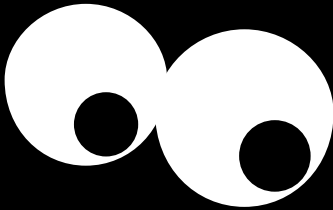




**University Network 2008/9**

# **DISCOVER FANTASTIC DATES!**



**1-2  
SEPT**  
Xchange 2008

**29 JUNE  
30 JUNE  
01 JULY**  
D&AD New Blood  
Exhibition

**[www.dandad.org](http://www.dandad.org)**

D&AD, 9 Graphite Square, Vauxhall Walk, London, SE11 5EE  
T +44 (0)20 7840 1111 F +44(0)20 7840 0840 E [ros@dandad.co.uk](mailto:ros@dandad.co.uk)

## D&AD

D&AD is an educational charity founded in 1962. With 46 years experience, our global membership of 3,000 individuals are among the best practitioners in design, advertising and integrated communications. Our membership of over 110 design and advertising courses are among the best creative academic institutions.

D&AD's mission is three fold. We promote creative excellence through our Global Awards, the most highly prized and widely coveted creative awards. We work to nurture, inspire and give practical assistance to the next creative generation, feeding industry with the best talent globally. The third component is to build understanding of the contribution of creativity, ideas and innovation to business success.

### Products & Services

**D&AD help generate Creative Excellence across the Globe**

**We provide comprehensive information for students, tutors and design practitioners**



**+44(0)20 7840 1111**



**D&AD  
9 Graphite Square  
Vauxhall Walk  
London SE11 5EE**



**<http://www.dandad.org/>**

## D&AD UNIVERSITIES & COLLEGES PROGRAMME

The D&AD Universities & Colleges Programme develops relationships between universities and colleges, creative practitioners and industry. It ensures that students, graduates and teaching staff develop close ties with world leaders in their fields and learn from the best in the business. The programme has been running for more than twenty years.

Through unique and established activities we make sure that the knowledge, skills and developments from the sharp end of creative practice are filtered through to teaching staff and students at universities and colleges worldwide.

The Programme is designed to complement all Higher Education courses involved in creative practice including Advertising, Graphic Design, Digital Media, Film & Animation, Photography, Illustration, Product Design and Interior Design. It keeps course content ahead of the game and relevant to current and future student and industry needs.

Read on to discover how you and your course can gain the advantage, knowledge, insight, partnerships, recognition, experience, success and excellence that the Programme delivers.

CONTINUE >

## D&AD UNIVERSITY NETWORK MEMBERSHIP

To benefit from the D&AD Universities & Colleges Programme you need to join the D&AD University Network. The Network already has more than 110 world leading creative courses in membership.

Membership helps you to establish relationships with leading creative practitioners and agencies, provides teaching packs and resources incorporating the best examples of creative practice and execution and adds live industry focused elements to the curriculum.

Courses with membership receive a free stand at the D&AD New Blood Exhibition in June each year. The leading Graduate Exhibition of its kind in the world.

In addition, membership offers marketing, professional practice and professional development benefits to the staff, students and universities involved and it is significantly subsidised by D&AD's other activities. This enables your course to enjoy all the benefits at an affordable rate.

To make the most of each year of membership, courses should join by 1<sup>st</sup> September but can join at any time throughout the year. If you join by November 14th you will qualify for an Earlybird Discount.

We are convinced that after reading this, you will want to join. If you don't we want to know why. Call us at any time to discuss what D&AD can do to help you or your course on **+44 (0)20 7840 1167**.

<http://www.dandad.org/education/college-network.html>

### Earlybird Discount



**MAKE THE MOST OF YOUR  
YEARLY MEMBERSHIP**

**Join September 1<sup>st</sup> to benefit  
all year round**

**To qualify for Earlybird Discount  
join by November 14<sup>th</sup>**

## D&AD NEW BLOOD EXHIBITION

If you want your course and graduates to be seen by world leading agencies and practitioners this is the summer exhibition to be seen at.

The Exhibition is the leading graduate show of its kind anywhere in the world. A presence here puts your course and graduates on the map. 7,000 industry visitors come to view the work of more than 110 leading design and advertising related courses. Practitioners come to make job offers, placements and new education partnerships. Secondary school pupils, their parents and teachers come to identify the best courses for their future. Journalists come to spot future stars and trends.

Inspirational lectures and training sessions run alongside D&AD New Blood. These events are for your added benefit and ensure a diverse audience for your work and a constant stream of visitors.

Tick the New Blood Exhibition section of the enclosed form to reserve your place now.

<http://www.dandad.org/education/new-blood.html>

### D&AD New Blood

**SAVE THE DATE NOW!!!**

**29<sup>th</sup> June 2009**

**30<sup>th</sup> June 2009**

**1<sup>st</sup> July 2009**

**THE LEADING GRADUATE SHOW  
OF ITS KIND**

CONTINUE ➤

## THE GREAT DEBATE

As Network members, you can take part in our 'Question Time' style debate that takes place at New Blood. Submit your question to a panel of industry experts, make your point of view heard and in turn, learn from them and fellow tutors.

### Join the debate

**For University network members only at New Blood**  
<http://www.dandad.org/education/new-blood.html>

## SCHOOLS DAYS

To help you promote your course and the creative industries as a whole to schools, we hold a schools day at New Blood. School and college pupils are invited with their teachers, to a special day during the show. They can follow a trail through the exhibition, helping them pinpoint subjects and courses that might interest them. They can also attend presentations during the day telling them more about a career in the creative industries.

Please put us in contact with schools and colleges that you have relationships with and/or that you would like to see invited.

## D&AD STUDENT REPRESENTATIVES

You have the right to nominate a 2nd and 3rd year student as D&AD Student Representatives for your course. Their role is to act as a point of contact for D&AD within each course and help keep more of your students informed about what we are doing. These enthusiastic and dedicated students will also gain unique experiences and valuable learning opportunities to take back to their peers.

Here are some of the things reps can expect:

- **Priority invitations to exhibitions, lectures and seminars.**
- **The chance to watch inspiring creatives from around the world judge the D&AD Professional Awards, and learn from them what makes great work.**
- **Opportunities to take key roles at other D&AD events.**
- **A Student Awards Annual and the chance to receive a D&AD Annual.**
- **D&AD Student membership and all the discounts and benefits that this offers.**

This outstanding opportunity is perhaps the most valuable addition a design or advertising student can have to their formal education, this is what some of our past reps have said:

*“Jenny and I both feel that we have been very privileged to have this experience and secretly hope we can continue doing it next year!!”*

*“It was a fantastic experience. You have a big job to do and now I understand the process of D&AD much better.”*

*“I gained so much from the day (including a business card!!) The work I saw was inspirational and I want to thank everyone for the opportunity to get involved.”*

So your reps can get involved in all the activities that are on offer don't forget to put their names on your D&AD University Network form when you complete it.

## THE CLINIC

The Clinic has returned in a new and improved format. This is your chance to be paired with companies who can offer your course one or more benefits from a list including student placements, visiting lecturers, live briefs with critiques etc.

From 2008/9 onwards if you want to take part, once we have received your form and payment to join the University Network, you will be sent the information to allow you to register your course online.

We will then put you in contact with a company who can offer what you require for the coming academic year.

### The Clinic



**Speed dating  
for your course.  
Register now  
& make links  
with industry.**

**Your path to find  
a perfect partner.**

## D&AD Xchange

D&AD University Network members receive a discount on their ticket for Xchange. This is D&AD's programme exclusively for course leaders and tutors in design, advertising and communication which offers you the chance to store up priceless insights from those who know. With 14 successful years behind it, D&AD Xchange is the must attend staff development event for all design and creative educationalists.

Two days of talks, case study presentations and debate led by the world's leading practitioners ensures tutors begin the academic year inspired and supported by inside information and case study material invaluable to their teaching.

Each year a line up of 14 speakers includes long-standing legends and the newest stars. Enabling tutors and course leaders to hear from and debate with practitioners of this calibre is one of the surest ways to ensure that what is being taught is relevant to and inspired by those at the forefront of creative practice. It keeps teaching and teachers fresh and relevant to their subjects.

Xchange takes place in the first week of September each year. Recent and forthcoming speakers include Kessels Kramer, Rosie Arnold, Lynda Relph-Knight, Dave Trott, Michael Wolff, Angus Hyland, Carlos Segura, Michael Peters, The Guardian, Stefan Sagmeister, Sir Peter Blake, Lord Puttnam, Terrence Conran, Channel 4, Wayne Hemingway and Dick Powell.

You can reserve places for Xchange at any time in the year. Email [ros@dandad.co.uk](mailto:ros@dandad.co.uk) for programme details or call **+44 (0)20 7840 1167**.

[www.dandad.org/education/xchange.html](http://www.dandad.org/education/xchange.html)

### D&AD Xchange



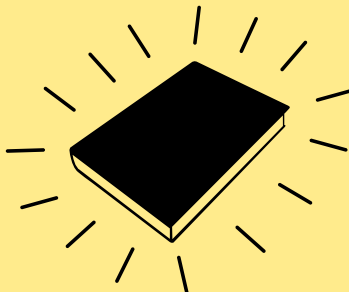
**UNIQUE 2 DAY EVENT**  
**Exclusively for course leaders**  
**and tutors in design, advertising**  
**and communication.**

## D&AD TEACHING PACKS & RESOURCES

The D&AD Annual, Xchange DVD & CD, and Industry briefs set for our workshops, provide educators with some of the most powerful teaching materials available for design and advertising courses. These materials are essential reference for all students and teachers of creative disciplines. They provide a visual record of the most exceptional creative work globally and across disciplines. The Annual is sent to you in October each year or as soon as you renew/join the network.

### D&AD Annual

**It's not available for everyone.  
Only lucky members can now get  
their hands on the sought after  
D&AD Annual.**



CONTINUE >

## **D&AD PRESIDENT'S LECTURES & FORUMS**

University Network members receive three free tickets a year for each D&AD President's Lecture & Forum series.

The lectures and forums regularly attract audiences of 1,000 people and include speakers of the highest calibre from around the world. They promise to deliver inspiration on a regular basis to practitioners, tutors and students alike.

<http://www.dandad.org/buy/presidents-lectures.html>

### **D&AD President's Lectures & Forums**

**3 GO FREE!!!**

**University Network courses get  
three free tickets to President's  
Lectures & Forums**

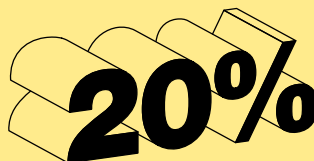
**Ticket sell out fast so  
BOOK NOW!**

## D&AD GLOBAL STUDENT AWARDS DISCOUNT

D&AD University Network members receive a 20% discount on the entry fee. Now in their 31<sup>st</sup> year the D&AD Global Student Awards are the largest and most respected awards of their kind. More than 3,500 students from 37 nations enter the competition by working to live briefs set by leading clients and agencies. Winners receive the much-coveted D&AD Student Yellow Pencil and a share of cash prizes totalling £35,000. Winning a D&AD Student Award is the best possible kick-start to a young creatives career and represents the creative kite mark for student and graduate talent worldwide.

Winning also delivers results to tutors and their courses, both receive credit and exposure in the D&AD Student Annual which is mailed to agencies and institutions worldwide. A wall full of D&AD Student Yellow Pencils and certificates is a sure fire way to attract potential students to your course and attract industry acknowledgement.

### Special discount



**20%**

**Only available for  
University Network Members  
visit [www.dandad.org/  
education/student-awards/](http://www.dandad.org/education/student-awards/)**

The Call for Entries runs from September to March each year.

[http://www.dandad.org/education/  
student-awards/](http://www.dandad.org/education/student-awards/)

## EXHIBITIONS & PRIVATE VIEWS

Tutors and course leaders are invited to D&AD Events and Exhibitions. These offer you insight, inspiration and the opportunity to network and discuss creative work with a broad range of practitioners and educators.

### Exclusive Access



**By invitation only for  
University Network Members  
available throughout the year  
visit [www.dandad.org](http://www.dandad.org)**

## REGIONAL ACTIVITY

D&AD deliver talks, screenings and workshops at Universities and institutions around the UK, Europe and the rest of the world each year.

CONTINUE >

## **D&AD GRADUATE PLACEMENT SCHEME**

You can nominate your exceptional graduates for this exclusive opportunity. The Scheme sets good practice guidelines for agencies and placements with graduates being offered placements at a selection of leading and responsible agencies and businesses in membership of the D&AD Education Council.

This year we are also working with a creative agency to research you and your students' experience of placements. Join up to the Network and find out more about how you can be involved.

### **Recruitment Services**

**LEADING DESIGN  
PRACTITIONERS**  
**No experience too small**

## SUMMARY

As well as all of the above, don't forget D&AD is continually working to represent your views and to influence government bodies, for example CC Skills etc, to make sure your point of view is heard as educators in creative fields.

To join the D&AD University Network and take advantage of all the benefits, complete and return the enclosed form. As an educational charity we want you to be involved and subsidise this programme as part of our educational remit.

The cost of membership and for this full programme is £950+VAT if you join or renew before Friday 14th November 2008. The cost after this date is £1,050+VAT. The benefits offered have a collective value of more than £3,000.

If you would like to talk through the Programme or any of the benefits in more detail call **Ros Fetnaci** on **+44 (0)20 7840 1167** or email **ros@dandad.co.uk**.

# UNIVERSITY NETWORK MEMBERS

**Accademia Di Comunicazione**  
3 Year Advertising/Graphic Design

**Amersham & Wycombe**  
BA (Hons)/HND/FDA Graphic Design

**Auckland University of Technology, New Zealand**  
BA Communication Studies/Graphic Design

**Barnet College**  
HND/FDA Graphic & Multimedia Design

**Bath Spa University**  
BA (Hons) Graphic Communication

**Bedford College** HND Graphic Design

**Birmingham City University (UCE)**  
BA (Hons) Visual Communication

**Blackpool School of Art & Design**  
BA (Hons) Graphic Design

**British Higher School of Art and Design, Moscow** DipHE Graphic Design and Illustration

**Buckinghamshire New University**  
BA (Hons) Graphic Design & Advertising

**Canterbury College**  
HND Graphic Design & Advertising

**Cardiff School of Art & Design, UWIC**  
BA (Hons) Graphic Communication

**Cambridge School of Art**  
BA (Hons) Graphic Design

**Cavendish College** FDA Digital Media

**Central Saint Martins College of Art & Design** BA (Hons) Graphic Design

**City Varsity, South Africa**  
Multimedia Design & Production

**Cleveland College of Art & Design**  
FDA Graphic Design

**Colchester Institute**  
BA (Hons) Art & Design: Graphic Media

**Coventry University**  
BA (Hons) Graphic Design

**Coventry University**  
BA (Hons) Illustration

**Croyden Higher Education College**  
BA (Hons) Graphic Design

**Cumbria Institute of the Arts**  
BA (Hons) Graphic Design

**De Montfort University**  
BA (Hons) Graphic Design

**De Montfort University**  
BA (Hons) Multi-Media Design

**Doncaster College**  
BA (Hons) Illustration, Animation & Games

**Duncan of Jordanstone College of Art & Design**  
BA Des (Hons) Graphic Design

**Duncan of Jordanstone College of Art & Design** BA (Hons) Illustration

**Dunstable College**  
BA (Hons) Graphic Design for Print and New Media

**East Lancashire Institute of Higher Education** BA (Hons) Graphic Design

**Edge Hill University**  
BA (Hons) Advertising

**Edinburgh College of Art**  
BA (Hons) Visual Communications

**Glasgow School of Art**  
BA (Hons) Visual Communications

**Grays School of Art & Design**  
BDES (Hons) Design for Digital Media

**Grays School of Art & Design**  
BA (Hons) Visual Communications

**Hastings College** BA (Hons) Art & Design, Multimedia/Graphic Design

**Herefordshire College of Art and Design**  
BA (Hons) Illustration/ BA Hons Graphic & Media Design

**Hull School of Art & Design**  
BA (Hons) Graphic Design

**Kingston University**  
BA (Hons) Graphic Design

**Kingston University**  
BA (Hons) Illustration and Animation

**Kingston University**  
Richmond upon Thames College  
FDA Graphic Communications

**Lasalle, Singapore**  
BA (Hons) Advertising & Graphic Design

**Leeds College of Art & Design**  
BA (Hons) Visual Communications

**Leeds Metropolitan University**  
BA (Hons) Graphic Arts & Design

**London College of Communication**  
BA (Hons) Graphic & Media Design/FDA Design for Graphic Communication

**London Metropolitan University**  
BA (Hons) Interior Design & Technology

**London Metropolitan University**  
BA (Hons) Design

**London Metropolitan University**  
BA (Hons) Graphic Design

**Loughborough University School of Art & Design** BA (Hons) Illustration and Animation

**Loughborough University School of Art & Design** BA (Hons) Graphic Communication

**Manchester Metropolitan University**  
BA (Hons) Design and Art Direction

**Middlesex University**  
BA (Hons) Communication Arts

**New College Nottingham**  
BA (Hons) Design

**Newcastle College**  
FDA Graphic Design

**North Wales School of Art & Design**  
BA (Hons) Design

**Northumbria University at Newcastle**  
BA (Hons) Graphic Design

**Norwich School of Art & Design**  
BA (Hons) Graphic Design

**Norwich School of Art & Design**  
BA (Hons) Graphic Communications

**Nottingham Trent University**  
BA (Hons) Graphic Design

**Oxford & Cherwell College**  
BA (Hons) Graphic Design & Illustration

**Plymouth College of Art & Design**  
BA (Hons) Graphic Design

**Ravensbourne College of Design & Communication**  
BA (Hons) Moving Image Design

**Ravensbourne College of Design & Communication**  
BA (Hons) Graphic Design

**Reigate School of Art, Design & Media at East Surrey College**  
HND Graphic Design (Illustration)

**Sheffield Hallam University**  
BA (Hons) Graphic Design

**Somerset College** FDA Graphic Design & BA (Hons) Graphic Design & Advertising

**South East Essex College of Arts & Technology** BA (Hons) Graphic Design

**Southampton Solent University**  
BA (Hons) Advertising

**Southwark College**  
HND Graphic Design

**Staffordshire University**  
BA (Hons) Advertising & Brand Management

**Staffordshire University**  
BA (Hons) Graphic Design

**Stockport College**  
BA (Hons) Design and Visual Arts

**Swindon College School of Art**  
BA (Hons) New Media/Graphic Design/ Illustration

**Thames Valley University**  
BA (Hons) Creative Advertising

**The Arts Institute at Bournemouth**  
BA (Hons) Illustration

**The Arts Institute at Bournemouth**  
BA (Hons) Graphic Design

**The Arts Institute at Bournemouth**  
FDA Visual Communication

**Truro College**  
FDA Media Advertising

**University Campus Suffolk**  
BA (Hons) Graphic Design

**University College Falmouth**  
BA (Hons) Illustration

**University College Falmouth**  
MA (Hons) Advertising

**University College Falmouth**  
BA (Hons) Graphic Design

**University College for the Creative Arts, Epsom** BA (Hons) Graphic Design

**University College for the Creative Arts, Epsom** BA (Hons) Graphic Design: New Media

**University College for the Creative Arts, Farnham**  
BA (Hons) Graphic Communication

**University College for the Creative Arts, Maidstone** BA (Hons) Graphic Design: Visual Communication

**University College for the Creative Arts, Maidstone** BA (Hons) Illustration

**University of Bedfordshire**  
BA (Hons) Graphic Design

**University of Brighton**  
BA (Hons) Graphic Design

**University of Bolton**  
BA (Hons) Graphic Design

**University of Bolton**  
BA (Hons) Animation/Illustration

**University of Central Lancashire**  
BA (Hons) Graphic Design

**University of Central Lancashire**  
BA (Hons) Advertising

**University of Chester**  
BA (Hons) Graphic Design

**University of Cumbria**  
BA (Hons) Graphic Design

**University of Derby**  
BA (Hons) Graphic Design

**University of Derby**  
BA (Hons) Illustration

**University of East London**  
BA (Hons) Graphic Design

**University of Gloucestershire**  
BA (Hons) Graphic Design

**University of Gloucestershire**  
BA (Hons) Advertising

**University of Hertfordshire**  
BA (Hons) Graphic Design & Illustration

**University of Hertfordshire**  
BA (Hons) Product Design

**University of Hull**  
BA (Hons) Graphic Design

**University of Leeds, School of Design**  
BA (Hons) Graphic and Communication Design

**University of Lincoln**  
BA (Hons) Graphic Design

**University of Northampton**  
BA (Hons) Graphic Communication

**University of Plymouth**  
BA (Hons) Graphic Design

**University of Portsmouth**  
BA (Hons) Graphic Design

**University of Salford**  
BA (Hons) Advertising Design

**University of Sunderland**  
BA (Hons) Advertising & Design

**University of Teesside**  
BA (Hons) Graphic Design

**University of Westminster**  
BA (Hons) Illustration

**University of Westminster**  
BA (Hons) Graphic Information Design

**University of Wolverhampton**  
BA (Hons) Illustration & Graphic Design

**West Thames College**  
BA (Hons)/HND Graphic Design & Advertising

**West Herts College**  
BA (Hons) Media, Design & Production

**West Wales School of the Arts**  
BA (Hons) Graphic Design