GRAPHIC COMMUNICATION AT READING
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 Design | Class of 2014

The University of Reading is a fantastic and unique place to study, with great links to industry and design's historical roots. The BA Graphic Communication degree gave me much more than just the key skills for a career in design. It was an unforgettable three years.

Amy Keast | Jacket Designer | DK (Penguin Random House Group) | Class of 2014

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

Jake Giltsoff | Designer | Adobe Typekit | Class of 2013

Studying at Reading was a game-changer for me. I gained real world experience working with clients and built a strong and varied portfolio. An exciting mix of conceptual and practical projects helped me become a well-rounded professional, ready for the working world!

Ryan Law | Designer | TDL London | Class of 2012

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

Nayna Morjaria | Senior Designer | Brunel University | Class of 2011

I learnt about the history and theory behind type—the most fundamental design unit—in an environment that pushed and guided me to find the exact path I wanted to follow once I graduated. The solid grounding in typography as well as the passion set me apart, leading straight to a job I loved.
CREATIVE DESIGN = CREATIVE THINKING

Learn to think creatively and express your design ideas with confidence. Our course equips you for a career in design by combining a strong practical base with an insight into what makes good design succeed.

A TOP-FIVE COURSE

Graphic Communication at Reading is a top-five design course (Guardian university league tables 2016). We have particularly high scores for graduate employment prospects and for the research that underpins our teaching.

But it’s not only league tables that we score highly in. Our student satisfaction ratings have a 92% average over the past three years, and we were the first University to be awarded a Queen’s Anniversary Prize for teaching and research in graphic communication. Plus, our teaching draws on collections that are internationally recognized as outstanding.

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.

PROJECT-BASED

During your time at Reading you will do a large number of practical design projects, taught by practising designers. Project briefs investigate a wide variety of design problems across digital and print media. Students design books, exhibitions and catalogues, interfaces for mobile devices, music packaging, posters, signage, websites, and much more. You can develop high-level craft skills, and learn how to present your ideas professionally through visuals, reports, and specifications.

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.

STUDY ABROAD

You can choose to spend a term studying abroad during your second year or take the option of a whole year abroad by adding a fourth year to your degree. Ask for details when you visit.

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.

GREAT CAREERS

Employers value our students because they graduate with a broad range of skills and already have experience of designing in the real world. Students usually find jobs before or shortly after graduation 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 continue to study for an MA in Book Design, Creative Enterprise, Information Design, or Typeface Design.

ABOUT YOU

We love the diversity of our student intake. Some come to Reading after completing a Foundation course, but this is not a requirement, and many join straight from a level having studied sciences, humanities, or arts subjects. We do not require an A level in art or design and prefer a mix of practical and academic subjects. For details on qualifications and tariffs, view our online prospectus at www.reading.ac.uk/ug

OUR COURSES

Graphic Communication W213
3 years full-time

Standard offers

A levels only AAB–ABB from three A levels or equivalent (not including Key Skills or General Studies)

A levels plus Foundation Diploma BBB/ABC from three A levels or equivalent (not including Key Skills or General Studies)

BTEC DDD–DDM

International Baccalaureate 34–32

Deferred entry Yes

COME AND SEE FOR YOURSELF

The best way to discover more about all our courses is to visit our campus. For the dates of Open Days go to: www.reading.ac.uk/opendays
BRINGING HISTORY ALIVE
Understanding design history through hands-on experience of real objects 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.

Visit us online at:
/typography.at.reading
@UniRdg_Typo
www.reading.ac.uk/typography
http://ow.ly/ZI26Z

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