



# Art, Design, Media and Photography

Prospectus | Career Guide



**We're here to help you  
get to where you want to be.  
We'll inspire you, increase your  
opportunities and raise  
your ambitions so you're ready  
to take the next step.  
Start here, go anywhere**

**together**

**we are Ayrshire College**



# Accessibility

Ayrshire College is fully committed to challenging discrimination, advancing equality of opportunity, promoting inclusion and celebrating the diversity of all of its students, staff, visitors and partners.

To request a copy of this information in another format please contact us:

Tel. 0300 303 0303

Email. [marketing@ayrshire.ac.uk](mailto:marketing@ayrshire.ac.uk)



[www.ayrshire.ac.uk](http://www.ayrshire.ac.uk)

Ayrshire College is a registered Scottish charity. Reg No SC021177

## #weareAyrshireCollege



# Why choose College?

Help with first steps towards your career

Change your career

Access further study at University

Start an apprenticeship

Help to start your own business

Study locally

Excellent facilities

#choosecollege

“ Sometimes the smallest step in the right direction ends up being the biggest step of your life. ”



# Build your future at Ayrshire College

Our campuses offer modern facilities with exciting learning spaces, to help you learn in a way that suits you. There are social spaces on each campus, including refectories and coffee shops, where you can relax and catch up with friends.



**Modern Learning  
Resource Centres**

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**Coffee Shops  
and Refectories**

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**Training  
Restaurants**

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**Training Hair and  
Beauty Salons**

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**Motor Vehicle  
Garage**

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**Gym and  
Multi-Sport Pitches**

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**Horticulture  
Centre**

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**Aeronautical and  
Engineering Centre**

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**Science Labs**

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**Construction and  
Trades Centre**

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**Training Hospital  
Ward**

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**Training Nursery**

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**Recording  
Studio**

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**Photography and  
Broadcasting Studio**

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**The Creative industries employ  
over two million people in the UK,  
and you could be one of them!**

Have you ever thought about working for yourself? Yet another great aspect of a career in this industry is that there are plenty of opportunities to work freelance or set yourself up as self-employed.

Most of our Art, Design, Media and Photography courses are based on the 3rd and 4th floors of our Riverside Building at our Ayr Campus. This allows you to embrace the creativeness of each course and surround yourself with like-minded people. We also have a selection of photography courses on our Kilwinning Campus.

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# Develop your skills and showcase your talent

With a range of courses to choose from, you will be able to develop your chosen specialist subject knowledge and practical skills. We work on building your portfolios in our industry-standard facilities and our experienced staff are always there to help inspire and support you to fulfil your potential.

At the end of each academic year, we host our popular 'End of Year' shows which will allow you to showcase your work to industry influencers before moving on to further study or employment.

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# Are you right for the job?

Do some of the statements below apply to you? If so, this might be the industry for you.

**Creative**

**Resilient**

**Dynamic**

**Passionate about your discipline**

**Excellent communicator**

**Good at problem solving**

**Focused**

**Adaptable**

**Proactive**

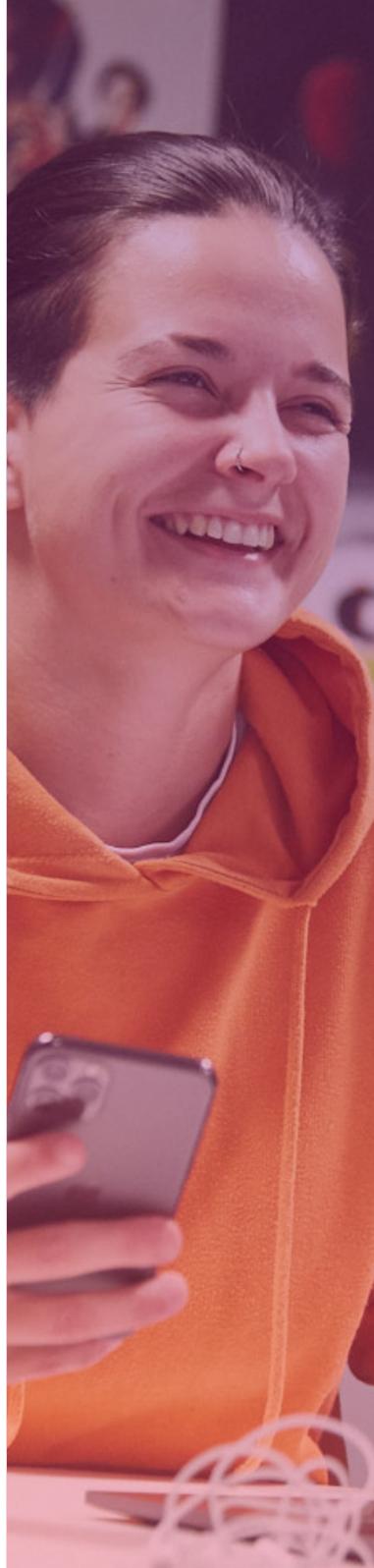
**Entrepreneurial**

**Networker**

“ For the 3 years I was at college, it was really great. I was a student ambassador and having that experience has given me knowledge and confidence. It was also given me extra skillset that I can put on my CV and applications for jobs and university. ”

**Erikha Crooks,**

HNC Media Analysis and Production Alumni, 2021



# Careers

Here are some of the more well-known jobs our courses could lead the way to:

- **Animator**
- **Advertising Creative**
- **Art Therapist**
- **Artist**
- **Broadcaster**
- **Creative Freelancer/ Entrepreneur**
- **Motion/Graphic Designer**
- **Illustrator**
- **Photographer**
- **Retail Merchandiser**
- **Set Designer**
- **Television/Film Producer**
- **Television/Film Director**
- **Videographer/Broadcaster**



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The career opportunities within the Creative industries are vast.

A qualification in this area allows you to follow many career paths but can often lead you into a huge number of industries. For example, a graphic designer could work in the hospitality sector, a photographer could work in the housing market, a craft maker could work in the business sector.

There is a huge range of salaries in this field ranging anywhere from £18,000 to £80,000+ depending on the role.



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# Be inspired...

Click on the links below to hear what our students have to say about our courses...



Elenor moved from a career in hospitality to study HND Art and Design with us. She tells us what she enjoys most about her course.  
[Click here to see Elenor's video](#)



HNC Visual Communication student Amy tells us a little about the course and what she enjoys and plans to do after.  
[Click here to see Amy's video](#)



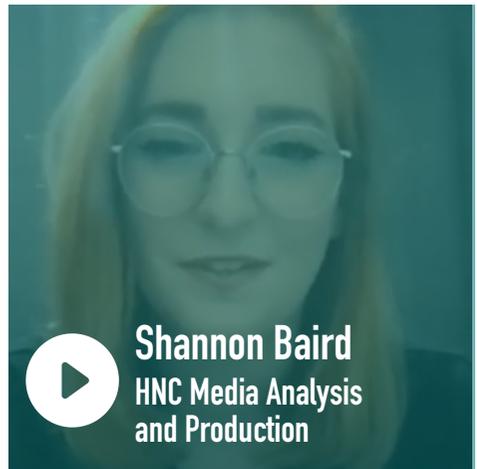
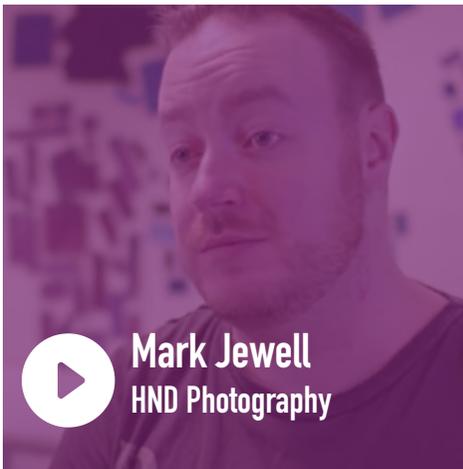
Patrick, HND Visual Communication student, plans to go into freelance graphic design after his course.  
[Click here to see Patrick's video](#)



HND Photography student Rebecca thinks the atmosphere in the class is a huge factor in enjoying her time at college. What does she want to do next?  
[Click here to see Rebecca's video](#)

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Coming to Ayrshire College **can change your life.**  
Don't just take our word for it, click on the links below  
to watch our student and industry vlogs...



join us on social: [f](#) [t](#) [i](#) [v](#) [l](#) [y](#) [b](#)

# What are employers looking for?

**To work in this industry you need to have a passion for creativity and a determination to succeed. There are also a few more skills you need to have to thrive in this career...**

## Communication

Being a good communicator is all about being able to communicate exactly the final product you will be handing over and what your client should expect. Being able to listen, question, understand and interpret a client brief is key in this industry.

## Self-Promotion

Sometimes the most talented individuals are not the ones who become the most successful. Having the ability to sell yourself, your products or your skills will get you far.

## Innovative

It goes without saying that in this industry you will spend a lot of time introducing new ideas and being creative in your thinking. Thinking of locations/concepts for photoshoots or designing new products or art are all part of everyday life in the creative industries.

## Confidence

Being confident in your abilities but also in your work will take time. College is a great place to get plenty of practice at building your confidence.

## Problem Solver

Things don't always go to plan. A key skill in the Art, Design, Media and Photography industry is being able to think quickly to solve issues and get back on track with your projects.

**Don't worry if you don't already have these skills. We work on gaining or improving transferable skills\* in college.**

\*Transferable skills – skills that can be applied to lots of jobs. These are skills you learn at school, college or jobs you have done in the past.



**Enterprising  
Students**

# Could you be one of our **Enterprising Students?**



The Enterprising Students Fund is a programme of support and funding of grants up to £5,000 for students of Ayrshire College who are interested in developing ideas to start up their own business.

In the Art, Design, Media and Photography department, many students have been successful in their applications to the fund, with a total of £8,000 awarded to our students last year.

**Click this link** if you are interested in applying for the fund or would like to find out more.

**Click here**  
to visit our  
blog



**“The lecturers have been outstanding. They helped me believe in myself and built up my confidence. They have inspired and encouraged me to go further and realise my true potential.”**

**Bryan Shaw,**  
HNC Photography Alumni, 2019 received £5,000  
from the Enterprising Students Fund

# Start here...

What are you waiting for? Get in touch today if your dream is to work in the Creative industries.

We have over 20 courses available in the Art, Design, Media and Photography department. Find out more about them [here](#).

Not sure what course you should choose/ what level you should apply for?

[Contact us here](#).



“Would I recommend studying Art at college for someone who has a passion for it? Absolutely, 100%, yes. I have never regretted it and neither will you.”

Caroline Borland,  
HND Art Alumni, 2017

## Courses available in:

- Art
- Design
- Media
- Photography

Click here  
to see all  
courses



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# Go anywhere...

You can progress onto a more advanced level in your chosen specialism or articulate to a degree programme, such as:

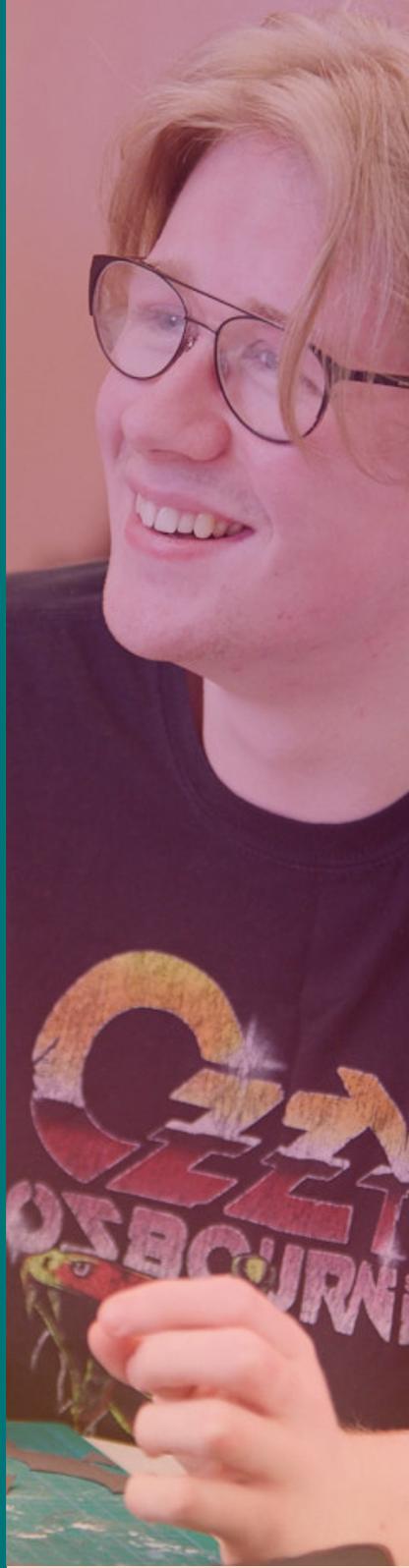
- BA (Hons) New Media Art at UWS
- BA (Hons) Media and Communication at GCU
- BSc (Hons) Digital Design (Graphics) at GCU
- BA (Hons) Photography at City of Glasgow

Please check with each university for their articulation requirements prior to your UCAS application. Entry is subject to availability of places and meeting entry requirements, other options may also be available.

**“ Students that have come to us from College have got a really good track record of doing well after they have graduated.”**

**Paul Tucker,**  
Programme Leader and Senior Lecturer for Broadcast Production, TV and Radio course at UWS

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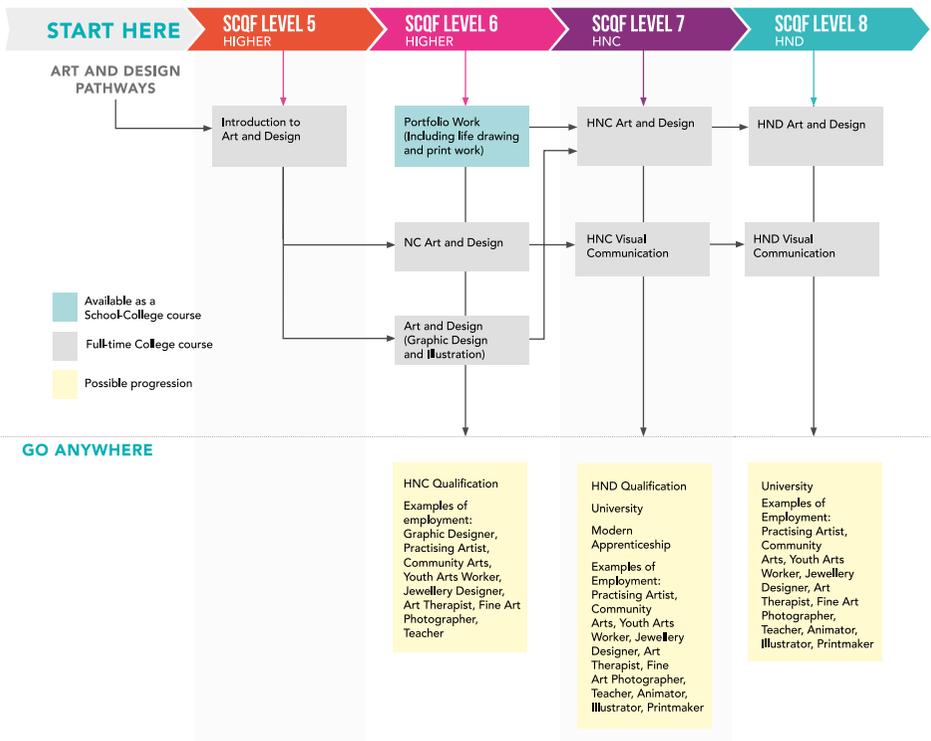


# What path will you take?

Our course pathway maps will help you understand the various routes you can take to help you achieve the qualifications you need.

Zoom in to view

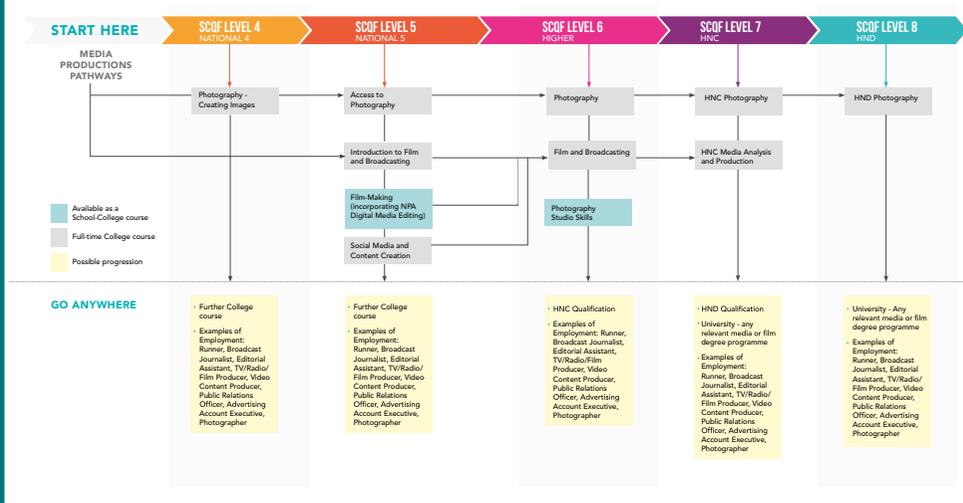
## Course pathway map for: Art and Design



Zoom in  
to view



## Course pathway map for: Media and Photography



## Still unsure?

Contact our Student Services team and speak to one of our advisors who will be happy to help you.

You can book an appointment to see the Advisor for your curriculum area either in person, over the phone or by email:

[studentservices@ayrshire.ac.uk](mailto:studentservices@ayrshire.ac.uk)  
Tel no. 01294 555 333



# Go for it!

You're just two steps away from starting your career in Art, Design, Media and Photography...

## Step 1...

**Click here** to see our full list of courses at [www.ayrshire.ac.uk](http://www.ayrshire.ac.uk)

## Step 2...

**Apply online now** or download our Application Guide **here**



Full-time courses start in January and August. Apply as soon as you can because our courses fill up quickly!



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