## GRAPHIC DESIGN

<table>
<thead>
<tr>
<th>Area of Study</th>
<th>Graphic Design</th>
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<tbody>
<tr>
<td>Description</td>
<td>Graphic Design is about visual communication and problem solving. It is about planning, analyzing and creating visual solutions to communication problems by finding the most effective way to get messages across in print or electronic media using colour, illustration, photography, animation, and various print and layout techniques.</td>
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| Qualifications offered at SBCS | • BTEC HND (UK) – Higher National Diploma in Graphic Design  
  • UoS – University of Sunderland: BA (Hons) Graphic Design |
| Career Opportunities | Graphic Designer                                                                                                                                 |
| Qualities required  | Creative thinker, enjoy working on the computer to design and develop visual art, have an eye for seeing the bigger picture and generating the solution. |
| Entry Requirements  | See flow chart                                                                                                                                 |

Persons who are interested in this programme, but are not currently employed in the field of graphic design may be required to attend an entry interview. This interview will assess the applicant’s eligibility for entry into the programme.
**GRAPHIC DESIGN CAREER PATHWAY @ SBCS**

Entry Requirements
CAPE/A-levels OR ABE Diploma OR a combination of working experience and academic qualifications

**BTEC: Higher National Diploma in Graphic Design**
2 years 6 months

**University of Sunderland**
BA (Hons) in Graphic Design
1 year-1 year 6 months
Rayhaan Joseph
HND Graphic Design
completed programme July 2012

“This programme has been both fun and stimulating, but most of all it has inspired me to challenge myself as a small business owner and designer.”