



## Ravensbourne University London

### Advertising and Brand Design

#### Study details

**Course type:** Bachelor's degree

**Degree:** BA (Hons) Advertising and Brand Design

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 17 000 GBP

**Reg. fee :** N/A GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

- **IELTS (Academic):**  
5.5 overall (and a minimum of 5.5 in each component: reading, writing, speaking, listening).
- **TOEFL iBT (Academic):**  
72 points overall with minimum Reading 18, Listening 17, Speaking 20, Writing 17
- **International Baccalaureate:**  
English B / English A: Language and Literature / English A: Literature / English Literature and Performance - Standard or Higher-Level Grade 5
- **Cambridge Certificate of Advanced English (CAE) / C1 Advanced:**  
162 overall with 154 in each component

#### Accommodation

Provided by partner agencies

#### Speciality

You may incur additional costs during your education at the University over and above tuition fees in an academic year such as laptops, Stationary and additional resources.

#### Additional information

#### About:

This advertising and brand design degree course will give students the skills to develop a critical and contextual understanding of advertising and brand design. Working collaboratively with other

students, you will learn how the industry is being transformed by emerging digital technologies and discover innovative ways to solve creative problems. Work with massive brands like Apple, through the course's unrivalled industry links

## **Degree overview:**

Our students 'learn with industry' engaging with professional practice throughout the course. In the last three years we have worked with global brands like Apple, Sky, Barclays Bank and The O2 and leading studios such as Moving Brands, Studio Blup, Kin+Carta and JKR. Most recently, we were privileged to work with Apple on an exhibition called Unsigned Stories, which is featured below. This advertising and branding degree investigates how visual stories are deployed to bring products and services to life. You examine diverse areas of marketing, branding and advertising, including: how to develop brand communication, social media content, marketing strategy and interactive experience. You will also learn to create graphic design communication for contemporary media platforms. You will construct stories that connect strategically across print, social and online channels to engage audiences and influence perception. As well as exploring cutting-edge, such as apps, digital print, online media and mobile games, you will also examine traditional communication formats, like print-based media. This degree in advertising really will provide you with a solid grounding. Creative advertising, social media, digital technology, communication, storytelling and brand design are all prominent branches on the all-encompassing marketing tree. They are also decisive factors in what makes many contemporary companies successful and stand out from the crowd. As such, when you graduate with a BA honours degree in Advertising and Brand Design at Ravensbourne University London, you will not just be given a robust foundation to help you move into your chosen field of expertise. You will also boost your all-round employability, developing a diverse skill-set that is highly transferable.

## **Study reasons:**

- Be guided by industry professionals throughout your study
- Fantastic industry links. Tap into internship opportunities with Apple, Sky Creative Agency and Barclays
- Develop a professional portfolio through a carefully structured learning journey