencies, in-house creative teams, freelance practice or postgraduate study

At UCDon, you will join a community of ambitious, creative learners and gain the knowledge, experience and professional mindset needed to forge a successful future in the design industry

Our values:

Opportunity.
Inspiration.
Creativity.
Achievement.



- Students are thoroughly satisfied with the tuition and support they receive. Students across all three levels of the programme have produced some very good work in terms of both concept and production. Their technical skills are excellent. There is also excellent practice in terms of assessment and feedback with thorough written feedback and feedforward provided to the students

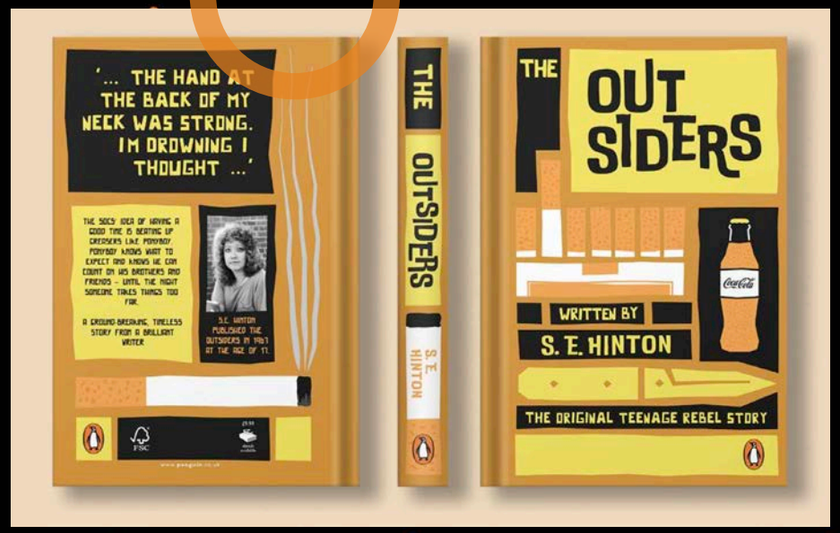
External Examiner's Report comments

• The projects featured in the following pages showcase the creativity, ambition and professional talent of our students. From inventive branding and digital experiences to engaging promotional campaigns, each project demonstrates the exciting possibilities that we offer on our programme •

• The BA (Hons) Graphic Design: Branding, Promotion and Digital Design programme empowers students to develop a distinctive creative voice whilst building the practical and strategic skills demanded by industry. Through live briefs, collaborative projects and digitally focused design practice, students create dynamic portfolio work that responds to realistic, commercial challenges.

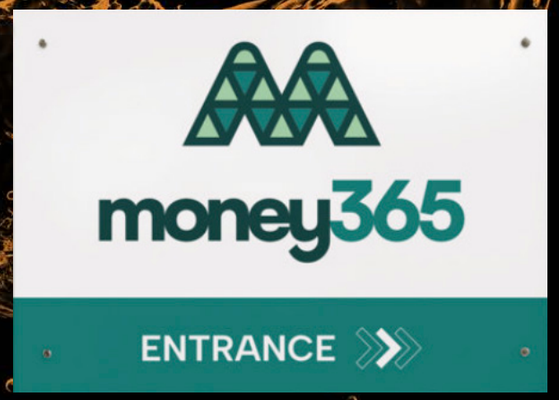
Our graduates leave with the confidence, expertise and professional mindset needed to succeed in the creative industries, from careers in branding, digital design, to advertising and content creation, or launching their own creative ventures •











BA (HONS) GRAPHIC DESIGN

Mouthwatering



01 Advertising
02 AI for Design
03 Branding and Visual Identity
04 Design Ideas and Concepts
05 Design for Social Impact
06 Editorial and Publication Design
07 Games Design
08 Illustration for Design
09 Packaging Design
10 Self Promotional Design
11 Typography
12 UX/UI Design
13 Video and Motion Graphics

'As this module focused on professional practice, it was a good time at the end of the year to pause and reflect. It was also good to spend the time to refine my portfolio and receive valuable feedback. Tutor support is excellent!' (AP/L5)

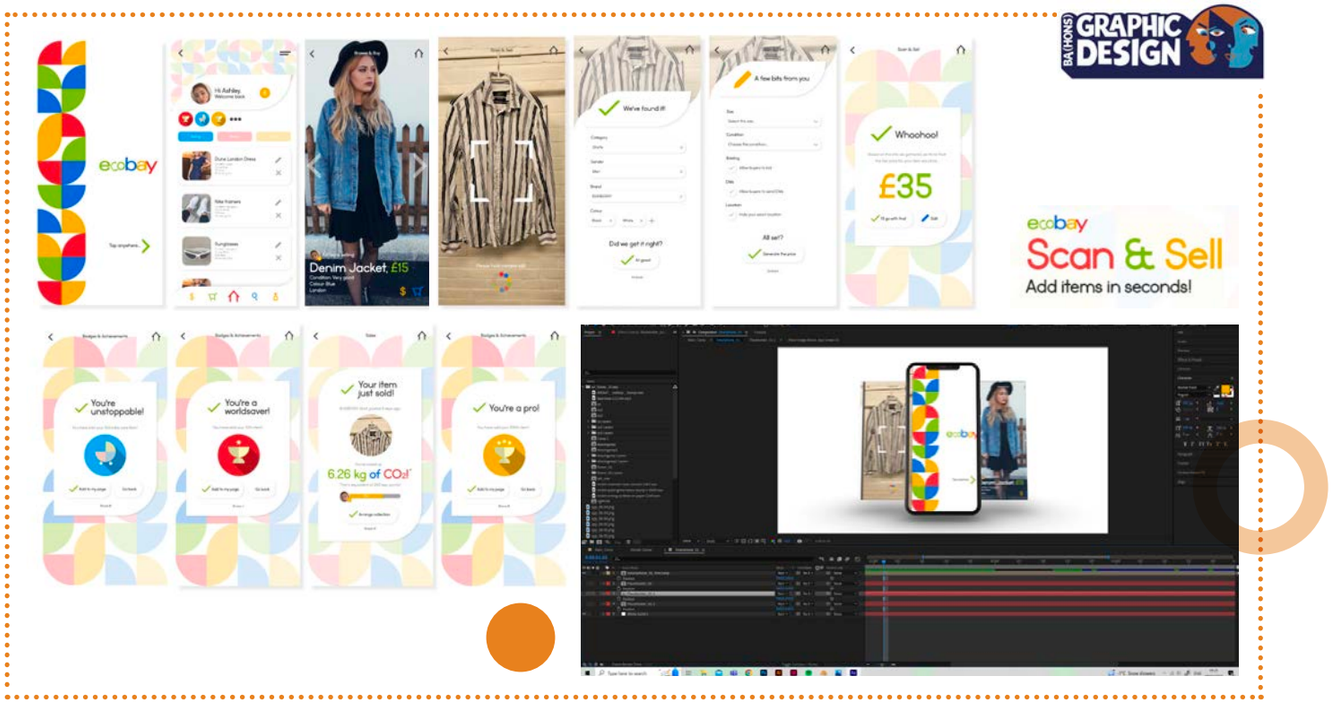


Employability is at the heart of everything we do. Our three-year programme develops creative thinkers who can transform ideas into impactful visual communication. The following collection of work celebrates the talent, originality and commercial awareness of our students, showcasing projects that push boundaries across branding, promotion and digital design

01 Advertising

How do brands capture attention in a crowded marketplace? How do they create campaigns that connect with audiences and stand out from the competition?

The 'Strategic Thinking and Visual Persuasion' module develops creative problem-solving and persuasive visual communication skills. You will be challenged to create bold, insight-driven campaigns that engage audiences, build brand awareness and deliver impact through inventive and commercially relevant design solutions





















'The one-to-one feedback sessions were very useful and I was provided with constructive guidance and plenty of opportunities to ask questions' (LG/L4)

02 AI for Design

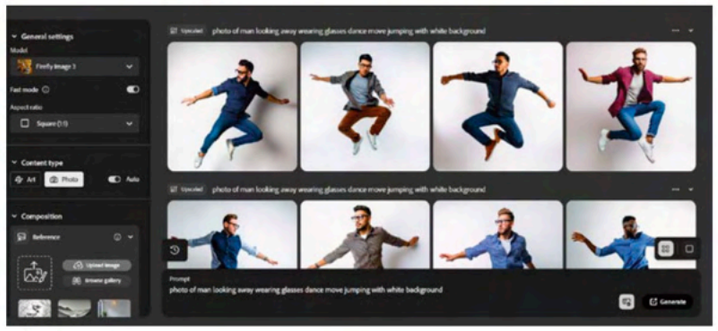
Artificial Intelligence is transforming the creative industries and you will be taught to use it ethically, responsibly and with purpose. Following industry thinking embraced by leading studios (such as Giorgia Lupi's team at Pentagram), AI is treated as a tool to support the design process, not to generate the core ideas, concepts, or strategic thinking that underpin effective design.

You will use AI primarily as a visualisation tool, that will help you to demonstrate how proposed concepts and final outcomes could appear when photography, illustration, or videography may be impractical due to subject matter, cost, or time constraints. These visual prototypes help clients and stakeholders better understand creative proposals before production begins.

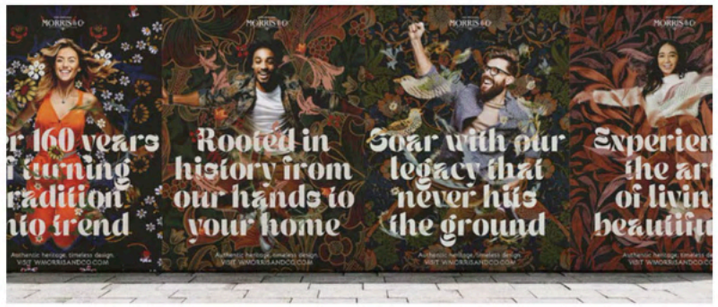
As future professional designers, students recognise that AI-generated imagery is often a starting point rather than a final solution. Where appropriate, concepts would be developed into professional outcomes through collaboration with photographers, illustrators, videographers and other creative specialists, ensuring creativity, craftsmanship and human input remains at the heart of the design process

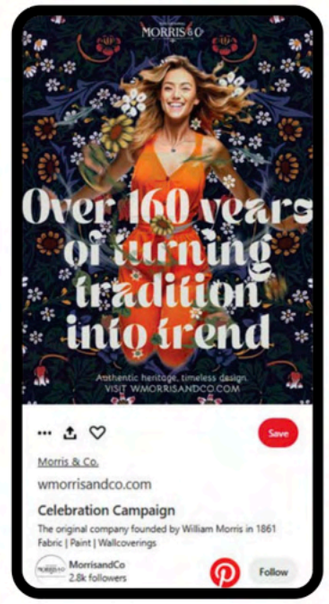




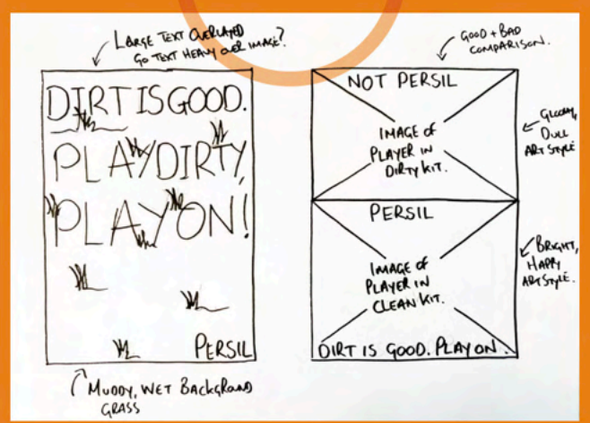


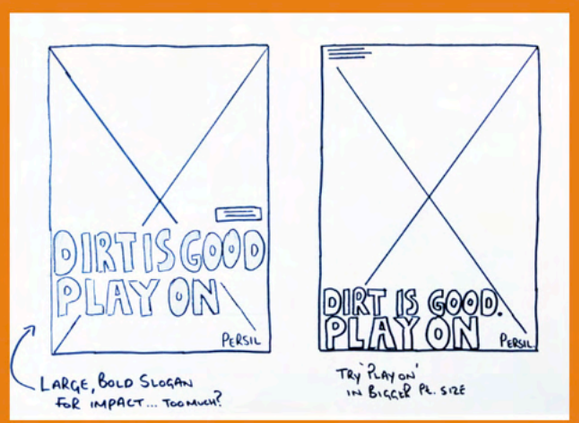


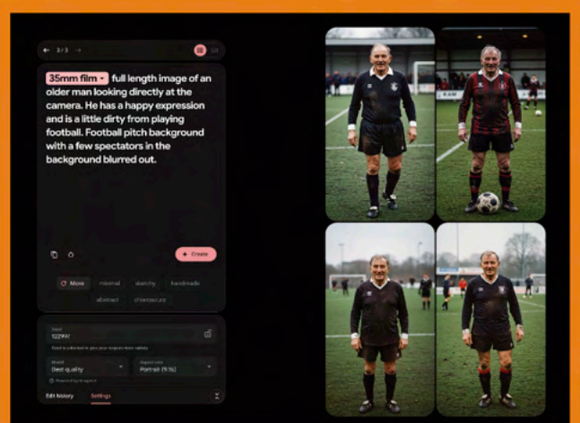




'Feedback is excellent throughout each brief, with fair and constructive comments that support the development of my ideas and work' (BL/L4)









'The Advertising module has been a significant learning experience for me. For the first time during this course, I found myself completing research but feeling a little lost for a possible strategy. I thought of potential ideas, but I needed something more exciting.

Seeing my peers incorporate AI into their process inspired me to give it a try. This was a turning point - I started to see my ideas more clearly and was able to spark new concepts using AI-generated images as inspiration. Initially, I was apprehensive about AI, but I now see it as a valuable tool that I will continue to use in my graphic design work' (MB/L5)

03 Branding and Visual Identity

In today's fast-moving digital world, brands must do more than simply stand out; they need to create meaningful connections, tell compelling stories and deliver memorable experiences across multiple platforms.

This module will challenge you to think strategically and creatively, developing distinctive visual identities that capture the essence of a brand. From logos and typography to packaging, digital content and brand guidelines, you will explore how design can shape perception and influence audience engagement.

Through a diverse range of industry-inspired projects, you will develop the skills to create bold, exciting and professionally-executed branding solutions that are visually impactful and commercially relevant



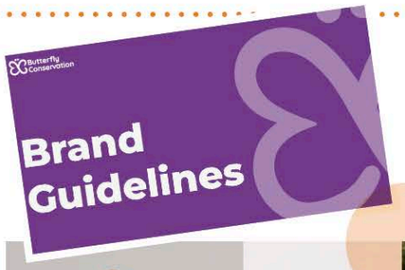


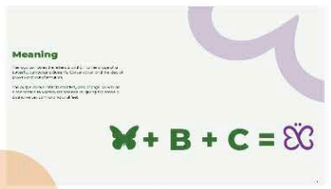




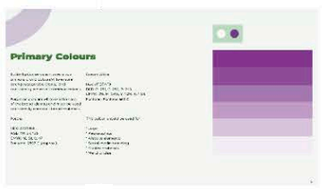
'The experimentation in the early stages and workshop was really valuable in pushing the boundaries of type, and is something I aim to take forward to use in other projects and future employment' (JD/L4)





















'The modular typeface workshop was one of my favourite activities. It challenged me to think outside the box and showed me the value of experimenting with different approaches. I often find that my best ideas develop after a lot of exploration, even when I feel like I have run out of inspiration' (LB/L4)





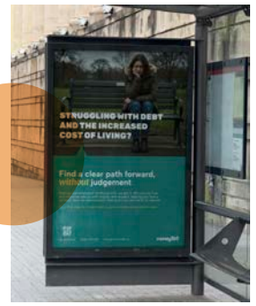
money365

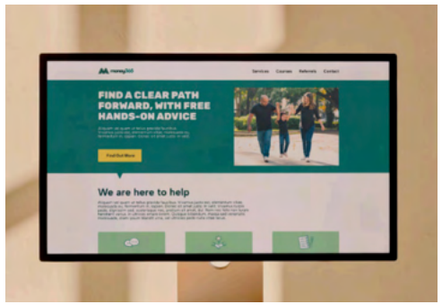












HALLAM F.C





'The assessments grades are clearly explained and the feedback provided throughout my projects was constructive and really helped me progress' (CB/L5)



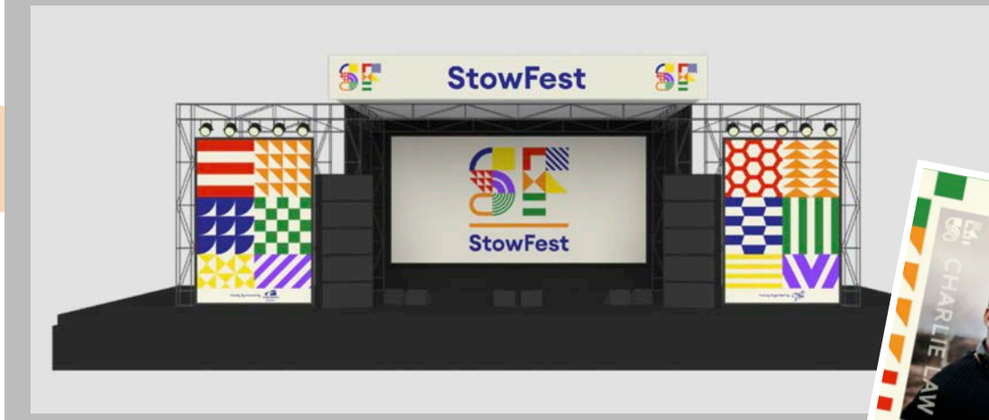


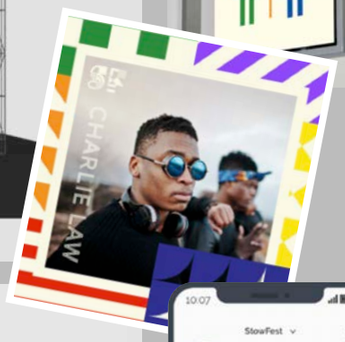
'The team's links with industry and to expand the use of innovative feedback tools aligns well with sector expectations for contemporary graphic design provision' (Academic Contact comment / University of Hull)









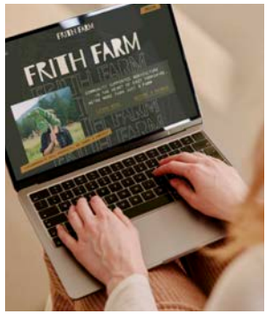




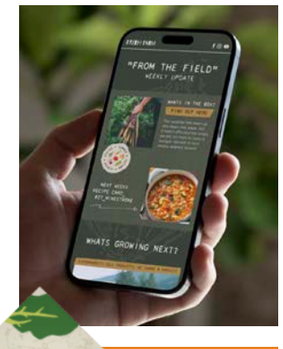


















'I developed my branding skills and gained a better understanding of how to create work that appeals to a specific target audience and reflects a company's identity' (AS/L5)













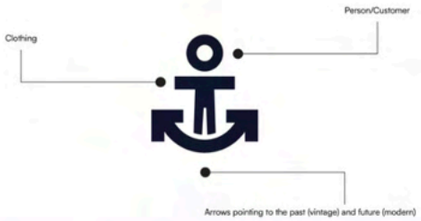
'Lecturers are always available to offer support, advice and guidance whenever needed. Project aims and requirements are clearly explained and our module handbooks are presented in a way that's easy to understand' (PM/L4)

















'I enjoyed the flow of each second year project, with the introductions into design history prompting further research into the eras and then creating a poster from our chosen style. I felt this allowed us to be independent in our findings whilst having clear references to return to if we were unsure of how to progress' (LF/L5)

















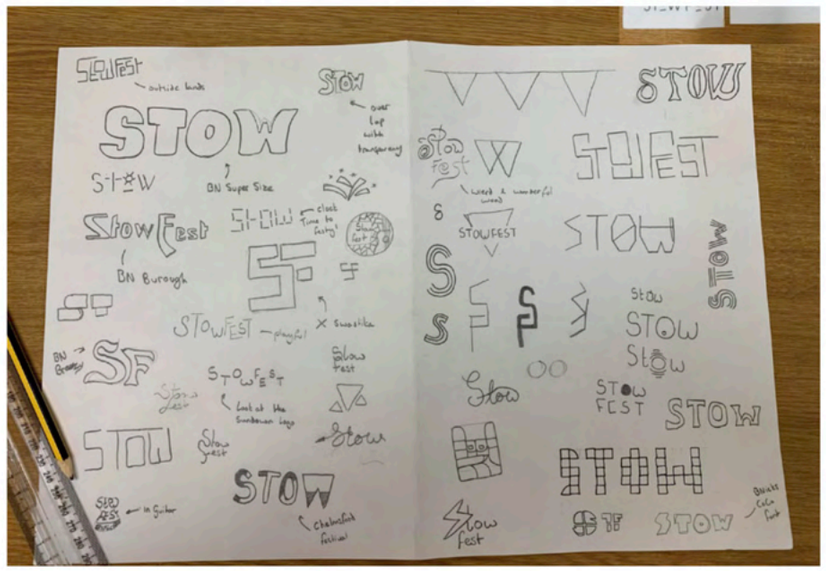


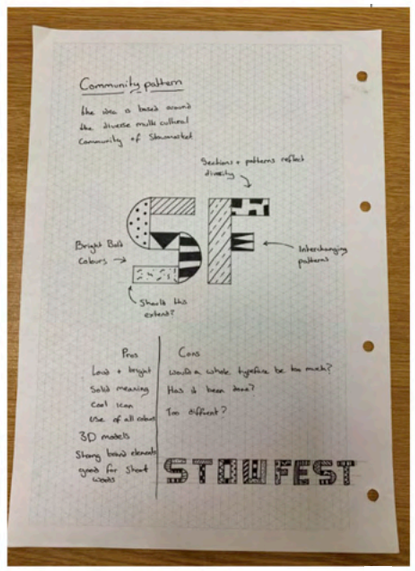
'I thought the teamworking project really worked in terms of the way we could get support and feedback – the group feedback sessions and the use of figjammeant we could receive feedback from peers and tutors, having this range really helped me judge the designs and how different audiences receive them' (SC/L5)



04 Design Ideas and Concepts





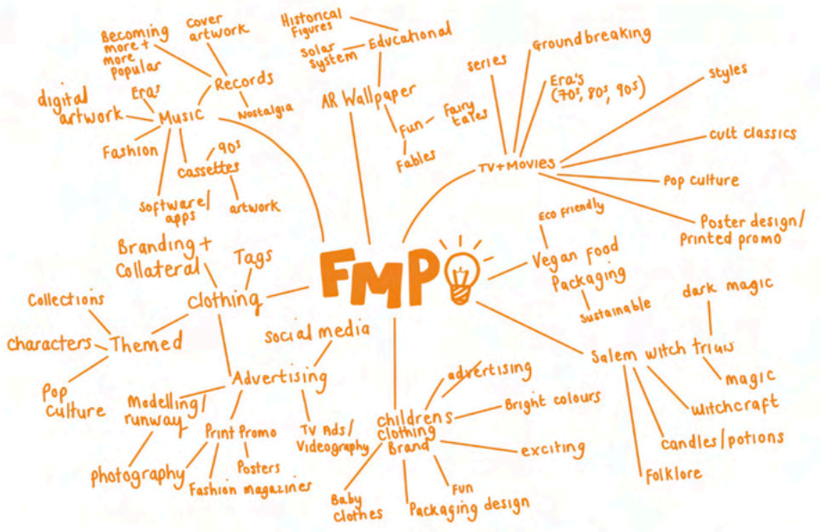




● Great design begins with great ideas - this intrinsic element of the initial design process will encourage you to explore, question, experiment and push creative boundaries before moving into final outcomes.

Through sketching, brainstorming, visual exploration and conceptual development, you will generate engaging responses to design briefs by developing ideas that are both original and strategically informed. By testing multiple approaches and refining your thinking, you will learn how to transform initial concepts into dynamic design solutions.

The focus is on creativity, curiosity and innovation - challenging you to produce distinctive ideas that stand out, engage audiences and create meaningful impact ●

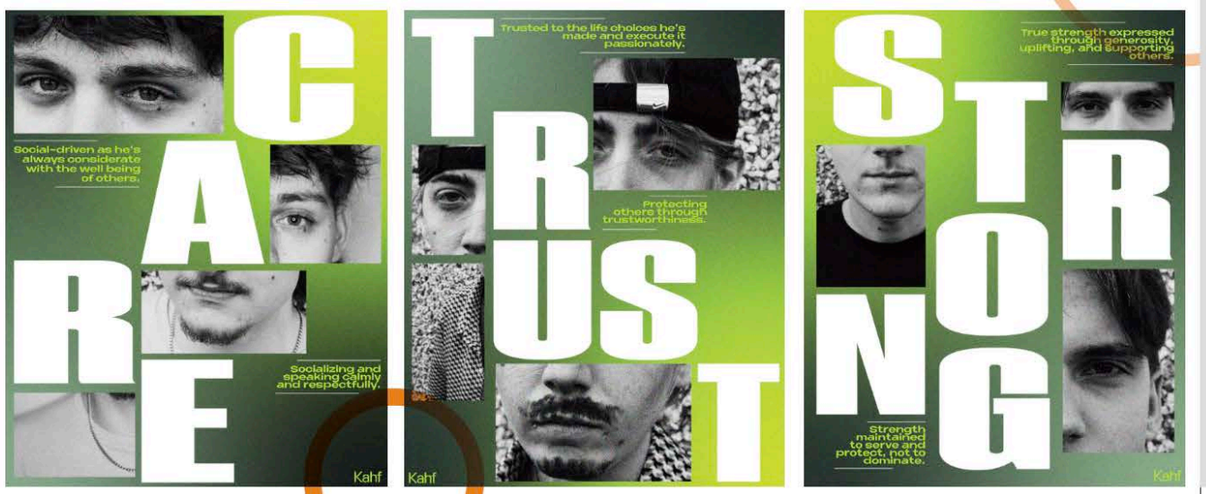


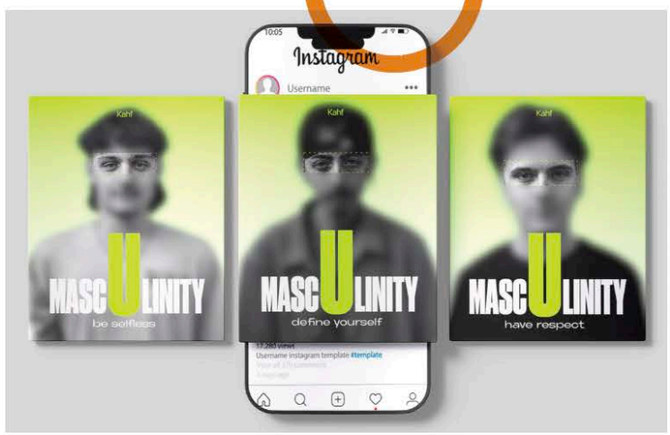
'The key takeaway from the creative modules was the feedback element and how it pushed me to try lots of different iterations before moving forward with a design, whilst also finding ways to give constructive peer suggestions and also take feedback and act on it successfully, which is a skill needed in future employment' (AS/L5)



'I always love tutorials. So, for me the more the better! I benefitted from the critiques we had on our work progress which would be discussed with our tutors during the one-to-one tutorial sessions' (CB/L5)

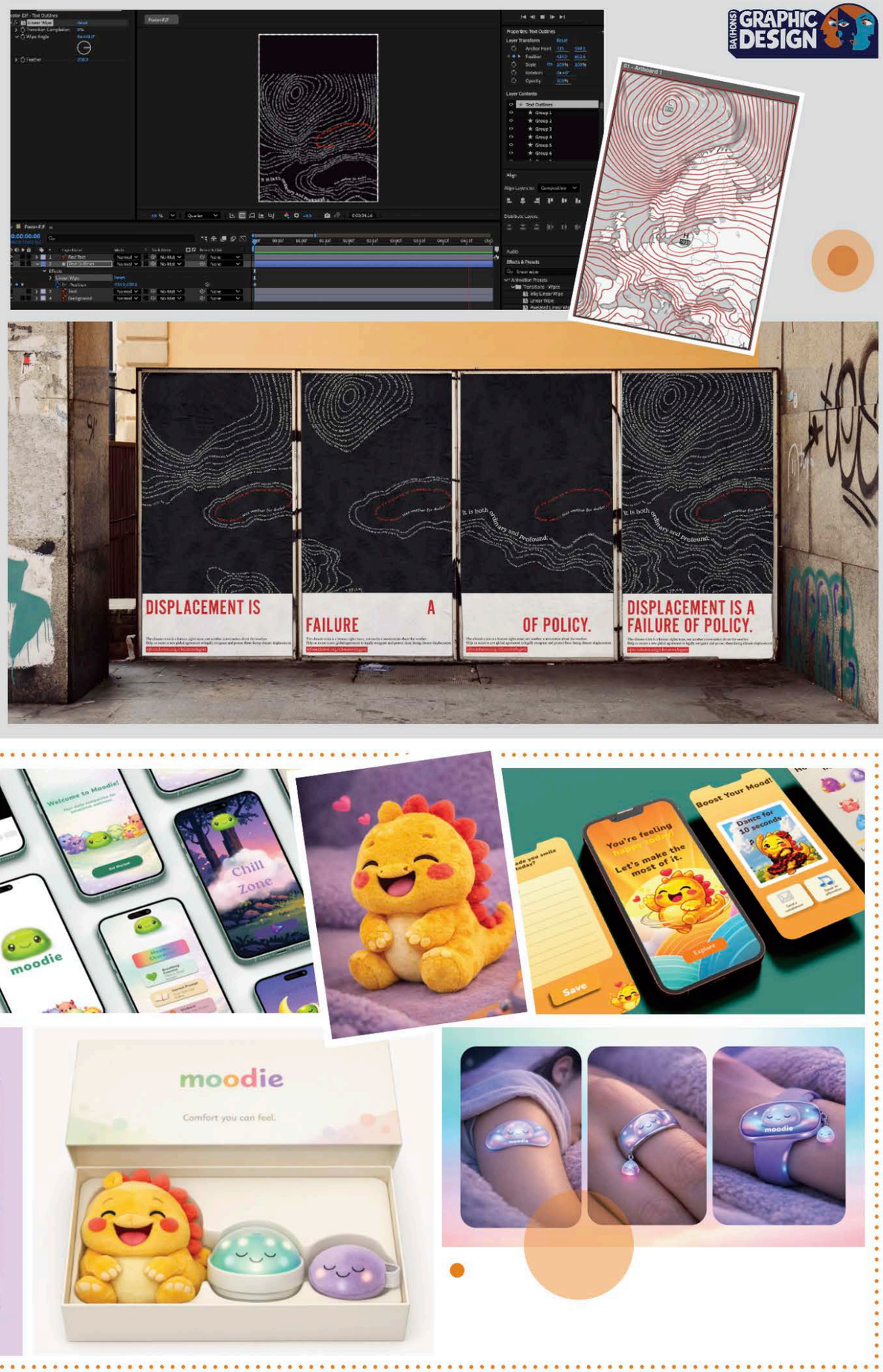
05 Design for Social Impact





● Design has the power to inform, inspire and create positive change. Through socially focused projects, you will develop meaningful campaigns, identities and communications that support services, charities, communities and causes that matter.

By combining creative thinking with purposeful design, you will be asked to create engaging work that raises awareness, influences behaviour and demonstrates how graphic design can make a real impact beyond the commercial world ●



06 Editorial and Publication Design

Editorial design is where creativity meets communication. It is the art of transforming information, stories and ideas into engaging visual experiences that capture attention and guide readers through content.

You will explore how typography, layout, imagery, colour and format work together to create impactful publications across print and digital platforms. From magazines, books and brochures to promotional publications and brand-led editorial content, you will develop the skills to structure information clearly while creating visually compelling and audience-focused designs.

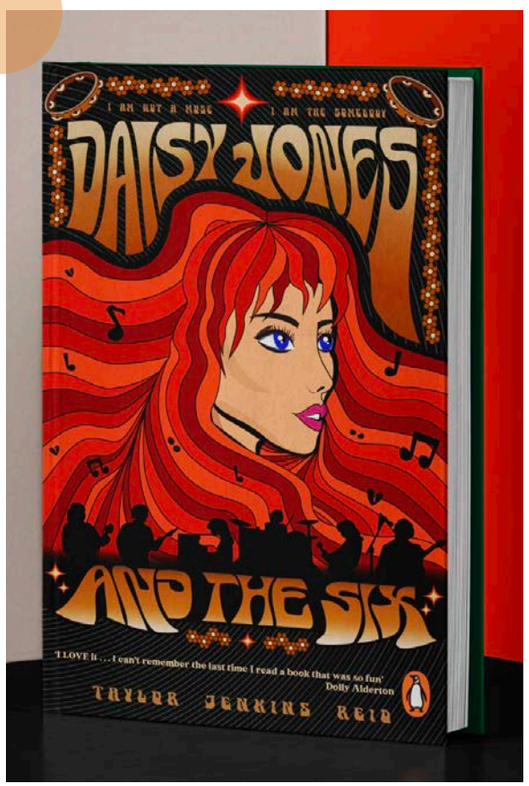
By combining creative flair with attention to detail, you will also learn how to craft publications that inform, inspire and engage. The projects featured here demonstrate the power of thoughtful editorial design to bring content to life and create memorable reading experiences

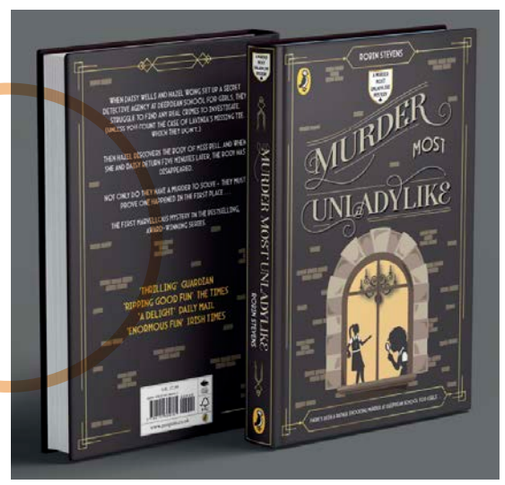




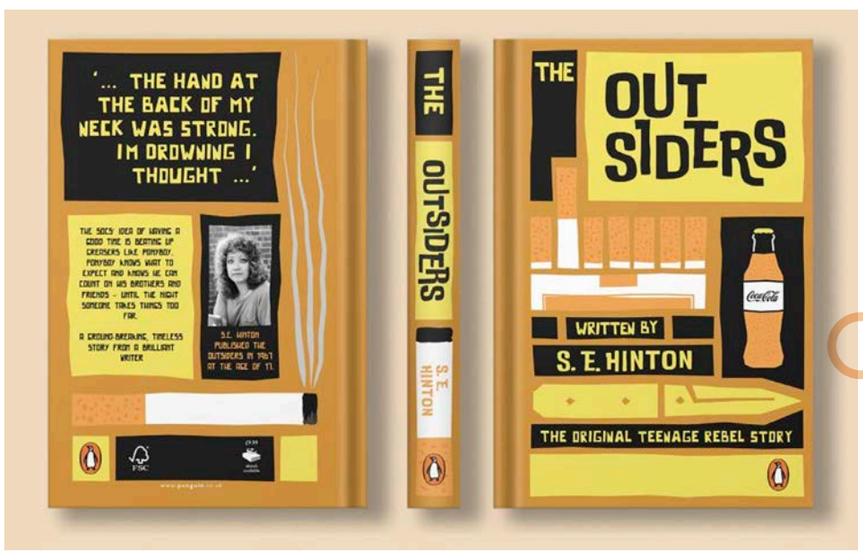








'Love the tutors!!! - they make it really enjoyable to learn. Quality of teaching is brilliant and I really believe it's because of this that I've managed to secure a graphic design job' (KN/L6)



'...there is excellent practice in terms of assessment and feedback with thorough written feedback and feedforward provided to the students. Comprehensive evidence of second and team marking as well as internal moderation is available' (External Examiner's Report comment)

07 Games Design

Design has the power to inform, inspire and drive change. This project challenges students to communicate environmental issues through engaging visual experiences that raise awareness and encourage action.

Through inventive board game concepts and digital projects designed for platforms such as Steam, students transform complex environmental themes into interactive, informative, accessible and memorable experiences. The work showcases how creative thinking and strategic design can turn important global challenges into impactful and engaging solutions





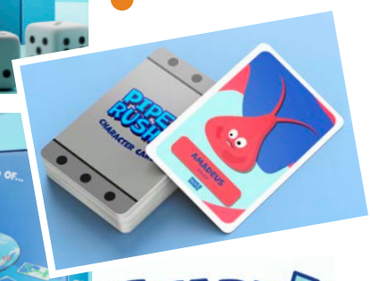
















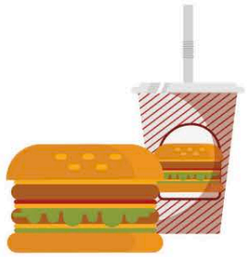








'Each step of the module has been explained in great detail and we have been provided with a range of helpful resources and checklists to keep us on the right track. Our tutors regularly provide us with helpful feedback that enables us to improve our work and feel a lot more confident throughout the entire creative process' (KN/L6)

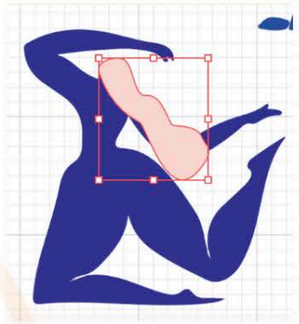


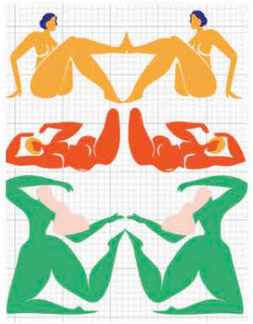
08 Illustration for Design

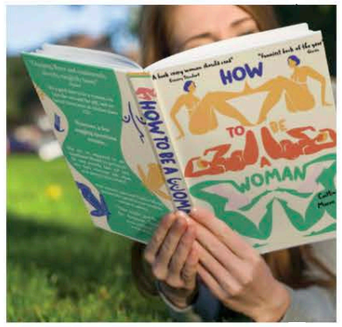
Illustration adds personality, originality and creativity to visual communication. You will develop both traditional and digital illustration skills, creating unique imagery that enhances brands, campaigns, publications and digital experiences.

By experimenting with a range of techniques and styles, you will build and develop a distinctive creative voice while learning how illustration can communicate ideas, tell stories and engage audiences. These valuable skills help to create original content and stand out as an effective visual communicator







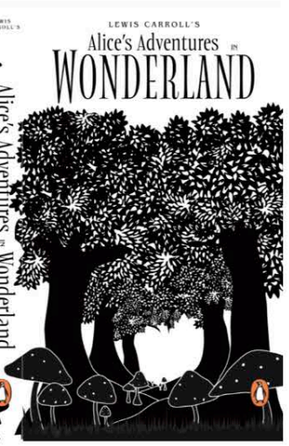


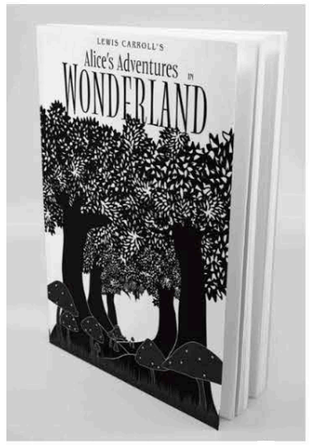




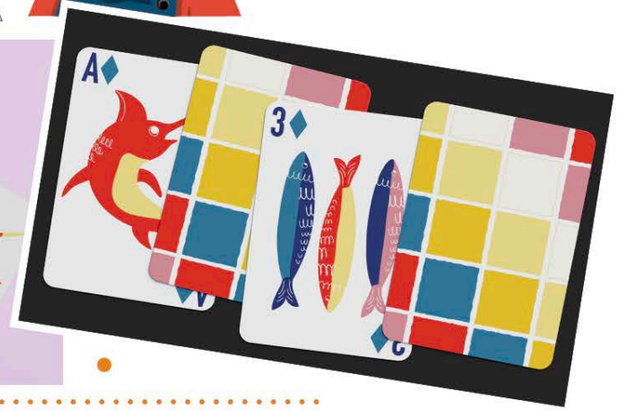












'It is encouraging to see continued emphasis on student success, live briefs, and the integration of emerging technologies, as well as the commitment to sustaining parity of experience between on-campus and distance learning cohorts' (Academic Contact comment / University of Hull)



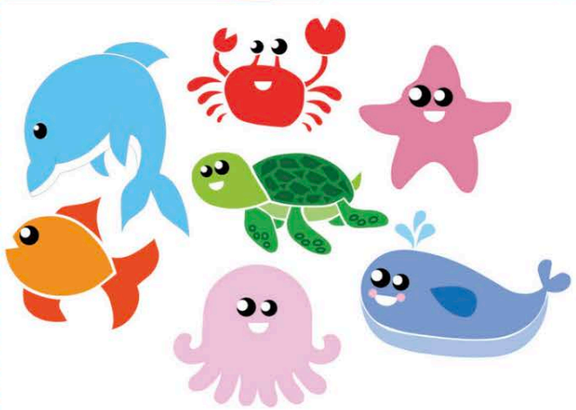


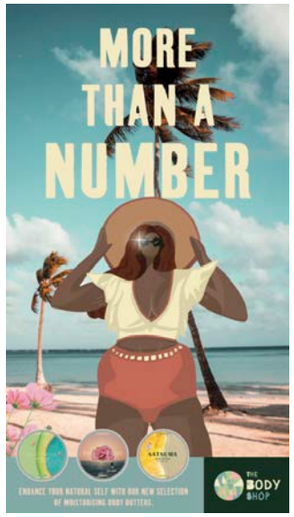




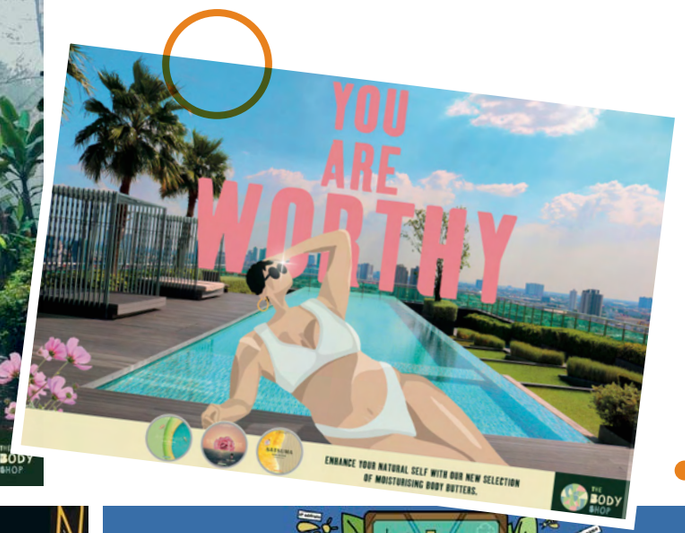










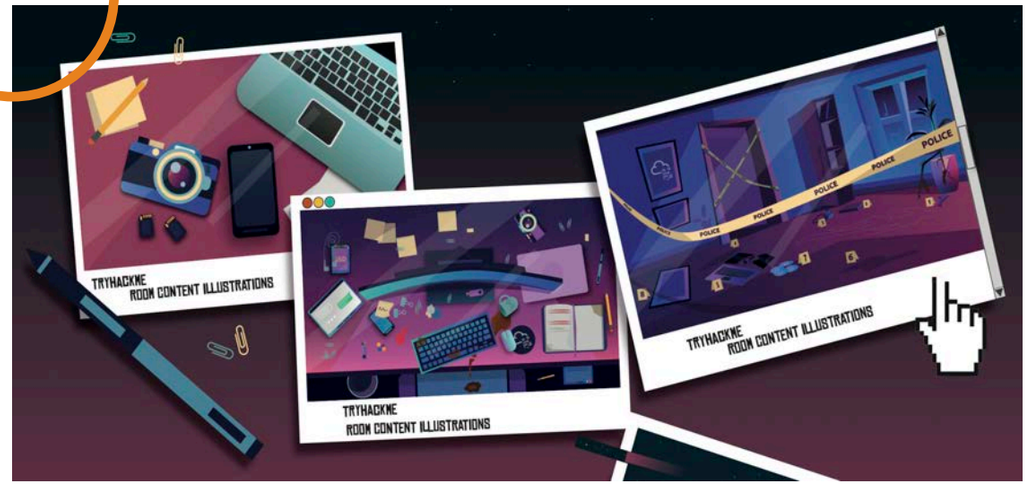


'The course is well designed, and modules cover a mix of print and digital contexts and equip the students with an extensive range of skills and knowledge' (External Examiner's Report comment)

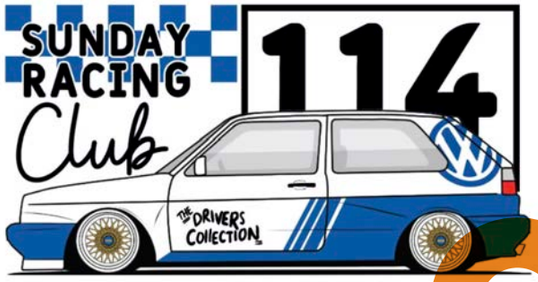












'We were given the opportunity to push our skills even further and think outside of the box. I liked the fact that we could choose out of a list so we weren't stuck with only one idea. Amazing support from tutors and peers once again' (FU/L6)















09 Packaging Design

Packaging is often the first interaction a customer has with a brand, making it one of the most powerful tools in visual communication. Great packaging does more than protect a product. It captures attention, communicates value, and creates memorable brand experiences.

You will explore how structure, materials, typography, colour and imagery work together to create innovative packaging solutions for a wide range of products and audiences. The projects showcased here demonstrate creative thinking, attention to detail and the ability to transform products into distinctive, engaging brands that stand out both on the shelf and online



























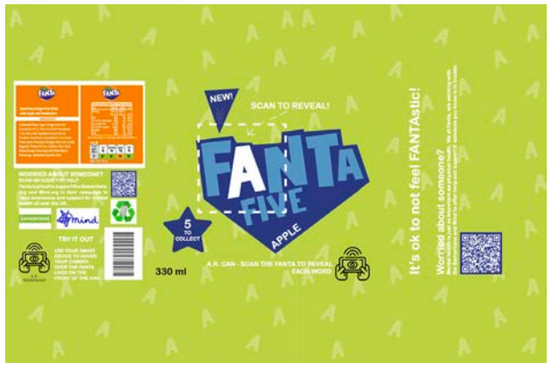


















'The Graphic Design course offers an innovative Distance Learning variant of the degree programme' (External Examiner's Report comment)



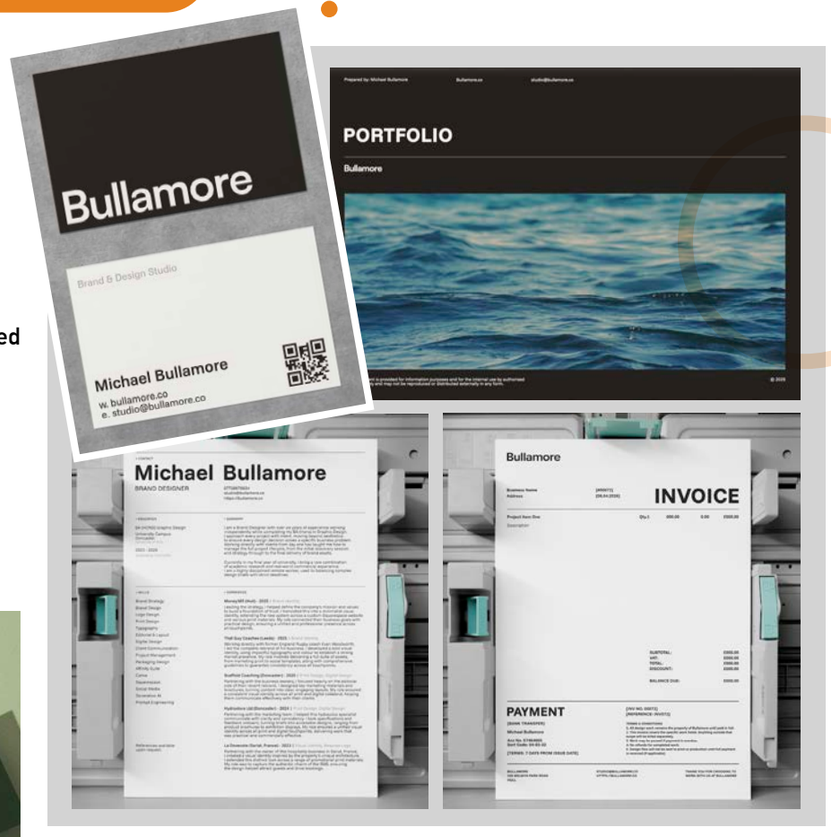


10 Self Promotional Design

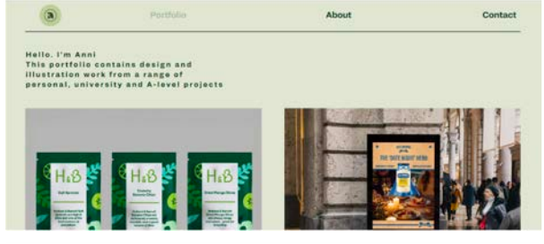
In the creative industries, your most important brand is yourself. This project challenges you to develop a distinctive personal identity and visual signature that communicates your skills, creative strengths and professional ambitions.

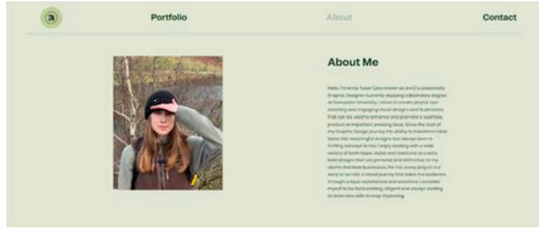
Through strategic self-promotion, you will create memorable visual identities that help you to stand out in a competitive graduate marketplace. From portfolio websites and social media content to printed promotional materials and exhibition branding, you will learn how to present yourself confidently to potential employers, agencies and clients.

The result will be a professional and engaging personal brand that showcases not only what you can do, but who you are as a designer











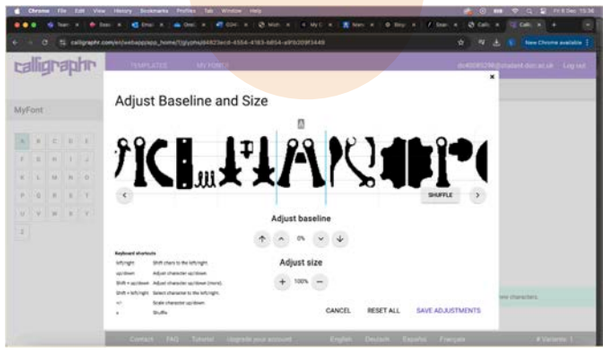


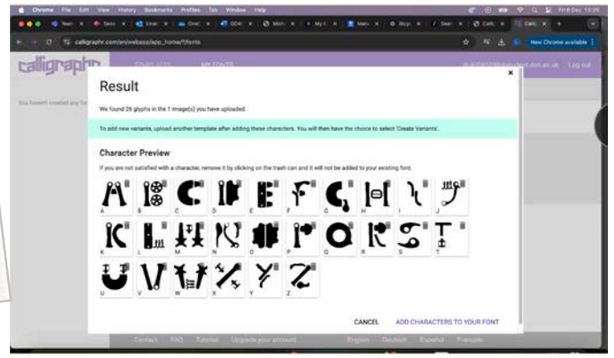


'…the students speak highly of their tutors and expressed a strong sense of community in which they all support each other through WhatsApp groups. They find their assessment and grades fair and appreciate the quality of the formative verbal feedback they receive as well as the summative written feedback that explains their grade'. (External Examiner's Report comment)

11 Typography







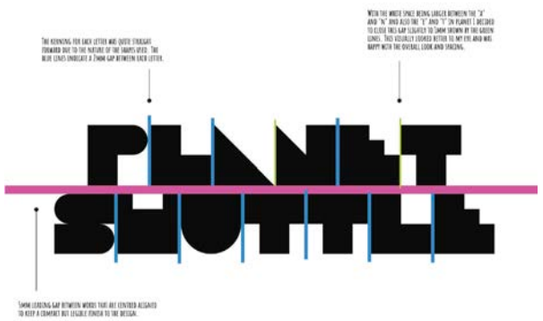


Typography is far more than choosing fonts; it is one of the most powerful tools a designer can use to communicate personality, emotion and meaning. From bold headlines and expressive lettering to refined brand identities and digital interfaces, type has the ability to shape how audiences experience a message.

Throughout our course, you will explore the creative and strategic potential of typography, experimenting with composition, hierarchy, scale and form to create distinctive visual outcomes. Whether applied to branding, advertising, editorial design, packaging, or digital media, typography remains at the heart of effective visual communication

The projects featured here showcase how dynamic typographic thinking can transform words into memorable and impactful designs



















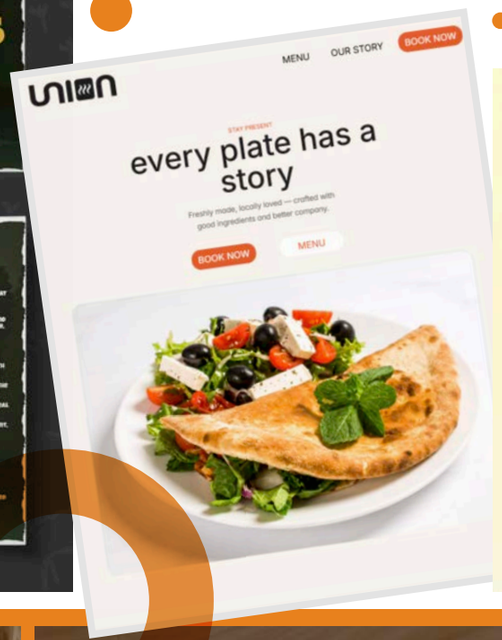
'Our lecturers were always very attentive and organised lots of guest speakers to come in to talk about their experiences as past students and working designer' (LF/L5)

'I have developed graphic design skills that are essential for future employment. The 1-2-1 tutorial sessions were invaluable in helping to make sure I was on track with my work' (MC/L4)











'I found the Employment module really useful as it provided different way of working, which is great for adapting to the briefs' (KP/L5)



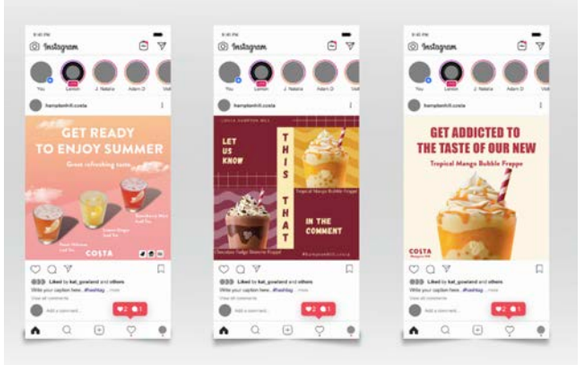








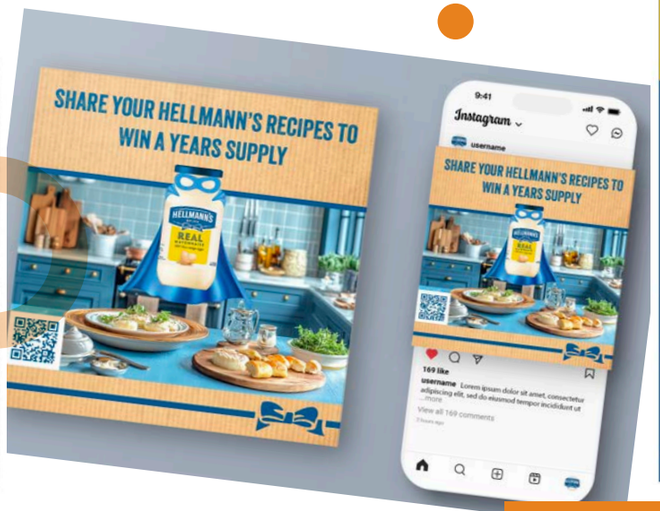


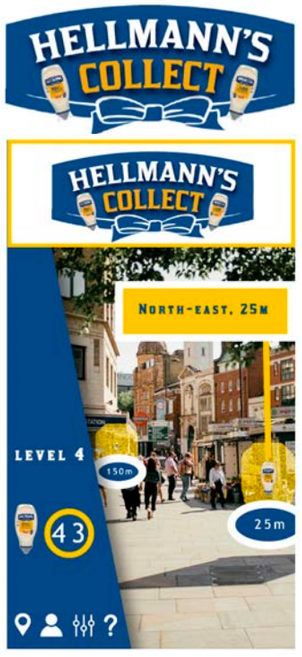


'During my time on the degreecourse I have added plenty of new skills to my arsenal for future employment' (MB/L6).

12 UX/UI Design



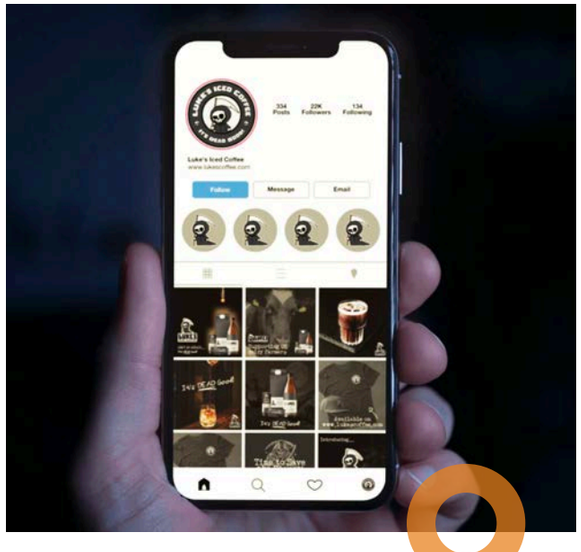










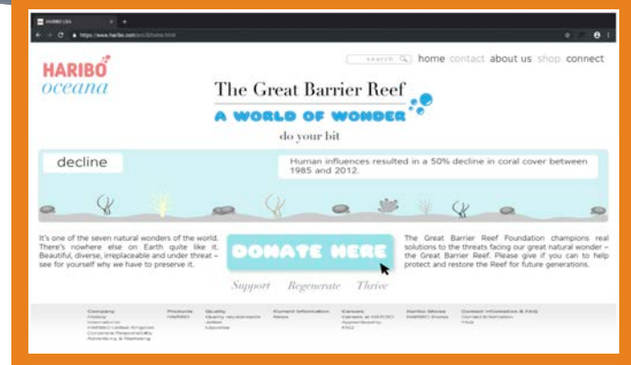


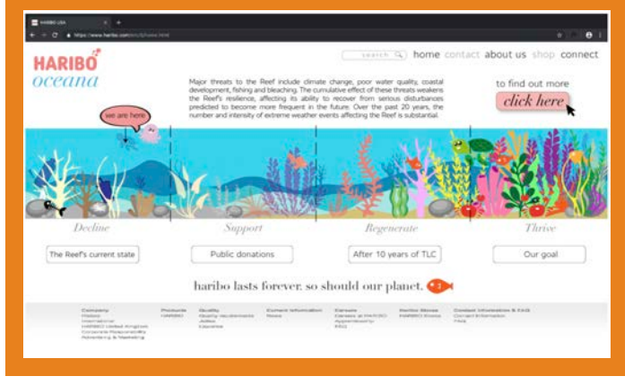
● Great digital experiences don't happen by accident. They are carefully designed to be intuitive, engaging and user-centred. UX (User Experience) and UI (User Interface) design focuses on how people interact with websites, apps, products and digital services, ensuring every touchpoint is both functional and visually compelling.

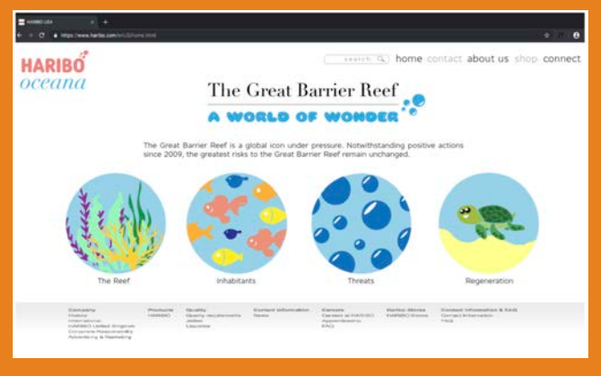
You will explore the principles of user behaviour, navigation, accessibility and interface design to create seamless digital experiences that meet the needs of real audiences. From wireframes and prototypes to fully realised digital concepts, you will learn how to combine creativity with strategic thinking to design effective and engaging user journeys.

The work showcased here demonstrates how thoughtful UX/UI design can transform complex interactions into simple, enjoyable , engaging and memorable digital experiences ●

'The Graphic Design Distance Learning students described the online resources to include recorded lectures as 'excellent' and student support each other online through peer feedback' (External Examiner's Report comment)







'I developed my motion graphics skills a lot, as well as experimenting with sound in my videos. I feel a lot more confident working in After Effects' (SC/L5)

13 Video and Motion Graphics

In today's digital landscape, movement captures attention like no other form of communication. From social media content and brand campaigns to promotional videos and animated storytelling, motion design has become an essential skill for contemporary designers.

Through a series of workshops and projects you will explore how animation, video, sound and visual storytelling can bring ideas to life across a wide range of digital platforms. By combining creative concepts with dynamic visuals, you will learn how to create engaging content that informs, entertains and connects with audiences.

The projects featured here showcase the power of motion graphics and video to elevate brand experiences, communicate complex messages and create memorable content that stands out in an increasingly fast-paced digital world

