



KEY INFORMATION

BA (Hons) Creative Advertising at Leeds Arts University

Course	BA (Hons) Creative Advertising
Qualification received upon successful completion of study	BA (Hons) Undergraduate Degree
Validating Body	Leeds Arts University
Regulatory Body	Office for Students and Quality Assurance Agency for Higher Education
Length of Course	Three years, full time
Staffing	<p>Staff at the following levels can be involved in teaching: Director of Undergraduate Studies; Course Leader; Senior Lecturer; Lecturer; Workshop Managers, Supervisors or Instructors. Staffing can often change on courses but we aim to notify you of senior staffing changes as soon as practical.</p> <p>The delivery methods for teaching and learning are performed according to a blended model which means they may be carried out on the University campus in studios and workshops, or where indicated, through a mixture of campus and video conferencing to enable off-site access to learning. In all cases the methods includes face to face staff delivery.</p>
Location of Study	On-site scheduled classes and activities usually occur at our Blenheim Walk Campus, Leeds, LS2 9AQ but external sites may also be used if deemed relevant by the Course Leader. How to find us - click here .
Entry Requirements	<p>A typical offer is 112 tariff points from any combination of A levels/Extended Diploma/Foundation Diploma/Access course/other Level 3 qualification. One qualification should be in a relevant subject. You'll need to show us examples of relevant practical work, demonstrating your ability and enthusiasm for the course you're applying for.</p> <p>All applicants under 21 must have passed GCSE English at grade C/grade 4 or above, or English Functional Skills Level 2 at Pass. If you are an EU or international student you must have equivalent qualifications.</p> <p>For further information on entry requirements click here.</p>

- Modules of Study**
- Level 4 (First Year): Prologue; Ideas; Strategy; Language
 - Level 5 (Second Year): Creation; Disruption; Reaction
 - Level 6 (Third Year): Ready; Go

For BA (Hons) Creative Advertising course specification [click here](#).

Composition of Course and Delivery Methods

Undergraduate degree courses at Leeds Arts University are delivered and supported through a range of teaching and learning strategies both online and on campus. Courses are made up of modules, these are elements of study that are taught and assessed separately. Each module carries a clearly identified credit value, the accumulation of which will allow you to progress to the next level of the course. 100 hours of learning are expected for every ten credits of the course. Each level (year) of the course is made up of 120 credits and therefore requires 1200 hours of learning.

For every 100 hours of study, approximately 25 hours are delivered as taught or staff-led sessions and the remaining hours are a combination of other types of supported learning and independent study.

For further information visit [Undergraduate teaching & learning at Leeds Arts University](#).

Methods of Assessment

100% coursework

Fees & Other Costs

Tuition Fees:

- Full Time Home Student £9,250.
Fees for undergraduate Home and EU students are regulated by government and may increase by inflation each year.
- Full Time International Student £15,800
Fees for undergraduate international students will increase by inflation each year.
- For further information on fees and financial support [click here](#).

Other Costs:

Further costs of study are related largely to the costs of materials and depend very much on how individual students choose to respond to University briefs. At the start of the first year you will be provided with a starter kit of equipment and materials that will help you during the first few months of the course. You will be provided with basic materials to help you complete set briefs. As you progress through the course, you will incur additional costs depending on the level and complexity of the work you are making and the materials you use.

The costs below are the result of asking our students to state how much they spend during the year and creating an average, as such they are indicative only.

- Equipment & Materials

- Level 4 (First Year)
Equipment and printing approximately £100
- Level 5 (Second Year)
Equipment and printing approximately £120
- Level 6 (Third Year)
Equipment and printing approximately £150

The University pays a contribution to the costs of materials each year of study along with a further payment at Level 6 to help prepare your portfolio and/or promote your work professionally.

- Computers and Digital Equipment

Our course is offered using a blended learning model which means you will need to access some course materials and video conference using a computer or mobile device (eg laptop, tablet or smartphone). If you are intending to buy a computer for your studies we suggest that you wait until you commence your studies. You will quickly find out what you need and what you don't need. The Course Team will be able to offer you advice on what to buy and where to purchase it from based on your creative needs and budget. If you do not have access to a mobile device and are unable to afford one you may be eligible for further support from our hardship fund, more information can be found [here](#).

- Books, Online Subscriptions & Competitions

There is an extensive range of books, text and online resources available through our Library. There will also be opportunities to submit to national and international competitions and live projects as part of your course. These resources are directly related to your studies and highlighted in modules as you progress through the course. Throughout your time on the course, you may choose to purchase your own copies of key texts, subscribe to online networks and enter non-compulsory competitions. These may cost up to an additional £100 per year.

- Educational Visits and Off-Site Activities

Due to current travel restrictions and the uncertainties caused by the pandemic no residential trips are currently planned. This situation will be assessed and reviewed as the course progresses so that opportunities for educational visits further afield can be explored. Costs for such trips are in addition to other costs but attendance is not mandatory.