



## KEY INFORMATION

### BA (Hons) Creative Advertising at Leeds Arts University

<b>Course</b>	BA (Hons) Creative Advertising
<b>Qualification received upon successful completion of study</b>	BA (Hons) Undergraduate Degree
<b>Validating Body</b>	Leeds Arts University
<b>Regulatory Body</b>	Office for Students and Quality Assurance Agency for Higher Education
<b>Length of Course</b>	Three years
<b>Staffing</b>	Students will be taught by staff at the following levels: Programme Director; Course Leader; Subject Leader; Senior Lecturer; Lecturer; Workshop Managers, Supervisors or Instructors. Staffing can often change on BA (Hons) courses but we aim to notify you of senior staffing changes as soon as practical.
<b>Location of Study</b>	Blenheim Walk Campus, Leeds, LS2 9AQ. Some specific facilities such as our photography dark room are situated at our Vernon Street Campus, Leeds LS2 8PH. How to find us - <a href="#">click here</a>
<b>Entry Requirements</b>	<p>A typical offer is three A levels at BBC or 112 tariff points from a combination of A levels/BTEC level 3/Foundation Diploma. Two of your qualifications must be at A2 level, one of which should be in an art and design or related subject. You'll need a minimum of one Distinction and two Merits (DMM) from a BTEC Extended Diploma in a relevant subject or an overall Merit from a UAL Extended Diploma. You'll need to show us a portfolio of relevant practical work, demonstrating your ability and enthusiasm for the course you're applying for.</p> <p>You'll also need to have passed GCSE English Language or English Literature at grade C/grade 4 or above. If you are an EU or international student you must have equivalent qualifications.</p> <p>For further information on entry requirements <a href="#">click here</a>.</p>
<b>Modules of Study</b>	<p><b>Level 4:</b> Context of Practice 1; Personal &amp; Professional Practice 1; Concept Development; Advertising Medium; Advertising Process; Creative Advertising</p> <p><b>Level 5:</b> Context of Practice 2; Personal &amp; Professional Practice 2; Responsive; Concept &amp; Idea Development: Copywriting &amp; Art Direction</p> <p><b>Level 6:</b> Context of Practice 3; Personal &amp; Professional Practice 3; Extended Practice</p>

## 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. 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. This equates to 40 hours of study per week throughout the academic year.

For every 100 hours of learning, approximately 25 hours are delivered as taught or supported sessions and remaining hours are allocated for studio/workshop access and independent learning. Individual courses have their own learning cultures based on their specific use of the teaching and learning methods listed [here](#). These methods feature differently depending on the course, level, aims of module, content of the sessions and progress through an academic year.

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

## 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 £15,400  
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. 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

#### - Trips

Regional visits are linked to specific modules and are usually subsidised by the course, with an approximate cost to the student of £10. A typical spend for a residential visit can cost approximately £350 for a European destination and approximately £950 for destinations further afield, including travel and accommodation. There may be more than one residential visit a year depending upon students' interests and demand, all residential visits are optional and open to all three year levels.

For further information on costs [click here](#).