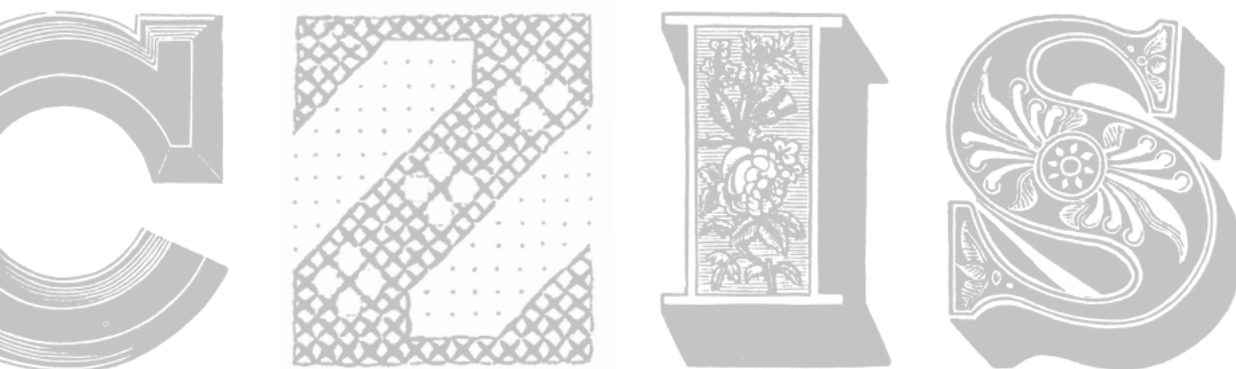
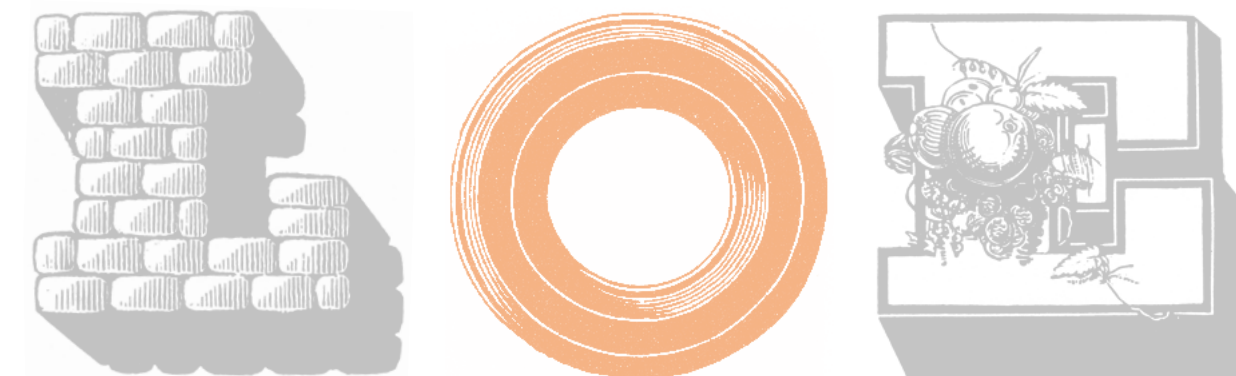
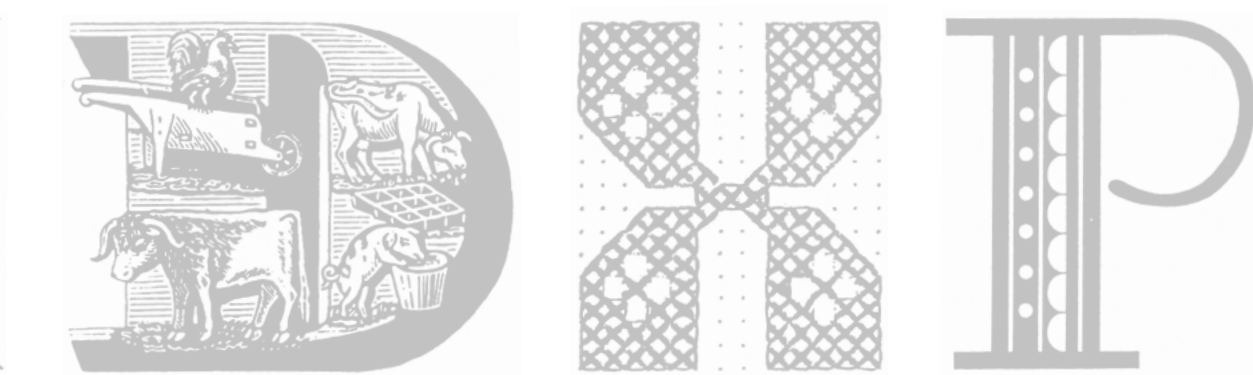


Of the
Sixties



Bring creative exploration and thoughtful
endeavour to your passion for design.



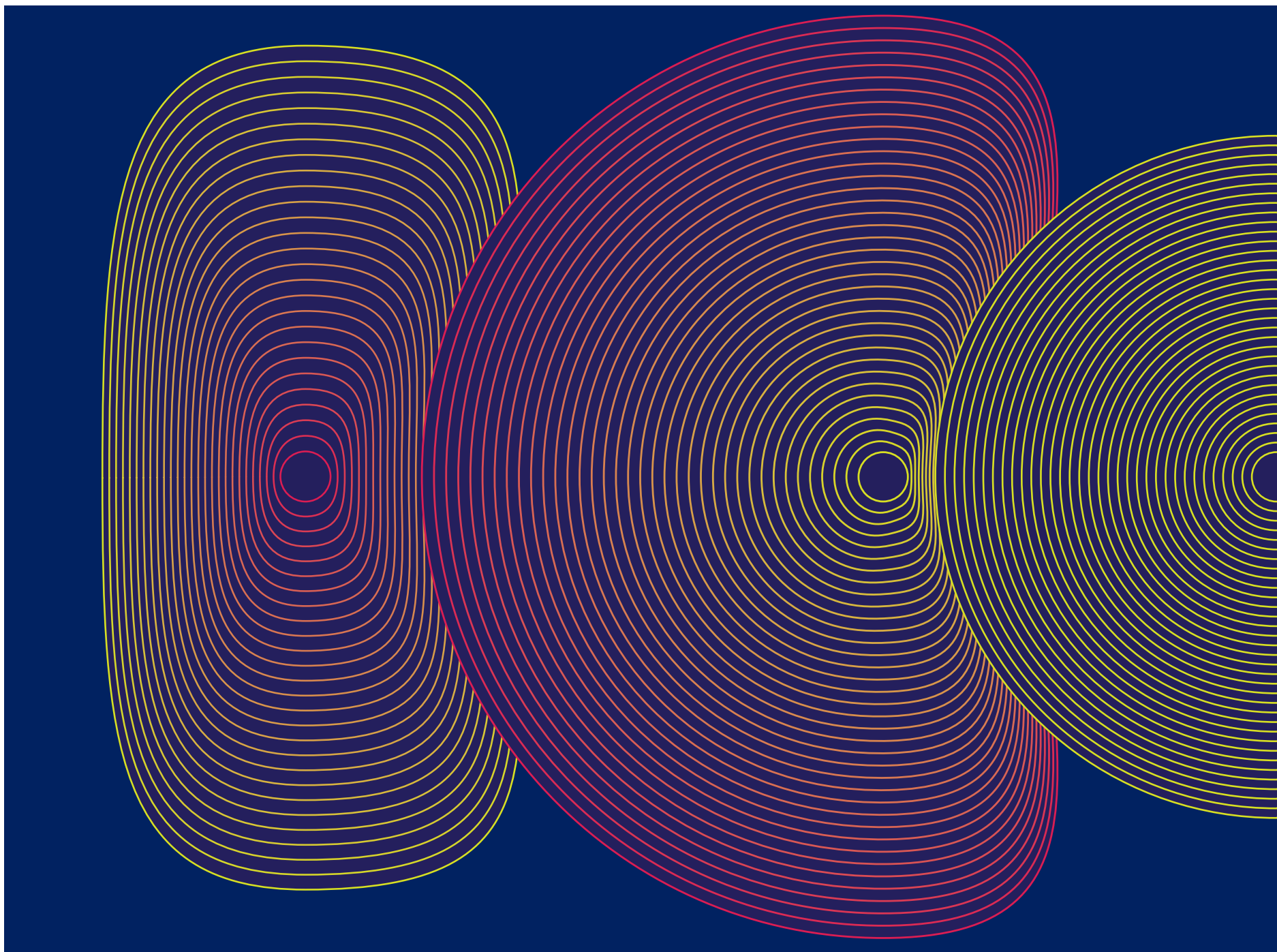


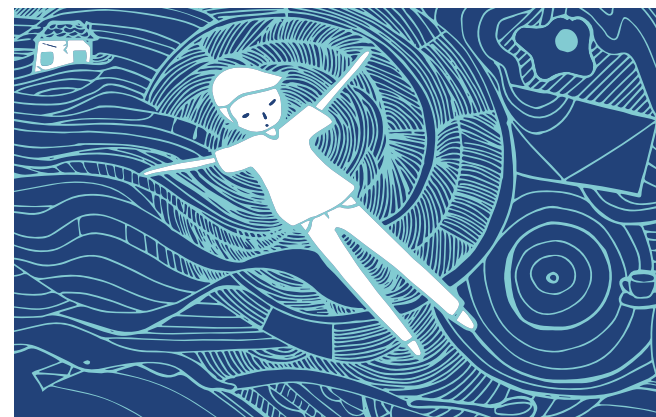
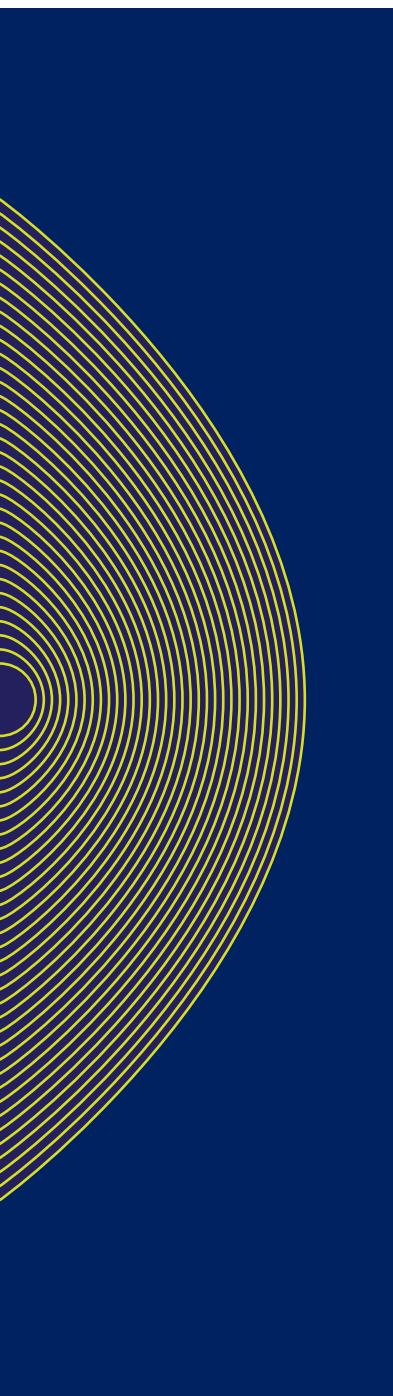
'At Reading you can grow into a highly skilled, confident and informed designer able to make a difference in the world. You'll have a unique opportunity to combine creative passion with intellectual rigour, and realise your ambitions in design and beyond.'

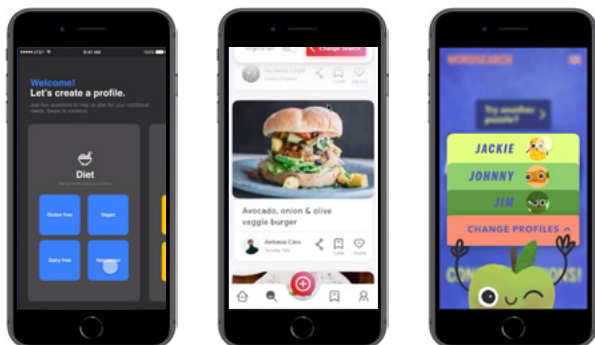
Professor Eric Kindel

Head of Typography & Graphic Communication









THE POWER OF SCALE: ARCHI TECTURE AS A TRIGGER TO PHYSICAL, PHYSIOLOGICAL, & PSYCHICAL WELL BEING

**A conference about architecture
& society**
Organised by RIBA

12/16/18—13/06/18
Royal Institute of British Architects
66 Portland Place
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architecture.com

Speakers:
Richard Rogers
Patricia Brown
Amanda Baillieu
Lawrence Vale
Dickon Robinson
Eric Parry
Shane O'Toole
Dr Birgitta Gatersleben
Dr Raymond Lucas
Tom Emerson
Thomas Weaver
Sir Howard Bernstein
Alan Simpson
Paul Morrell

RIBA 



DESIGN THINKING

We encourage you to develop your own thinking about design through reading and writing, so that your solutions to project briefs are based on sound theoretical and technical knowledge, and the best professional practice. You'll learn about user needs and how to match them to the technical constraints and possibilities of different media. You'll develop a design process that makes your work research-based, creative, and technically sound, and helps to give you the confidence to communicate effectively.

'The Reading undergraduate course has given me an in-depth understanding of the fundamentals of design, particularly the importance of user-centred design and typography. These ideas have both contributed greatly to my career as an information designer.'

Ryan Lee
Designer | TDL London







CONNECTING TO THE DESIGN WORLD

You will be taught by those at the leading edge of design and gain exposure to different strands of the design world. Practical work integrates live briefs from industry and projects from real clients, allowing you to work in a professional capacity during your degree and helping you to establish long-lasting contacts and networks.

'I couldn't have asked for a better preparation for life as a design professional. The combination of practical skills and high level design thinking makes Reading graduates exceptional – which is why we keep employing them year after year.'

Charlotte Lloyd

Head of Design, Oxford University Press



polychromatische variationen



Ausstellung
im Stadthaus
Zürich

Die Stadt Zürich gibt Auskunft

Aus der Arbeit
der
städtischen
Verwaltung
im Jahr 1969

22. Mai
bis Mitte Juli 1970
geöffnet
9-12, 14-17
Samstag, Sonntag
geschlossen





BRINGING HISTORY ALIVE

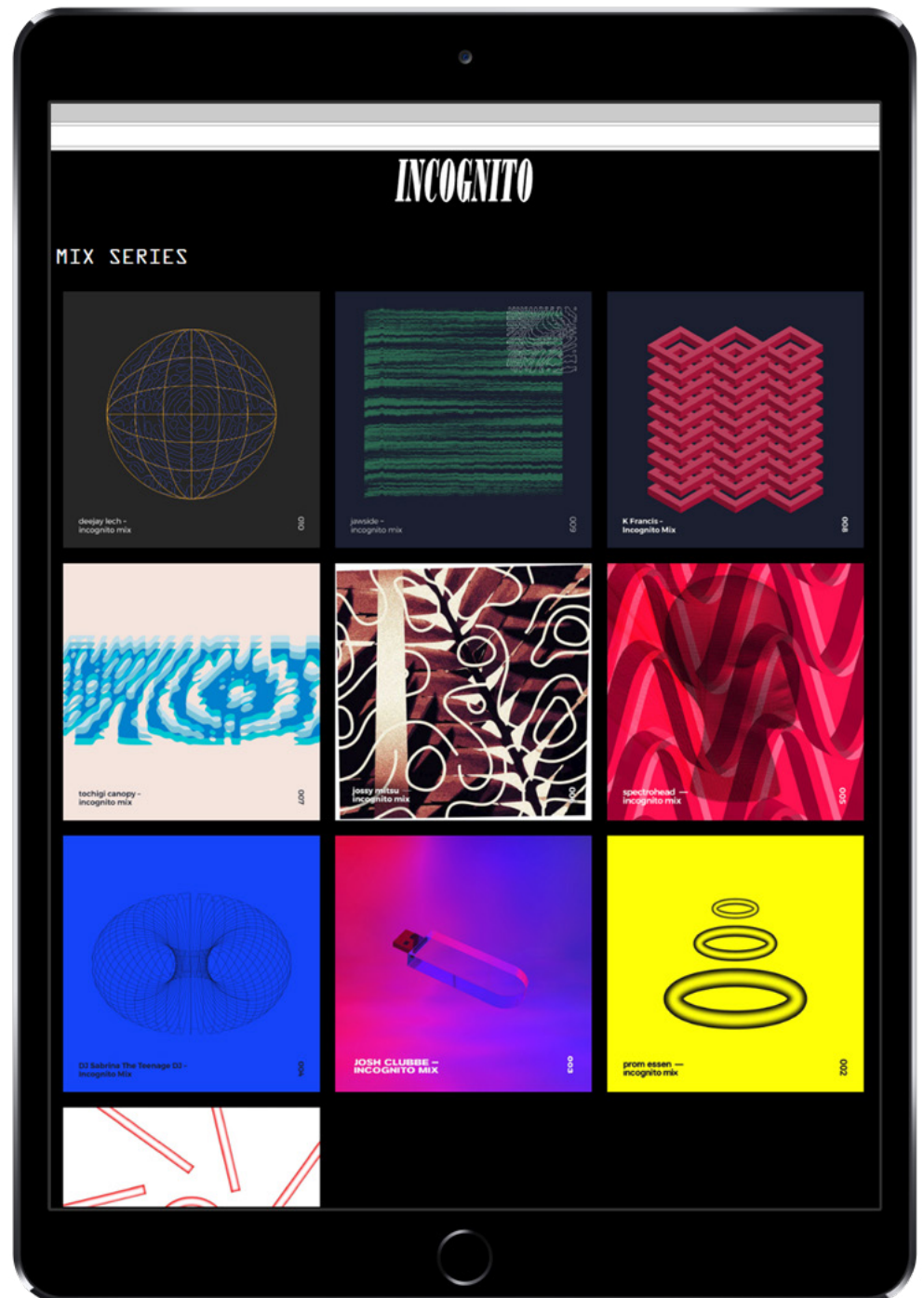
Understanding history through the hands-on exploration of design objects and artefacts is a distinctive part of the Reading course. Our internationally renowned collections of lettering, graphic design and printed ephemera will introduce you to the work of great designers, and inspire the work that you create.

REAL JOB EXPERIENCE

As well as project work, all our students undertake professional assignments. The difference is that you will be working with real clients, budgets and deadlines, supported by your tutors. By the time you graduate you will have gained invaluable client-facing and production experience, and built a unique portfolio that includes professionally produced work. You can also gain studio experience by undertaking a year-long placement.

‘The Real Jobs scheme that Reading champions gave students from our Department confidence and depth of work. This prepared us for work in industry much more than anything else could have.’

Sam Winslet
Visual Designer | IBM





A PERSONAL APPROACH

You won't get lost in the crowd at Reading – we limit the number of new students on the course each year. This means our approach is a personal one, and that staff and students get to know each other well. While there are lectures and seminars, most of your time will be spent in practical sessions and there is plenty of space to work in our wifi-equipped studios. The emphasis throughout is on individual and small-group learning rather than class teaching.

Nina Simone

I Put A Spell On You

Nina Simone

I Put A Spell On You

- 1 I Put A Spell On You 2:34
- 2 Tomorrow Is My Turn 2:48
- 3 Ne Me Quitte Pas 3:34
- 4 Marriage Is For Old Folks 3:29
- 5 July Tree 2:41
- 6 Gimme Some 2:57
- 7 Feeling Good 2:53
- 8 One September Day 2:48
- 9 Blues On Purpose 3:16
- 10 Beautiful Land 3:54
- 11 You've Got To Learn 2:41
- 12 Take Care Of Business 2:03



GREAT CAREERS

Employers value our students because they graduate with a broad range of skills and with experience of designing in the real world. Before or soon after graduation, students typically find jobs with businesses in branding and visual identity, editorial design, information design, publishing, mobile app and UX design, and wayfinding. Others set up their own businesses or study for a master's degree in book design, information design, typeface design, or creative enterprise.

'Studying at Reading taught me a tremendous amount about self-discipline and nourished my love for design. I was able to mould the course into what I wanted whilst getting incredible mentorship from tutors. Habits I picked up at Reading have been a tremendous help in professional life, especially in terms of typography.'

Ben Cross

Product Designer, Farfetch



Quoin

N°1

Spring 2019

03 - 04

**Letterpress —
here, now, why?**

05 - 08

**First proof:
« Modieval »**

09 - 17

**Studio visit:
The Logan
Press**

18 - 21

**Typecast
Alan Ki**

GRAPHIC COMMUNICATION THREE YEARS FULL-TIME

Our course brings together creativity, curiosity, and innovation. It's for anyone who wants to apply their visual abilities and scholarly strengths to the challenges of graphic communication.

Providing skills in:

- thinking critically, analytically and reflectively
- seeing design's 'big picture' and its essential details
- the cross-media practice of design
- recognising how history and theory inform design
- professional practice and behaviours.

You can join our three-year full-time course, with the option of adding an extra year to work in industry or study abroad.

Please see our website

www.reading.ac.uk/typography

for up-to-date entry requirements.



Typography & Graphic Communication
www.reading.ac.uk/typography

Ask us a question
www.reading.ac.uk/question