PRO SPEC TUS

UNDERGRADUATE 2023-2024

VCAD

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VCAD

**CREATIVITY
TAKES
COURAGE**

WELCOME TO VCAD

Greetings and welcome to VCAD,

a distinguished institution committed to nurturing academic excellence and fostering personal growth.

As you explore this prospectus, we are excited to introduce you to the array of opportunities that await you within our vibrant and inclusive campus community. At VCAD, our mission is simple yet profound: to empower students with the knowledge, skills, and resources necessary to thrive in an ever-changing world. Whether you are a current student looking to expand your horizons or a prospective student considering joining our ranks, we are here to support and guide you on your educational journey. Our dedicated faculty members are experts in their respective fields, bringing a wealth of experience and insights to the classroom. With a curriculum that combines theoretical foundations with practical applications, you will have the chance to engage with students from all around the world, critical thinking, expand your network, and collaborative projects. Our campus is equipped with modern facilities and cutting-edge technology, providing you with a conducive environment for exploration and discovery.

As you peruse these pages, you will gain insight into the diverse academic programs, extracurricular activities, and support services that make VCAD a hub of intellectual curiosity and personal development. VCAD is committed to providing you with the tools you need to excel and make a positive impact in your chosen field.

We invite you to envision the possibilities that lie ahead and consider joining our community of dedicated scholars, innovators, and lifelong learners. Your journey towards excellence starts here at VCAD, and we are excited to be part of your story.

Welcome to a world of endless opportunities and a pathway to a brighter future!

WHY JOIN US?

At **Victoria College of Arts and Design**, we're not just a university; we're a gateway to your aspirations. Our commitment to excellence, innovation, and holistic education sets us apart.
Here, you'll find a dynamic community that nurtures your talents, challenges your thinking, and prepares you for a future that knows no bounds.

JOIN US AND BE ABLE TO:

GAIN AND ENHANCE YOUR SKILLS

BUILD PROFESSIONAL NETWORK

DISCOVER YOUR PASSION

IMPROVE YOUR CREATIVITY

And most importantly, get the
QUALIFICATION YOU DESIRE!

BOROUGH
CAMPUS

BOROUGH CAMPUS

The campus is located on Tabard Street, at its junction with Pilgrimage Street and south of Long Lane (A2198). Tabard Street is in the London Borough of Southwark, with easy access across Central London.

It has excellent public transport links, which will suit our student population very well. The campus is well positioned lying south, and a 4-minute walk, of Borough London Underground station (Northern Line) and London Bridge Station is a 9-minute walk from the property.

STUDENT
LIFE

Your people

Our student community is a true reflection of global diversity. With students from various countries and backgrounds, we offer a unique opportunity to connect with peers from around the world. Through collaborative projects and cultural events, our students build meaningful relationships that transcend geographical boundaries. This global network provides a platform to learn, share experiences, and gain insights from a multitude of perspectives. Join us to be a part of a community that embraces diversity and offers a gateway to a world of connections.

Student Wellness

We believe student wellness must be the forefront of our priorities. We understand that a thriving academic journey goes hand in hand with a healthy and balanced life. Our institution is committed to providing a supportive environment that ensures every student's physical, mental, and emotional needs are met. From counseling services and health resources to wellness programs and extracurricular activities, we offer a comprehensive framework designed to promote student welfare.

State-of-art facilities

Our state-of-the-art facilities provide students with access to the latest technological advancements, creating immersive and interactive learning experiences. From advanced laboratories and research centers to multimedia-equipped classrooms and collaborative spaces, our campuses are designed to support your educational journey in every way possible.

Here to support you

Our experienced and caring team is here to guide you through every step, ensuring that you have the resources and assistance you need to succeed. From academic advisors who help you chart your path to success, to faculty members who are invested in your growth, and a friendly administrative staff always ready to assist, we're committed to making your time with us as enriching and smooth as possible.

YOUR CAREER, OUR COMMITMENT

CAREER OPPORTUNITIES

WE CAN HELP YOU:

**DISCOVER
YOUR SKILLS AND HOBBIES**
with our career guidance

**CONNECT
YOU WITH EMPLOYERS**
and build your professional network

FIND SUITABLE JOB
part-time or full-time

**IMPROVE JOB APPLICATIONS
AND COVER LETTERS**
by reviewing your CV and mock
interviews

CONTACT OUR CAREER ADVISOR

CHANGE YOUR FUTURE WITH EDUCATION

COURSES AVAILABLE

EXPLORE OUR COURSES

BUSINESS MANAGEMENT

The programme will allow individuals to display a critical, analytical and evaluative approach to applying business and management concepts whilst taking into consideration the environments they operate in and the wider environmental context.

The programme will also utilise opportunities for lifelong learning to generate self-directive and self-reflective students who commit to the process of continuous learning and development.

APPLY NOW

DIGITAL MARKETING

Digital marketing is a discipline which operates on similar principles as traditional marketing. It acts as an added resource for companies to engage with customers and understand their actions. This course provides expert advice on utilizing digital marketing techniques and developing successful plans.

Hands-on exercises enable the application of newly acquired knowledge, and a collaborative learning approach stimulates contemplation and sustained development.

APPLY NOW

BUSINESS MANAGEMENT COURSE

BUSINESS MANAGEMENT

WITH INTEGRATED FOUNDATION YEAR

COURSE OVERVIEW

If you're looking to build a strong foundation in business management that can be applied to the creative industries, this course is just for you.

During the course, you will explore all principles of business enterprise and gain insight into how organizations can evolve for future sustainable growth. This course will encourage you to develop your creative thinking and will help you with your verbal and presentation skills.

MODULES

YEAR 0

Academic Development- Critical Thinking and Research

Academic Development- Writing and Communication

Introduction to Business Management

Develping Professional Skills

Marketing Fundamentals

Business Management Foundation Project.

YEAR 1

Marketing and Digital Context

Business Finance

Professional Life Practice- Developing your Practice

Fundamentals of Business Management Practice

Operation and Project Management

Professional Life Practice- Exploring your Practice.

YEAR 2

People Management

Digital Psychology

Enterprise Innovation and Responsible Business Practice

Professional Life Practice - Applying your Practice

Work-Based Learning.

YEAR 3

Professional Life Practice - Situating your Practice

Applied Research Methods

Business Objective: Market Research & Portfolio

Final Implementation Degree Project.

DIGITAL
MARKETING
COURSE

DIGITAL MARKETING
WITH INTEGRATED FOUNDATION YEAR

COURSE OVERVIEW

The Digital Marketing course (including a Foundation Year) is the first step in a four-year undergraduate degree program. This course will nurture your creativity while providing you with the essential skills to succeed in your future studies. You will develop your communication, professional, and entrepreneurial abilities, as well as research practices and critical thinking skills, all of which are vital to your future success.

MODULES

YEAR 0

Social Media

UX and App Prototyping

Professional Life Practice

Work-Based Learning.

YEAR 1

Photography and Visual Creation

Digital Psychology

Enterprise, Innovation and Responsible Business

Professional Life Practice- Applying your Practice
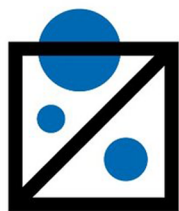
Work-Based Learning.

YEAR 2

Marketing and the Digital Context

Fundamentals of Business and Management Practice

Web Design and Coding Basics

Promotion and Communication Design

Professional Life Practice- Developing your Practice

Professional Life Practice- Exploring your Practice.

YEAR 3

Marketing Campaign Planning

Applied Research Methods: Emerging Technology, AI and Market Research

Professional Life Practice- Situating your Practice

Final Project/Dissertation.

OUR UNIVERSITY PARTNER

Ravensbourne University London

WE'RE AN INNOVATIVE, INDUSTRY-FOCUSED UNIVERSITY

- PRODUCING HIGHLY EMPLOYABLE GRADUATES

- TOP SALARIES FOR OUR CREATIVE GRADUATES

Our institution boasts a vast student community and provides practical digital media and design programs ranging from pre-degree to postgraduate levels, as well as professional short courses. Our curriculum adheres to industry standards and utilizes cutting-edge technology, producing graduates who are highly employable and entrepreneurial. Our track record speaks for itself, as we have consistently produced graduates who are successful in securing employment and starting their own businesses.

There is also a growing demand for the creative talents of our students from the digital, engineering and technical industries, which reflects the huge growth of the creative industries over recent years
The Ravensbourne University London, students are professional creatives from the day they join us.

HOW TO APPLY?

CONTACT A VCAD STUDENT ADVISOR

COMPLETE OUR APPLICATION FORM

ATTEND OUR ADMISSION INTERVIEW

ACCEPT OUR OFFERS

JOIN US

GET IN TOUCH
WITH US

GET IN TOUCH WITH US

56 Tabard Street

LONDON

TUBE STATIONS

BOROUGH STATION
4 min. away

LONDON BRIDGE STATION
9 min. away

ELEPHANT AND CASTLE STATION
14 min. away

SOUTHWARK STATION
17 min. away

ATTRACTIONS

TOWER BRIDGE
19 min. away

LONDON BRIDGE
9 min. away

LONDON EYE
30 min. away

THE SHARD
12 min. away