

Prospectus 2010

Dun Laoghaire

Institute of Art Design and Technology

iadt 
DUN LAOGHAIRE

This information is intended for persons seeking admission to IADT and shall not be deemed to constitute a contract or the terms thereof between the Institute and a student or third party.

The information contained in this Prospectus is correct at the time of printing but may change from time to time without prior notice.

IADT programmes are subject to reaching a minimum number of participants in order to proceed.

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Open Days

27th & 28th November 2009

CAO Open Evenings

13th & 14th January 2010

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Welcome

Pursuing higher education is a journey. You want to combine excitement and a good student experience with the promise of a rewarding and fulfilling career. This prospectus is the perfect starting point.

We set ambitious goals for ourselves and for your future. Our vision is to be at the forefront of teaching, research and innovation at the convergence of the arts, technology and enterprise, and to contribute to Ireland's development as a creative knowledge economy. Our student and staff body reflects the diversity of the new Ireland, with strong European and international links and our graduates are well-placed to contribute to economic, social and cultural development.

IADT has three Schools:

Business and Humanities, with programmes focusing on the world of business in the knowledge, media and entertainment sectors.

Creative Technologies, which explores the interaction of people and technology.

Creative Arts, offering programmes that blend creativity and technology in art, design and media – this includes the internationally recognised National Film School.

Opportunities exist for postgraduate studies and research in each School.

We have created a dynamic and vibrant environment where we encourage a student and project centred approach to learning. Our high quality and focused programmes offer students excellent opportunities to prepare for their future careers – wherever you go, whatever you do.

There is also a comprehensive range of student services, clubs and societies to ensure that your time with us is as rewarding as possible, including new sports facilities.

Specialised, new undergraduate, postgraduate and professional development programmes are always being developed to keep pace with technology and new media and with a close eye on employers' demands. 2009/10 will see the commencement of a new honours degree in Design for Stage and Screen and the introduction of a range of special purpose awards, offering accredited modules in specialised areas, e.g., Cyberpsychology, Sport Psychology, Human Computer Interaction, Data Visualisation, Organisational Psychology, Enterprise Development, Creative Writing, Citizenship and Society, and Online Business Trading.

We also offer extra-mural courses in the summer and autumn, including portfolio preparation courses that are of particular relevance to prospective students of creative arts and media programmes.

IADT is unique in Ireland. It is one of the 13 Institutes of Technology but the only Institute of Art, Design and Technology. We specialise in creativity in a digital age, and we aspire to be the best at what we do.

I look forward to welcoming you to IADT during our Open Days on the 27th and 28th of November 2009, or at the Creative Technologies Showcase in May, or the Graduate Exhibition in June.

Jim Devine
President



Fáilte

Is aistear é an t-ardoideachas. Is mian leis an mac léinn dhá thrá a fhreastal – taitneamh a bhaint as eispéireas maith ollscoile agus gairm shásúil a bhaint amach ag a dheireadh. Cuideoidh an réamheolaire seo leat tús a chur le d'aistear.

Cuirimid romhainn spriocanna uaimhianacha dúinn féin agus duitse. An fhís atá againne ná bheith ag tús cadhnaíochta an teagaisc, an taighde agus na nuálaíochta áit a dtagann na healaíona, an teicneolaíocht agus an fhionraíocht le chéile. Ar an gcaoi seo cuirfimid le forbairt na hÉireann ina geilleagar cruthaitheach eolasbhunaithe. Is léiriú é an díorma mac léinn agus foirne atá againn go bhfuil Éire an lae inniu ina tír ilchineálach, le naisc láidre Eorpacha agus idirnáisiúnta agus ullmhaítear ár gcéimithe le gur féidir leo cur le forbairt eacnamaíochta, shóisialta agus chultúrtha.

Tá trí scoil ag IADT:

Gnó agus Daonnachtaí, le cláir a dhíríonn ar shaol an ghnó in earnálacha an eolais, na meán agus na siamsaíochta.

Teicneolaíochtaí Cruthaitheacha, a dhéanann iniúchadh ar an idirghníomhú idir daoine agus an teicneolaíocht.

Ealaíona Cruthaitheacha, a thairgeann cláir a mheascann cruthaitheacht agus teicneolaíocht san ealaín, sa dearadh agus sna meáin – áiríonn seo an Scoil Scannán Náisiúnta a bhfuil cáil idirnáisiúnta uirthi.

Tá deiseanna ann i ngach ceann de na scoileanna tabhairt faoi chúrsaí agus taighde iarchéime.

Tá timpeallacht fhuinniúil bheoga cruthaithe againn áit a gcothaítear cur chuige mac léinn lárnaithe agus tionscadalbhunaithe i leith na foghlama. Is deis iontach do mhic léinn ár gcláir dhírithe



ardchaighdeáin chun ullmhú dá ngairmeacha amach anseo – is cuma cibé gairm a roghnaítear.

De bhreis air sin, tá raon cuimsitheach seirbhísí, clubanna agus cumann ann do na mic léinn, áiseanna nua spóirt san áireamh, ionas gur féidir an taitneamh agus an fónamh is mó a bhaint as an tréimhse linn.

Bítear de shíor ag forbairt clár nua speisialaithe fochéime, iarchéime agus gairmeach ionas go mbeimid chun dáta ó thaobh na teicneolaíochta agus na meán nua de agus coinnítear súil ghéar ar a mbíonn á éileamh ag fostóirí. Sa bhliain acadúil 2009/10 cuirfear tús le céim nua onóracha do Dhearadh le haghaidh Ardáin agus Scáileáin agus tabharfar isteach raon dámhachtainí sainchuspórtha, le modúil chreidiúnaithe i réimsí speisialaithe, m.sh. Cíbearshíceolaíocht, Síceolaíocht Spóirt, Idirghníomhú Duine Ríomhaire, Léirshamhlú Sonraí, Síceolaíocht Eagraíochtúil, Forbairt Fiontair, Scríbhneoireacht Chruthaitheach, Saoránacht agus an tSochaí, agus Trádáil Gnó ar Líne.

Cuirimid cúrsaí seachtracha ar fáil chomh maith sa samhradh agus san fhómhar, a áiríonn cúrsaí chun portfolio a ullmhú a bheadh oiriúnach go háirithe do mhic léinn ar chláir sna healaíona cruthaitheacha agus meáin.

Tá áit ar leith ag IADT in Éirinn. Tá sé ar cheann de na 13 Institiúid Teicneolaíochta sa tír, ach an t-aon cheann atá ina Institiúid Ealaíne, Deartha agus Teicneolaíochta. An speisialtacht againn ná cruthaitheacht i ré dhigiteach, agus an uaimhian againn ná barr feabhais a bhaint amach sa réimse ina mbímid ag feidhmiú.

Tá mé ag tnúth le fáilte a chur romhat chuig IADT le linn ár Laethanta Oscailte ar an 27 agus 28 Samhain 2009, nó ag an taispeántas Teicneolaíochtaí Cruthaitheacha i mí Bealtaine, nó ag Taispeántas na gCéimithe i mí an Mheithimh.

Jim Devine
Uachtarán



School of Business and Humanities

Head of School:

Josephine Browne BSc, BComm, MBS, BL, PhD

Head of Department of Business and Enterprise:

Therese Moylan BA, MBA

Head of Department of Humanities:

Paula Gilligan BEd, PhD

The School's goal is to deliver quality programmes in Business and Humanities with a unique interdisciplinary approach for careers in the smart economy. Excellence is at the heart of everything we do.

The School offers programmes at Levels 7, 8 and 9 with specialisations in Entrepreneurship, Arts Management and English, Media and Cultural Studies.

Two postgraduate programmes are offered: MA in Public Culture Studies and a Postgraduate Diploma in Business in Cultural Event Management. Students can also undertake a Masters degree by research.

Four accredited Special Purpose Awards are offered in Online Business Trading, Enterprise Development, Creative Writing, and Citizenship and Society.

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BA (Honours) in

English, Media and Cultural Studies

DL241 / Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **75**

CAO Points in 2008: **Minimum Points 350 / Median Points 400**

What is English, Media and Cultural Studies?

This unique programme specifically combines the study of English Literature, Media, and Cultural Studies. Within the framework of a rigorous and tightly structured programme, students are encouraged to follow their own intellectual pathways.

The programme will teach you:

- » in-depth knowledge of a wide range of literary works, media texts, films, television and visual cultures, and political economy of cultures
 - » how different cultures work and how people experience them
 - » strong critical and analytical thinking skills
 - » highly-developed oral and written communication skills
 - » the knowledge and skills required for postgraduate study
 - » skills for the working world: presenting in public, interview techniques, working in teams, developing empathy and insight, leading groups, strategic research
-

What will I be able to do when I graduate?

Graduates have found employment in the culture and knowledge sectors, as well as in journalism, publishing, advertising, public relations, media and broadcasting, and research. Critical thinking and effective communication skills are also highly sought after by employers in the business sector.

You will also be eligible to apply for the Postgraduate Diploma in Education, to teach in Second Level schools. Graduates have also found work internationally as English teachers.

Graduates have also gone on to careers in Human Rights Law, International Politics, Trade Unionism, Business and Management, Journalism, Film and Television, Teaching, Academic Research, Publishing, Insurance, Politics and Activism, Performance, Technology, Fashion, Librarianship, Public Service, International Relations and Entertainment.



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What modules will I study?

Year 1

Modern English Literature, Introduction to Critical Theory, Introduction to Cinema & Cultural Studies, Introduction to Media Studies, Visual Culture, Writing Studies, Learning Journal

Year 2

Critical Theory, Film Studies, Political Economy & Globalisation, 19th Century Literature, English Renaissance, Popular Cultures, Writing Project (creative, news)

Year 3

20th Century Irish Writing, Cultural Identities, Contemporary Cinema, Research Methods, Modernism, TV Drama, Research Project (strategic and team research)

Year 4

Political Cultures & Identities in Ireland, Contemporary Anglophone Literature, Censorship and Control, Dissertation

Electives

Sample of elective modules: Censorship in the Media, American Literature, Technology & Cultures, Alterity and Cinema, Gothic Images in Film and Literature, Documentary Studies

What are the Entry Requirements?

Please refer to page 84.

Contact:

Dr Carol MacKeogh, Programme Co-ordinator

T: (01) 239 4929

E: carol.mackeogh@iadt.ie

² Students field trip to Berlin

³ James Joyce Day



Student Profile

Eve Geddie

As a Leaving Certificate student, I was attracted to this programme because of its strong English literature element. I knew little about media and cultural studies but by the end of the four years, I was completely hooked.

With enthusiastic lecturers who knew us all by name, our class did not suffer from the formality and anonymity so typical of student-lecturer relationships in the larger universities. The degree provided me with a unique perspective and enabled me to discover my passion for social justice.

Following graduation, I spent a year gaining experience in the human rights field and secured a place on the E.MA Degree in Human Rights and Democratisation, studying in both Italy and Belgium. For my MA thesis, I applied the critical analysis learned in IADT to the issue of prisoners' human rights and my thesis was published by the E.MA council.

I now work in Brussels as a project officer for the European NGO PICUM – The Platform for International Cooperation on Undocumented Migrants. In this position, I rely heavily on the skills I received in IADT such as research, writing, analysis and critical thinking.

There are many career routes open to graduates from this degree. I have classmates working in such diverse sectors as creative writing, teaching, journalism, fashion and social policy.

BA (Honours) in Business Studies and Arts Management

DL242 / Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **55**

CAO Points in 2008: **Minimum Points 255 / Median Points 340**

What is Arts Management?

Arts Management is about understanding business and applying this knowledge to Arts and Cultural organisations. The programme is recognised as a general business studies degree with a particular focus on managing in the arts sector.

Many students learn best from experience and part of the degree involves hands on business experience, e.g. running visual, music and performance related events, participating in business games, debates and cultural field trips. Class sizes facilitate the running of projects which are work based and simulate real world activities. In Year 3, students spend 20 weeks working in arts and cultural organisations.

What will I be able to do when I graduate?

Career possibilities as Event Managers, Marketing Executives in Theatres & Art Galleries, PR Officers, Festival Managers, and Project Managers in Arts Venues.

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The transferable skills you acquire can be applied in a general business context also.

You may also continue your studies to Masters Degree level, in Ireland or abroad.

What modules will I study?

Year 1

Management, Arts in Context, Marketing, Introduction to Theatre, Introduction to Music, Computer Applications, Learning and Research Methods

Year 2

Event Management I, Marketing Research, Visual Arts Studies, Accounting I, Cultural Sector Analysis, Critical Thinking, Theatre

Year 3

Event Management II, Public Relations, HR Management, Multimedia, Film, Placement

Year 4

Strategic Management for the Arts, Popular Music Management, Law, Cultural Policy, Accounting II, New Media Technologies

What are the Entry Requirements?

Please refer to page 84.

Contact:

Ms Sharon McGreevy, Programme Co-ordinator

T: (01) 239 4735

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Student Profile

David Keegan

Upon leaving IADT, I started working for the National Gallery of Ireland as the acting education officer for a three-month period. In this position, largely limited to administration and paperwork, there were elements of outreach and education with children, which I found particularly rewarding.

I then worked as an events manager in Tipperary Excel. My responsibilities included programming, marketing, artist liaison, program co-ordination, outreach and development.

In 3rd year, I actively sought out placement with Ballymun Regeneration (Breaking Ground) after a lecture at IADT from Aisling Prior, the director. In her lecture, I caught a glimpse of the type of person I wanted to become and the nature of the work I wanted to do. The work I became involved in included working on “Amaptocare”, one of Europe’s largest permanent art installations with the artist Jochen Gerz. There were elements of outreach, project management and administration amongst other duties and responsibilities. The most advantageous elements of the programme work which I could apply to the placement included event management and strategic management.

In August 2007, I was hired as Marketing and Box Office manager of the Pavilion Theatre where the practical skills I learned at IADT and applied to my current position include HRM, strategic management, event management, etc. My degree provided me with both the academic knowledge and practical experience to feel confident as well as capable enough to begin my career in the arts. As it panned out the contacts I made as a direct result of my placement provided me with my first break in the Arts. I personally feel that Business & Arts Management combination of theoretical and practical learning has played a major part in the success of my career to date.

Bachelor of Business (Honours) in Entrepreneurship

DL245 / Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **40**

CAO Points in 2008: **Minimum Points 250 / Median Points 320**

What is Business – Entrepreneurship?

This dynamic and student-centred programme will help you to succeed either as an entrepreneur or as a professional decision-maker in the business world.

The teaching approach combines theory and practice. Continuous assessment is a significant aspect of this programme. Students run their own businesses in each of the first three years. The businesses are: stalls in Dun Laoghaire People's Park (year 1), an online business (year 2) and a social enterprise (year 3). These businesses are assessed across a number of subjects. Year 4 takes a strategic perspective on business learning.

What will I be able to do when I graduate?

Recent graduates include a chief financial officer in a US oil company, client manager – Enterprise Ireland, technology entrepreneur, marketing executive, retail manager, channel marketing co-ordinator, chartered accountancy trainee, army cadet, restaurant manager, taxation and planning officer – IDA Ireland, secondary school teacher, Building Society lending officer, pensions and investments officer, finance project administrator, business development manager, marketing account executive, travel agent, fund raising officer, sales representative, pensions administrator, media entrepreneur, funds administrator, advertising executive.

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You will also be eligible to progress to Master degree programmes.

What modules will I study?

Year 1

Learning & Research Methods, Marketing, Management, Computer Applications, Mathematics, Accounting & Finance I

Year 2

Communications, Internet Applications, Marketing Research, Organisational Behaviour, Economics, Accounting & Finance II

Year 3

Selling & Promotion, Critical Thinking for Enterprise, Enterprise Management, Information Systems, Law, Accounting & Finance III

Year 4

Entrepreneurship, Strategic Marketing Management, HR Management, Strategic Information Systems, Taxation for Entrepreneurs, Strategic Management

⁵ Business students Lauren Ryder's and Vicky O'Sullivan's "Pet Pamper kits"





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What are the Entry Requirements?

Please refer to page 84.

Contact:

Mr Conor Heagney, Programme Co-ordinator

T: (01) 239 4753

E: conor.heagney@iadt.ie

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⁶ Launch of student finance magazine "Make Cents"

⁷ Students' stall in the Dun Laoghaire market

⁸ Business academic staff at the HETAC Entrepreneurship Education Conference

Bachelor of Business in

Enterprise

DL231 / Level 7 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **3 years (full-time)**

Places: **40**

CAO Points in 2008: **Minimum Points 200 / Median Points 315**

What is Business – Enterprise?

This dynamic and student-centred programme will help you to succeed either as an entrepreneur or as a professional decision-maker in the business world.

The teaching approach is practical. Students run their own businesses in each of the three years. The businesses are: stalls in Dun Laoghaire People's Park (year 1), an online business on eBay (year 2) and a social enterprise (year 3). These businesses are assessed across a number of subjects. Lecturers provide ongoing feedback. Continuous assessment exceeds 80% of total assessment.

What will I be able to do when I graduate?

You will have a sound foundation on which to build an entrepreneurial career.

Recent graduates include a technology entrepreneur, retail manager, music entrepreneur, army cadet, restaurant manager, client manager – Enterprise Ireland, Building Society lending officer, professional rugby player, pensions and investments officer, finance project administrator, marketing executive, business development manager, travel agent, fund raising officer, sales representative, pensions administrator,

media entrepreneur, channel marketing co-ordinator, funds administrator, advertising executive.

You will also be eligible to progress to our add-on degree: DL243 – Bachelor of Business (Honours) in Entrepreneurship (level 8 award).

What modules will I study?

Year 1

Learning & Research Methods, Marketing, Management, Computer Applications, Mathematics, Accounting & Finance I

Year 2

Communications, Internet Applications, Marketing Research, Organisational Behaviour, Economics, Accounting & Finance II

Year 3

Selling & Promotion, Critical Thinking for Enterprise, Enterprise Management, Information Systems, Law, Accounting & Finance III

What are the Entry Requirements?

Please refer to page 84.

Contact:

Mr Conor Heagney, Programme Co-ordinator

T: (01) 239 4753

E: conor.heagney@iadt.ie



Bachelor of Business (Honours) in Entrepreneurship

DL243 / Level 8 Award

www.iadt.ie/en/prospectus

Application: IADT

Duration: 1 year add-on (full-time and part-time)

Places: 50

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What is Business – Entrepreneurship?

If you are already a business graduate, and you now want to expand your knowledge and skills in the world of entrepreneurship this one-year general business programme is ideal. It focuses on innovation and the strategies that turn innovation into wealth creation. In particular, we look at how knowledge can be used dynamically across different business disciplines, something of great importance to entrepreneurs.

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We provide an active learning environment, where students actively participate and learn from their experiences. The entrepreneurship module engages students in the real world of the entrepreneur, through networking, mentoring and researching entrepreneurial case studies. Your work is assessed continuously and contributes significantly to your overall result. Assessments can be individual or team projects.

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This programme will also be offered on a flexible basis through the ACCS (Accumulation of Credits and Certification of Subjects) system, as a complement to its availability for full-time study.

What will I be able to do when I graduate?

- » You may find supervisory or junior management roles in finance, marketing and general management.

^{9,10} Stalls in the Dun Laoghaire market

¹¹ Student finance magazine "Make Cents"



- » If you intend to run your own business, this programme will equip you with the most important skills.
- » You will also be eligible to further your studies at Masters level.

What modules will I study?

Entrepreneurship, Strategic Marketing Management, Taxation for Entrepreneurship, Strategic Information Systems, HR Management, Strategic Management

What are the Entry Requirements?

60 credits and an overall GPA of 2.00 (40%) or higher in an ordinary degree in Business, e.g. DL231, or equivalent

What is the closing date?

Applications must be made to the Admissions Office in IADT.

1st round of applications: **31st March 2010.**

2nd round of applications (if places available): **20th August 2010.**

Contact:

Mr Barry McIntyre, Programme Co-ordinator

T: (01) 239 4782

E: barry.mcintyre@iadt.ie

School of Creative Technologies

Head of School:

Andrew Power Dip(Eng), BSc(Eng), MA, MBA, PgDip(Mus), CEng

Head of Department of Technology:

Mark Riordan MSc PhD

Head of Department of Learning Sciences:

Marion Palmer MA, MEd, CSci, CPhys, MInstP, EdD

Creative Technologies is people-centred technology in a digital environment. We offer dynamic programmes which combine technical skill and knowledge with an understanding of how technology operates in society.

Through our taught programmes and research, we explore the interaction of people and technology in a range of disciplines. As technology evolves, research remains key to the development of the School, underpins and informs our taught programmes, develops the skills and expertise of staff, and generates funding for growth.

Current research in the School of Creative Technologies can be seen in the Centre for Creative Technologies and Applications (CCTA):

<http://ccta.iadt.ie/ccta/index.html>

Visit www.iadtprojects.com to see the project work of our 2009 graduates.



Bachelor of Engineering in

Audio Visual Media Technology

DL133 / Level 7 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **3 years (full-time)**

Places: **60**

CAO Points in 2008: **Minimum Points 200 / Median Points 325**

What is Audio Visual Media Technology?

This programme takes a practical approach in developing graduates to work in the audiovisual media technology industry. It is relevant to roles as a technician or engineer in a studio, at live events or in systems' development. Students 'learn by doing' and the emphasis is on project, experimental work and staging events, often in conjunction with bodies such as Engineers Ireland and community groups. Engineering and technical skills are gained at a critical level, and their application is to large scale projects towards the end of the programme. Class sizes ensure that students get individual attention and support.

You will gain the experience of real environments such as our TV and radio studios, and have the opportunity to meet industry professionals when visiting 'state of the art' facilities and when visitors give industrial/careers talks at IADT. Your work will culminate in successful projects, which will often feed your passion for audio and video technology.

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What will I be able to do when I graduate?

Careers may arise as Audiovisual Technician, Audiovisual Systems Developer, Audiovisual Engineer, Digital Media Technical Projects Co-ordinator, AV Technical Consultant in Systems Design

What modules will I study?

Year 1

Electronics I, Electrical Technology, Music Technology I, Audio-Visual Computer Applications, Computer Hardware, Audio-Visual Fundamentals, Mathematics I, Computer Applications and Presentation

Year 2

Electronics II, Audio-Visual Production, Music Technology II, Computer Networks, Mathematics II, Introduction to Telecommunications, Project I

Year 3

Electronics III, Digital Audio Systems, Digital Video Systems, Digital Signal Processing, Digital Communications, Digital Media Entrepreneurship, Project II

What are the Entry Requirements?

Please refer to page 84.

Costs for materials and/or field trips

Purchase of a toolbox: approx €100

Textbooks: approx €60

Field Trips: approx €40

Contact:

Ms Pamela Gaynor, School Administrator

T: (01) 239 4724

E: pamela.gaynor@iadt.ie

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BSc (Honours) in Computing in Multimedia Systems / Web Engineering

DL143 / Level 8 Award

www.iadt.ie/en/prospectus

Application: CAO

Duration: 4 years (full-time)

Places: 35

CAO Points in 2008: Minimum Points 245 / Median Points 305

What is Multimedia Systems / Web Engineering?

This programme will give you the skills and knowledge to participate in the IT industry, which is in constant need of skilled people.

You will study the subjects found on any computing degree such as how to program a computer (using Java) and how computers and the internet work. You will also study specific multimedia subjects, including multimedia design. The programme also requires you to study the concepts required to represent phenomena such as planetary motion or traffic patterns at road junctions using multimedia systems such as Director and Flash. Mathematics is a significant component in a number of modules so, you should be comfortable with studying maths.

What will I be able to do when I graduate?

Graduates have found employment in a wide range of careers in multimedia, including games development, web application development, multimedia application development, computer based

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training, e-Learning application development, interactive multimedia development, software development, software analysis and project management.

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What modules will I study?

Year 1

Computer Technology, Programming, Multimedia Authoring I, Digital Media Production Techniques, Computer Modelling I, The Internet, Contemporary Issues in Multimedia

Year 2

Internet Programming, Software Production, Multimedia Authoring II, Multimedia Communications Techniques, Computer Architecture and Operating Systems, Computer Modelling II

Year 3

Object-Oriented Programming, Multimedia Programming, Computer Networks and Distributed Systems, Database Management Systems, Digital Media Entrepreneurship, Project

Year 4

Multimedia Systems, Usability & Information Systems, Media Technology and Design. Students also choose two options from the following subjects: Computer Graphics, Visualisation, Instructional Design, Content Management Systems, Advanced Web Design and Mobile Computing. You will complete a substantial research-based project.

What are the Entry Requirements?

Please refer to page 84.

Costs for materials and/or field trips

Purchase of USB sticks, CD-Rom, DVDs, headphones, microphones, etc.: approx. €50 per year.

Purchase of digital camera (desirable): from €100 to €400.

Contact:

Ms Pamela Gaynor, School Administrator

T: (01) 239 4724

E: pamela.gaynor@iadt.ie

¹⁶ "Flash vs. Silverlight (Rich Internet Applications)" by Jeff Collier

¹⁷ "Blue-Connect (Media Connectivity)" by Adams Oluwaseun

BSc in Computing in

Multimedia Programming

DL131 / Level 7 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **3 years (full-time)**

Places: **25**

CAO Points in 2008: **Minimum Points 230 / Median Points 320**

What is Multimedia Programming?

This programme will give you the skills and knowledge to participate in the IT industry, which is in constant need of skilled people.

You will study the subjects found on any computing degree such as how to program a computer (using Java) and how computers and the internet work. You will also study specific multimedia subjects, including multimedia design. The programme also requires you to study the concepts required to represent phenomena such as planetary motion or traffic patterns at road junctions using multimedia systems such as Director and Flash. Mathematics is a significant component in a number of modules so, you should be comfortable with studying maths.

What will I be able to do when I graduate?

Progression to our 1 year add-on BSc (Honours) in Computing in Multimedia Systems / Web Engineering (Level 8 Award) – DL142

Graduates have found employment in a wide range of careers in multimedia including games development, web application

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development, multimedia application development, computer based training, e-Learning application development, interactive multimedia development, software development, software analysis and project management.

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What modules will I study?

Year 1

Computer Technology, Programming, Multimedia Authoring I, Digital Media Production Techniques, Computer Modelling I, The Internet, Contemporary Issues in Multimedia

Year 2

Internet Programming, Software Production, Multimedia Authoring II, Multimedia Communications Techniques, Computer Architecture and Operating Systems, Computer Modelling II

Year 3

Object-Oriented Programming, Multimedia Programming, Computer Networks and Distributed Systems, Database Management Systems, Digital Media Entrepreneurship, Project

What are the Entry Requirements?

Please refer to page 84.

Costs for materials and/or field trips

Purchase of USB sticks, CD-Rom, DVDs, headphones, microphones, etc.: approx. €50 per year.

Purchase of digital camera (desirable): from €100 to €400.

Contact:

Ms Pamela Gaynor, School Administrator

T: (01) 239 4724

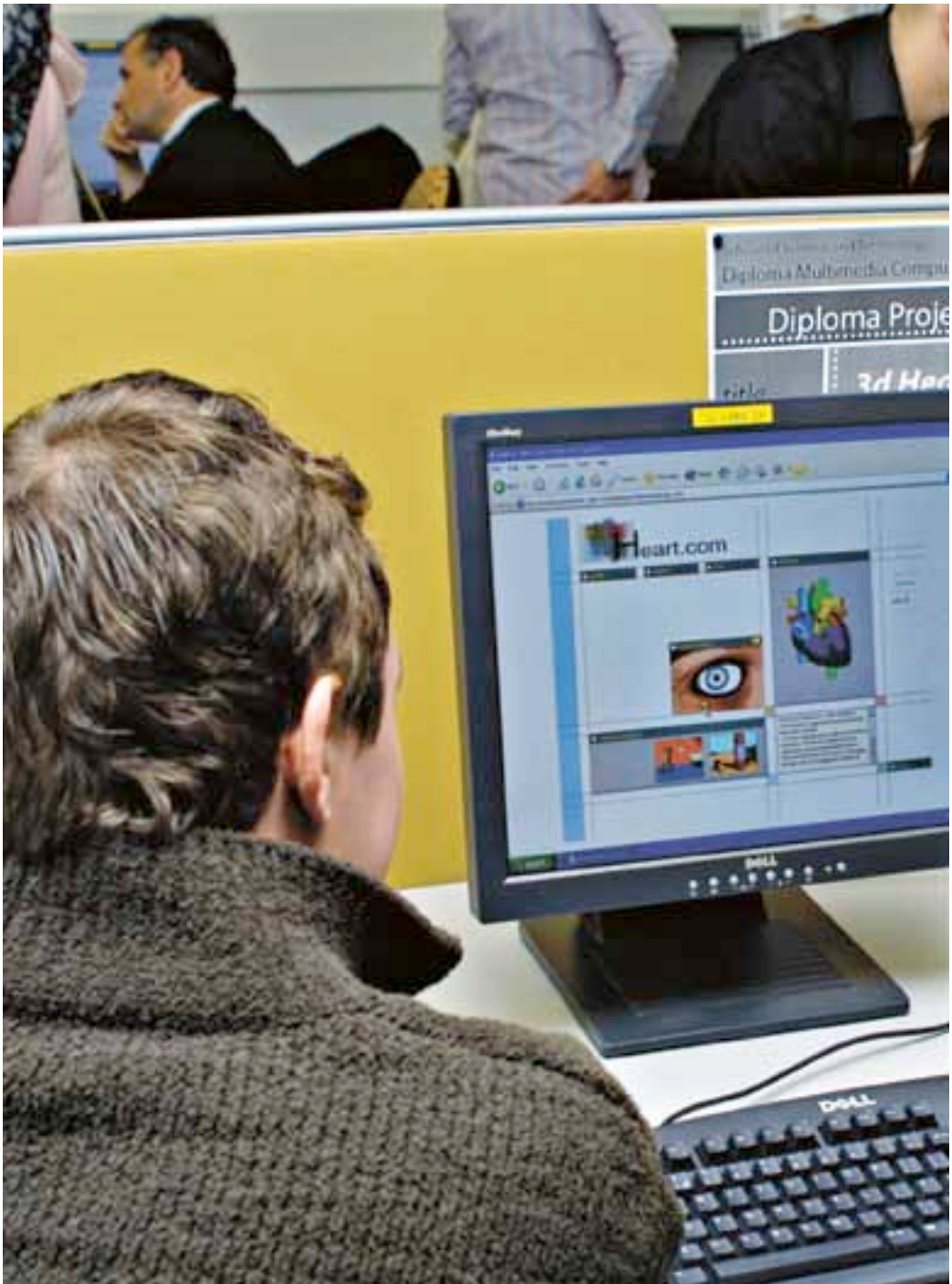
E: pamela.gaynor@iadt.ie

¹⁸ "FocusMartialArts.com" by Gavin O'Toole and Harvey Lacey

¹⁹ "Love Paws" by Alicia Whelan and Tara Fennell

²⁰ "I Learn" by Sabrina Carroll and Emma Devlin

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²¹ Student project at the Creative Technologies Showcase



Student Profile

Patrick Leddy

Over the last three years studying at IADT, I have expanded my skill set, made loads of friends and had great fun too.

IADT is a great place to study at, the campus is not too big but not too small either. The students and lecturers are really friendly and always sensitive to your needs. There is always something fun to do on campus and events are organised on a regular basis. The lecturers that deliver the expansive course content are second to none and instil a strong work ethic in all of the students.

I learned high-level concepts from computer programming to interface design, software production and computer science. All of these skills have been put to good use in my day-to-day work.

At the moment, I own and run a web development agency called Web Splash (www.websplash.ie) in the Media Cube which is a digital media incubation facility based on campus owned and run by IADT to help start up businesses grow. IADT has been an important part of my education and now they are fostering my business too.

My plans for now are to grow my business steadily and expand our operations over the next 12 months. It is an exciting time for me at the moment and the future looks bright.



BSc (Honours) in Computing in

Multimedia Systems / Web Engineering

DL142 / Level 8 Award

www.iadt.ie/en/prospectus

Application: IADT

Duration: **1 year add-on (full-time)**

Places: 30

What is Multimedia Systems / Web Engineering?

This programme provides you with the advanced skills and knowledge required for the development of either complex multimedia systems or web-based systems/applications, covering both the hardware and software components of such systems.

What will I be able to do when I graduate?

Graduates have found employment in a wide range of careers in multimedia including games development, web application development, multimedia application development, computer based training, e-Learning application development, interactive multimedia development, software development, software analysis and project management.

What modules will I study?

Multimedia Systems, Usability & Information Systems, Media Technology and Design. Students also choose two options from the following subjects: Computer Graphics, Visualisation, Instructional

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Design Content Management Systems, Web Design and Mobile Computing. You will complete a substantial research-based project.

What are the Entry Requirements?

60 credits and an overall GPA of 2.00 (40%) or higher in an appropriate BSc in Computing, e.g. DL131, or equivalent

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What is the closing date?

Applications must be made to the Admissions Office in IADT.

1st round of applications: **31st March 2010**.

2nd round of applications (if places available): 20th August 2010.

Contact:

Ms Pamela Gaynor, School Administrator

T: (01) 239 4724

E: pamela.gaynor@iadt.ie

²² "Baliskner (solar system e-learning)" by John Allen

²³ "Motion vs. Non Motion based controllers" by Gavin O'Brien

BSc (Honours) in

Applied Psychology

DL141 / Level 8 Award – PSI Accredited

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **70**

CAO Points in 2008: **Minimum Points 300 / Median Points 355**

What is Applied Psychology?

Applied psychology is when an understanding of psychology is applied to real world problems. Sport, health and even learning are made clearer through the application of psychological principles. Consider how technology has changed many aspects of life such as the workplace, entertainment, socialising, learning, even how we shop. New technologies are changing how we communicate and work, e.g., text messaging, social networking sites, online chat, etc. How do these change society and the way we interact?

This programme offers a unique opportunity to study how psychology applies to everyday life, especially our use of technology. This is a practical, hands-on programme. You often work in small groups and attend lectures, tutorials and labs.

What will I be able to do when I graduate?

You can work or study in all branches of psychology as the degree is accredited by the Psychological Society of Ireland.

Graduates have studied for Masters Degrees in Forensic Psychology, Cognitive Neuroscience, Speech & Language Therapy, Sports Psychology, Multimedia, and e-Learning.

They are also working as usability engineers, research assistants, instructional designers, or are employed in human resources and a variety of other jobs.

You may progress to our MSc in Cyberpsychology.

What modules will I study?

Year 1

- » Psychology – the basic principles
- » Perception and Ergonomics – interpreting the world around us
- » Research Methods and Statistics – the tools of psychological research
- » Multimedia Design – principles of designing for technology
- » Information and Communication Technologies (ICT), i.e., how a computer works and communicates
- » Abnormal Psychology – the description, causes and treatment of psychological disorders

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Year 2

You study core psychology, research (including statistics) and take either of the streams Psychology and Technology **OR** Psychology and Practice.

- » Psychology and Technology enables you to investigate how technology is developed and used to make our lives better.
- » Psychology and Practice explores how psychology is applied to areas such as Sport, Forensics and Education.

Places will be allocated on the two streams on the basis of student performance, choice and the number of places available.

Year 3

You study core psychology, research and the two streams work together on a group project.

Year 4

You will do a major psychology research project plus a number of mandatory and elective modules.

What are the Entry Requirements?

Please refer to page 84.

Contact:

Ms Pamela Gaynor, School Administrator

T: (01) 239 4724

E: appliedpsychology@iadt.ie

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²⁵ "False Memory" by Claire Reburn

²⁶ "Optimism and Social Support" by Amy Costello



Student Profile

Lisa Gorry

I started in IADT in 2003, and very quickly became aware of the high standard of the academic staff in terms of teaching ability and credentials. This does not only apply to the lecturers who taught me, but to all academic staff across all departments.

The staff, from IT to the library, including the lady who makes my lunch are a much-needed support, and vital to every student in the college, whether they be a nervous first-year living away from home for the first time, a final year student who needs to print his dissertation ten minutes before it's due, or any of the many kinds of students in-between.

The small size of IADT combined with the wide ranging subjects studied there gives the opportunity to meet many of these students, not only in social surroundings but sometimes in a collaborative setting.

After graduating, I was happy to continue to be a part of IADT and began an MSc by research. My undergraduate degree well prepared me for this position and my research is going well. In addition to my masters, I was given the opportunity to work as a tutor-demonstrator in the Honours Degree in Applied Psychology, which was challenging but quite enjoyable.

After my Masters, I would like to work in the area of organisational psychology, and I hope to begin lecturing and studying for a PhD in the near future.

School of Creative Arts

Head of School:
Sean Larkin ANCAD, ATC

Head of Department of Film and Media:
Kevin Rafter MA, MLitt, PhD

Head of Department of Art and Design:
Liam Doona BA

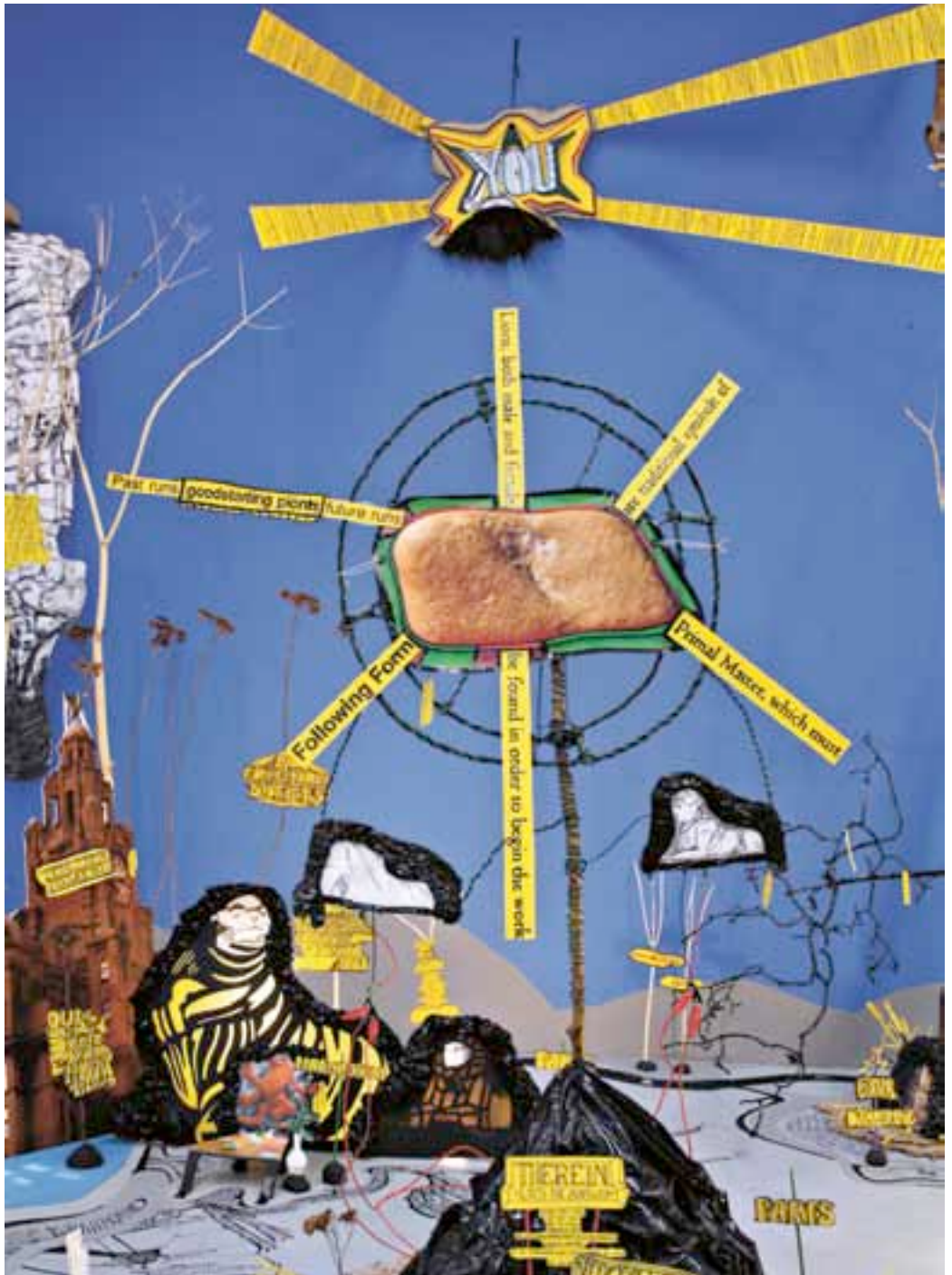
The School of Creative Arts values difference, vision and ambition, and provides a rich portfolio of inter-related programmes in a vibrant atmosphere of creativity and production. Our programmes push the conventional discipline boundaries through creative collaboration and interaction. Strong links with the commercial and cultural sectors ensures that our programmes provide you with experiences which will engage you with personal, national and global contexts for your practice.

Our programmes enjoy a high profile and a reputation for quality and relevance in a fast-moving professional environment. Whatever Creative Arts programme from which you graduate, IADT graduates are highly sought after.

Contact us on www.iadtcreativearts.com

Visit www.iadtprojects.com to see the project work of our 2009 graduates.

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27 "Composite" by Helen Horgan

National Film School

Creative Director:
Donald Taylor Black MA

The National Film School (NFS) at IADT, launched in November 2003, is a centre of excellence for education and training in film, animation, broadcasting and digital media in Ireland. This is based on:

- » the consistently high achievements of our student productions in professional competitions and festivals, at home and abroad
- » the careers of our graduates in the entertainment and media industries
- » the very high standard of applied film education that has been provided for 25 years
- » the excellence of our staff, who possess considerable industry experience and a high proportion continue to work as practitioners

IADT is the only Irish full member of CILECT, the International Association of Film and Television Schools.

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BA (Honours) in Visual Arts Practice

DL044 / Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **50**

CAO Points in 2008: **Minimum Points 440 / Median Points 789**

Combination of Leaving Certificate and Portfolio assessment points

What is Visual Arts Practice?

Artists continually challenge ideas and practices, which is critical to encouraging debate and change in contemporary society.

This programme is designed to provide you with the opportunity to develop a practice which is relevant to the many opportunities which exist for artists, and to understand the challenges of working in the visually and critically sophisticated landscape of contemporary art.

The creative pathways provided embrace drawing, painting, video, sculpture, printmaking, photography, sound, installation, performance and other related areas.

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We aim to educate artists through an integrated and multidisciplinary experience that provides you with an opportunity to make a comprehensive portfolio of work tested against “real world” situations.

There are visiting lecturers, specialist workshops and themed seminars. You will have the opportunity to take part in placements, international exchanges, develop art events in groups, and exhibit independently.

This programme is also offered in a flexible access mode. Contact IADT’s Admissions Office for information on this programme.

What will I be able to do when I graduate?

Careers may arise in the creative industries as artists, art teachers, arts administrators, art directors, community arts coordinators, arts mediators, art critics, arts officers, content developers, image researchers, film makers, art historians, and gallerists.

Postgraduate opportunities include our MA in Visual Arts Practices.

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What modules will I study?

Year 1

Visual Research Methods, Introduction to Visual Arts, Introduction to History and Critical Theory, Introduction to Self Direction, Workshops



Year 2

Studio Research Methodology, Critical Analysis & Critical Practice, Site Specific Environmental Practice, Workshops, Intermediate History & Critical Theory, Self Direction. In addition, you will be able to choose one module from the School of Creative Arts' bank of electives. Please refer to page 76.

Year 3

Interdisciplinary Practice, Research, Workshops, Issues in Contemporary Practice, Self Direction, Thesis Preparation, Professional Practice

Year 4

Studio, Workshops, Seminars, Thesis

Are there any costs for materials and/or field trips?

Approx. €500 to €1,000 per year

Graduate Exhibition cost in year 4

What are the Entry Requirements?

Please refer to page 84.

What should my portfolio include?

Please refer to page 77.

Contact:

Ms Celine Blacow, School Administrator

T: (01) 239 4664

E: celine.blacow@iadt.ie

BA (Honours) in Photography

DL042 – Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **30**

CAO Points in 2008: **Minimum Points 819 / Median Points 920**

Combination of Leaving Certificate and Portfolio assessment points

What is Photography?

Photography holds a central place in our increasingly visual society. From fashion and advertising to contemporary art and digital media,

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creative image makers are highly sought after and play a leading role in describing and defining contemporary culture.

This programme has been developed to prepare you for contemporary practice by exploring photography within the context of art, communications, the moving image and critical theory. This is a rapidly evolving practice that impacts on a wide range of cultural sectors and activities.

The opportunities and challenges of our programme are designed to assist you to become a highly creative image maker, with a thorough understanding of the critical and contextual issues which inform contemporary practices.

You will have access to a unique range of facilities that will allow you to engage with photographic technologies from the 19th century through to current, cutting edge digital media and you will work with staff who are at the leading edge of contemporary photographic practice and criticism.

What will I be able to do when I graduate?

Graduates work across commercial and contemporary art practices, including print, publishing and new media both in Ireland and internationally. Many graduates work independently or may set up their own businesses.

What modules will I study?

Year 1

Photography and Communication, Understanding the Photographic Image, Photographic Practice I – Darkroom, Digital Imaging I & II, Photographic Practice II – Studio, 19th Century Photography – Debates and Practices, Photographic Practice III – Location

Year 2

Photographic Practice IV – Colour; Post Modernism and the Photographic Image; Digital Imaging III & IV; Photographic Practice V – Large Format; Modernism, Modernity and the Photographic Image; Photographic Practice VI – Self Initiated Project

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In addition, you will be able to choose one module from the School of Creative Arts' bank of electives. Please refer to page 76.

Year 3

Photography and National Identity, Photographic Practice VII & IX – Pathways and Contexts I & II, Photographic Practice VIII – Alternative Processes, Thesis Preparation, Business Studies

Year 4

Dissertation, Photographic Practice X – Portfolio, Photographic Practice XI – Exhibition

What are the Entry Requirements?

Please refer to page 84.

What should my portfolio include?

Please refer to page 77.

Costs for materials and/or field trips

Approx. €1,000 per year plus exceptional purchases, field trips, preparation for exhibitions, national / international competitions
Graduate Exhibition cost in year 4

Contact:

Ms Celine Blacow, School Administrator

T: (01) 239 4664

E: celine.blacow@iadt.ie

BA (Honours) in Visual Communication Design

DL043 – Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **30**

CAO Points in 2008: **Minimum Points 560 / Median Points 852**

Combination of Leaving Certificate and Portfolio assessment points

What is Visual Communication Design?

Visual Communication Design includes the design of diverse information for both print and screen based media. From printed matter (newspapers, magazines, books, tickets, posters) to screen (web interfaces, film titles, television graphics and indents) through to environmental applications (exhibitions, signage systems), graphic design informs and assists us in almost everything we do. All of these call for creative thinking and an eye for detail.

Small class sizes and a practical teaching approach ensure that our programme provides you with a high quality education and training that will enable you to meet the demands of contemporary design practice. The programme fosters experimentation, critical enquiry, critical awareness, discourse, collaboration and innovation in project design and programme delivery.



What will I be able to do when I graduate?

Careers may arise in Graphic Design (branding, corporate design, identity, packaging), Advertising and Art Direction, Web Design, Interactive Media (games, DVDs, software applications), Motion Graphics and Post-production for TV and Film, Exhibition and Environmental Design, Print and Publishing (newspapers, magazines, printers), Illustration and Photography, Design education, Design journalism and criticism.

Many graduates have established their own companies in corporate design, publishing (Ampersand Design), exhibition design, web design (Cron Design), advertising and information design, motion graphics (Lovely Productions, DADDY) and interactive media.

Recent graduates have started careers in companies based in Dublin (Design Factory, Design Works, Zinc, Zero-G, Piranha Bar, Wibndmill Lane Studios, Martello Media, Houghton Mifflin Harcourt), London (Why Not Associates), Amsterdam (SO Design) and Manchester (JudgeGill).

Other graduates have gone into postgraduate study and research in design and related fields both at IADT and other institutions in Ireland and abroad.

What modules will I study?

Year 1

Visual Research Methods, Design Basics, Image-making, Typographys, E-graphics, Spatial Design, Interdisciplinary Design, Critical & Contextual Studies (Contexts and Histories; Signs, Symbols and Identities)

Year 2

Image-making, Typographys, E-graphics Motion, E-graphics Web, Spatial Design, Interdisciplinary Design, Critical & Contextual Studies (Modernism & Modernity; Pluralism & Diversity)

In addition, you will be able to choose one module from the School of Creative Arts' bank of electives. Please refer to page 76.

Year 3

Typographys, E-graphics, Professional Practice, Interdisciplinary Design, Critical Debates and Contemporary Practice, Thesis Proposal and Advanced Research Skills

Year 4

Interdisciplinary Design, Final Project and Exhibition, Standard Dissertation or Extended Dissertation

In year 4 you can choose between two different credit weighting options for your Practical and Critical and Contextual Studies modules.

What are the Entry Requirements?

Please refer to page 84.

What should my portfolio include?

Please refer to page 77.

Costs for materials and/or field trips

Approx. €1,000 per year plus exceptional purchases and field trips
Graduate Exhibition cost in year 4

Contact:

Ms Celine Blacow, School Administrator

T: (01) 239 4664

E: celine.blacow@iadt.ie

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³² "Victorian Literature" by Susan Murphy



Student Profile

Rachel Prendiville

At IADT, I learned the skills necessary to work as a commercial designer, from the small details such as how to present work to a client in a professional manner and how to liaise with printers.

An emphasis was placed on the ability and understanding of in-depth research into every brief. This develops a deeper understanding of clients needs which results in effective and appropriate outcomes.

The tutors were practicing designers, which allowed us to benefit from their personal experiences of studio life. They have also made themselves available since leaving IADT for advice going forward.

After graduating, I have been working with IADT to bring one of my personal college projects into a real world situation. This was launched in 2007, with the support of IADT, as a pilot. This formed as a charity in 2008, and became a national campaign for youth mental health and suicide prevention in November 2008. From my work on this campaign, I have had the opportunity to work with many great organisations in various sectors around Ireland.

Freelance design was the next natural step for me as this allowed me to balance my time between work and developing the “FREE” campaign. This soon developed into a small studio based in the Media Cube at IADT. Ampersand Design studio was later established in September 2007, where we have worked with a wide range of commercial, educational and non-profit organisations. (www.ampersanddesign.ie)

BA (Honours) in

Animation

DL041 – Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full time)**

Places: **30**

CAO Points in 2008: **Minimum points 635 / Median Points 849**

Combination of Leaving Certificate and Portfolio assessment points

What is Animation?

This programme offers a unique learning experience that enables our students to explore and document our world and their stories with a full complement of animation production processes and skills that puts us at the fore front of animation education delivery in this country. IADT offers the only undergraduate degree in Animation nationally, and in doing so we honour and believe in creativity and innovation in this most adaptable and multifunctional discipline.

Opportunities exist in the growing digital Animation industry both nationally and internationally. These pathways include Feature Animations, TV production, TV Advertising, Special effects, Short films, and personal projects to name but a few. Traditional as well as CGI animators are increasingly in demand in the ever expanding world of Animation Production, and our educational methodology and value systems continually enables our graduates to be at the forefront of every level and niche of the Animation Industry.

What will I be able to do when I graduate?

By the time you graduate you will have developed a broad range of skills which will equip you for a career in the Animation Industry, typically in Animation Production Companies, Multimedia Companies,

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³³ "Paper Boat" by Celine Halpin

Production and Post-production houses for Animation, Film and Television, as well as freelance independent work.

Other career paths include Animation Production, Computer Games, Architectural and Industrial Modelling, Film/Special Effects, Advertising, Multimedia, Teaching.

Joining other graduates from previous years, a significant number of graduates from 2007 and 2008 found full-time employment in the following Animation/Production Companies: Brown Bag Films, Kavaleer, Jam Media, The Element, Kavaleer, Monster, Screen Scene, Abbey Theatre, Weta, Manandink, Flickerpix, Barley Films.

What modules will I study?

Year 1

Academic, Critical and Cultural Studies; Drawing and Animation; Drawing; Design; Animation Principles Experimental – 3D; Design for Film Production; Animation Principles – Drawing; Digital Skills; Personal Project

Year 2

Academic, Critical and Cultural Studies (Film, Technology and the City; Film and Narrative); Animation Principles – Drawing I and Drawing II; Drawing; Design; Digital 3-D / 2 – D Flash; Personal Project

In addition, you will be able to choose one module from the School of Creative Arts' bank of electives. Please refer to page 76.

Year 3

Academic Critical Debates – History of Animation, Academic Advanced Research Methods and Thesis Preparation, Digital 3D – 2D, Group Industry Project, Media I and II, Drawing, Business Studies, Production Preparation

Year 4

Standard or Extensive Thesis, Pre-Production, Final Year Project, Portfolio and Show reel

What are the Entry Requirements?

Please refer to page 84.

What should my portfolio include?

Please refer to page 77.

Costs for materials and/or field trips

Approx. €1,000 per year

Graduate Exhibition cost in year 4

Contact:

Ms Celine Blacow, School Administrator

T: (01) 239 4664

E: celine.blacow@iadt.ie



BA (Honours) in

Film and Television Production

DL045 - Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **30**

CAO Points in 2008: **Minimum Points 845 / Median Points 960**

Combination of Leaving Certificate and Portfolio assessment points

What is Film and Television Production?

This programme provides a challenging and exciting opportunity for anyone wishing to broaden their knowledge of Cinema and Television culture and production practices.

Our focus is on the advancement of practical filmmaking and television production skills and the development of strong creative storytelling abilities. We offer extensive practical tuition in Production, Script, Direction, Camera/Lighting, Sound and Editing, Television Programming, Drama, Documentary, Commercials, Promotional, Experimental, and Educational programming.

Practical work promotes a strong spirit of collaboration. Small class sizes afford a good level of interaction with tutors, good access to facilities and hands-on production experience. Our aim is to see you graduate, as a knowledgeable, well-informed, highly skilled individual with the ability to generate quality film and television work that is innovative, creative and challenging.



What will I be able to do when I graduate?

Many of our graduates are now connected to major Irish and international production and post production companies as well as all the major broadcasters including BBC N.I., RTÉ, TV3 and TG4, Setanta Sports and City Channel.



Graduates are working in the Film and Television industry in jobs such as Director of Television drama, Commercials Director, Documentary Director, Features Director, Location Sound Recordist, Sound Designer, Director of Photography, Focus Puller, Clapper Loader, Assistant Camera Person, Camera Operator, Assistant Director, Assistant Editor, Off-line Editor, Avid DS Editor, Sound Editor, Scriptwriter, Sound Designer, Camera Operator, Producer, Production Assistant, Location Manager, Television Researcher.



Some graduates have formed their own production companies, while others have found careers in film education, film festival events, pod casting, web and multimedia design.

What modules will I study?

Year 1

Script, Production and Direction; Technical Craft Skills – Introduction to Camera, Lighting, Sound and Editing; Page to Screen Applied Script, Production and Direction; Shooting Techniques for Film and Television; Cinema History: The Silent Era & Hollywood Cinema; History of Television and Broadcasting; Visual Culture and the Philosophical Tradition; Key Concepts in Aesthetics

Year 2

Narrative Development Skills; Location Filming; Practice Based Research Project; Film as Art; Television Production; European Cinema; Irish Television; Literary Narratives

In addition, you will be able to choose one module from the School of Creative Arts' bank of electives. Please refer to page 76.



Year 3

Documentary Tradition and Irish Film; Industry Focus: Experiencing the workplace; Multi-Platform Content Development; Television Drama Production; Thesis Preparation; Documentary Production; Sound and Moving Image

Year 4

Academic Dissertation, Advanced Content Development, Project

What are the Entry Requirements?

Please refer to page 84.

What should my portfolio include?

Please refer to page 77.

Costs for materials and/or field trips

Approx. €1,000 – €1,500 per year
Graduate Exhibition cost in year 4

Contact:

Ms Celine Blacow, School Administrator
T: (01) 239 4664
E: celine.blacow@iadt.ie

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34 "Image Aunt" by Narayan Van Maele



Student Profile

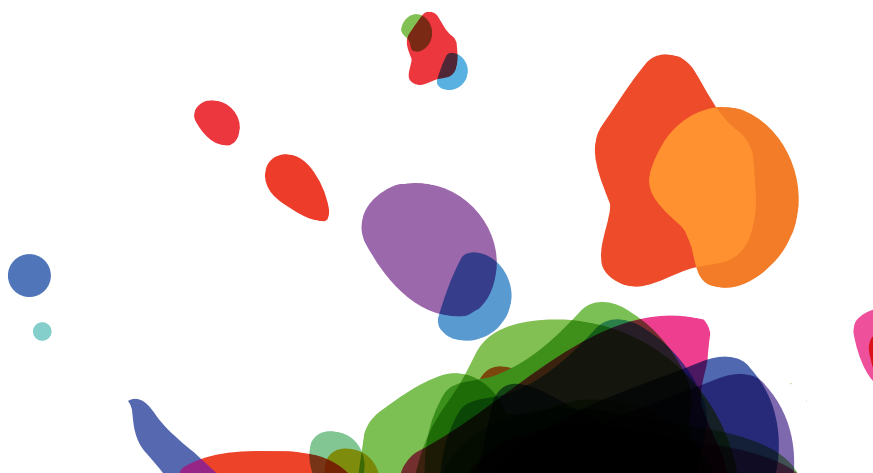
Vincent Gallagher

The programme was great. Everyone got to learn the fundamentals in the first two years. Then we all specialized, myself in cinematography and direction, in third and fourth year respectively. The lecturers are always on hand to give advice and lend support, no matter how big or small the project.

The programme was quite hands-on, so I personally got loads of 'on set' experience, constantly out shooting, especially in third year. I found that being out on shoots was the best way to really get to grips with technical aspects of film making, and IADT is a great creative environment to cultivate these skills.

The film industry is quite competitive. What's great about the film programme in IADT is that a lot of people that are currently working in the industry are former graduates, a great advantage in looking for work. You find yourself a part of a smaller community in a larger group. There are jobs out there in all disciplines of film making and associated media. If you push yourself hard enough, you can get them.

My 4th year graduation film, 'Bright Idea' won best undergraduate drama at the Royal Television Society Awards in London. I will soon be directing two short films under the Lasair TG4/Filmbase and RTE/Filmbase funding schemes respectively.



BA (Honours) in Model Making, Design and Digital Effects

DL046 – Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **30**

CAO Points in 2008: **Minimum Points 560 / Median Points 905**

Combination of Leaving Certificate and Portfolio assessment points

What is Model Making, Design and Digital Effects?

The programme concentrates on the key areas of computing, design and drawing/sculpting. Particular emphasis is placed on 3D modelling and animation, as well as character and production design.

Within small class sizes, each student encounters every module in a practical hands-on fashion. Throughout the programme, you will be given an opportunity to work with a number of different aspects of real model making practice. You will be equipped with the necessary technical mastery and the proper creative and professional understanding to enable you to take your place in the model making industry and/or a variety of creative practices.

What will I be able to do when I graduate?

Careers may arise as a Modelmaker, Prop maker manufacture of Film advertising props, Event designer, Art director, Art lecturer / teacher,



Architectural modeller, Creature Developer/Character Animator (Character Design for Games and/or Animation), Technical Director (tasks such as environmental lighting, Animation Rigging), Lighting Director (looking after the lighting of a CG scene), Effects Animator (animating natural/fantastic effects such as water, fire, spell casting, etc), Motion Capture Technician (analysing and cleaning up mocap data), Composer (combining CG elements for a final graded output), Rotoscope Artist (creating masks for the extraction of green screen material for compositor), Digital Matte Artist (creating Digital backdrops for animation or film), Visual Effects Supervisor (on set CG coordinator).

What modules will I study?

Year 1

2D/3D Studies, Technical modelling, Architectural modelling, Prototype modelling, Digital studies 2D (Photoshop, Autocad), Academic methods and Visual studies

Year 2

Model animation, Film props/Art direction, Street theatre, Digital studies 3D, Communication and critical thinking, Model Making theory and practice

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In addition, you will be able to choose one module from the School of Creative Arts' bank of electives. Please refer to page 76.

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Year 3

Digital modelling, Production design for film, Character design, Digital studies 4D, Industry project, Research seminar, Business studies, Thesis proposal

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Year 4

Project, Professional practice, Presentation skills, Thesis

What are the Entry Requirements?

Please refer to page 84.

What should my portfolio include?

Please refer to page 77.

Costs for materials and/or field trips

Approx. €200 – €400 (years 1, 2 and 3).

Purchase of hard drives (recommended): €120 – €250

Non-compulsory trip: €300 – €500.

Graduate Exhibition cost in year 4

Contact:

Ms Celine Blacow, School Administrator

T: (01) 239 4664

E: celine.blacow@iadt.ie

³⁵ "Dinosaur" by Conor O'Brien

³⁶ Model Making area at Graduate Exhibition

³⁷ "Gravicle" by Craig Kane

BA (Honours) in

Design for Stage and Screen

DL047 – Production Design

DL048 – Costume Design

DL049 – Make up Design

Level 8 Award

www.iadt.ie/en/prospectus

Application: **CAO**

Duration: **4 years (full-time)**

Places: **30**

CAO Points: 1st offered in 2009. Check CAO website

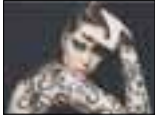
What is Design for Stage and Screen?

This unique programme has three different specialisms: Production Design, Costume Design and Make up Design. Through your chosen specialism you will have the opportunity to learn the process of designing for Stage and Screen.

Through working on projects alongside Film and Television Production students, you will have the experience of the collaborative professional practice associated with being a member of a Film Production Team.

You will learn to become an integral member of the production team and play a vital role in the creation of real or imagined worlds for Theatre, Film, Video or Digital Media Productions.

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What will I be able to do when I graduate?

You can work as a freelance independent designer /craftsperson in Theatre, Film and Video productions, in the entertainment, media and cultural industries or establish an independent business unit.

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Positions include Set Designer, (Trainee/Assistant) Art Director, Production Designer, Wardrobe Assistant, Wardrobe Mistress/Master, (Trainee/Assistant) Costume Designer, Make-up Assistant/Supervisor, (Trainee/Assistant) Make-up Artist, Set Dresser, and Props Buyer.

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You can also proceed to further education at postgraduate level.

What subjects will I study?

Year 1 (Common to all students)

Information Technology I & II; Elementary Studies: Performance Workshops, Applied Research & Dramaturgy; Critical Studies: History of Stage & Screen I, Cultural Studies; Design for Stage & Screen: First principles

Year 2 – Production Design Strand

Information Technology III; Design for Theatre: Design for small scale theatre and alternative spaces, Design for main stage spaces; Critical Studies: History of Stage & Screen II, Research for Collaborative Project; Design for Stage & Screen: Collaborative Project

Year 3 – Production Design Strand

Professional Studies: Business & Practice I & II. Design for Screen: Design for Television; Production Design and Art Direction for Film; CGI, Virtual Environments including Games. Collaborations. Critical Studies: Contemporary and Critical Debates

Year 2 – Costume Design Strand

Information Technology III; Design for Theatre: Undergarments & Accessories, Georgian & Regency 1790 -1820; Critical Studies: History of Stage & Screen II, Research for Collaborative Project; Design for Stage & Screen – Collaborative Project: Dying & Aging Costumes

³⁸ Body Painting by Aoife O'Neill

³⁹ Design for Theatre by Shane Hanton

⁴⁰ Design for TV by Mary Pike



Year 3 – Costume Design Strand

Professional Studies: Business & Practice I & II; Design for Screen: Tudor & Renaissance Europe 1485 – 1603, Victorian 1837 – 1901, 1920 to today and beyond; Collaborations; Critical Studies: Contemporary and Critical Debates

Year 2 – Make up Design Strand

Information Technology III. Design for Theatre: Hair Design & Hair Work for theatre and film; Period, Character & 3D Ageing. Critical Studies: History of Stage & Screen II, Research for Collaborative Project; Design for Stage & Screen II – Collaborative Project: wounds & burns

Year 3 – Make up Design Strand

Professional Studies: Business & Practice I & II. Design for Screen II: Compression mould modelling, casting and prosthetic piece, bald cap; Body Painting; Fantasy and futuristic make up. Collaborations. Critical Studies: Contemporary and Critical Debates

Year 4 (Common to all students)

Project and Exposition, Dissertation/Documented Research Project

Note: In year 2, you will be able to choose one module from the School of Creative Arts' bank of electives. Please refer to page 76.

What are the Entry Requirements?

Please refer to page 84.

What should my portfolio include?

Please refer to page 77.

Costs for materials and/or field trips

Approx. €500 – €750 per year

Approx. €350 per year for admission to galleries, theatres and travel

Graduate Exhibition cost in year 4

Contact:

Ms Celine Blacow, School Administrator

T: (01) 239 4664

E: celine.blacow@iadt.ie

School of Creative Arts – Year two elective modules

During the second year, you will have an opportunity to choose one module from a bank of elective options.

The module you choose will allow you to work with students and staff from other programmes in the School, and to explore combinations of materials, processes, creative strategies and critical thinking which will enhance and contextualise your understanding of your main area of study.

The electives have been designed to encourage collaboration and experimentation, and to broaden and deepen your understanding of the creative arts. They range in content from theatre and performance to media and politics, and include a wide range of learning experiences including overseas visits, practical workshops, lectures and seminars.

The current bank of electives includes the following modules:

- » Photography - Digital Imaging
 - » Performance in the Arts
 - » Animation Principles Experimental / 3D
 - » Theatre Workshop
 - » Drawing
 - » Introduction to Comics: Art and Culture
 - » Media and Politics in Ireland
 - » Introduction to Final Cut Pro
 - » Sonic Arts
 - » Creative Cities
 - » Puppetry
-

Portfolio Guidelines – School of Creative Arts

If you are applying to any of our programmes in the School of Creative Arts, you must submit a portfolio and may be required to attend an interview afterwards.

Initial screening of portfolios takes place in March and if you are required to attend an interview, this will take place in April. Please refer to page 110 for the 2010 dates.

Points allocated for the portfolio/interview are combined with the points from your Leaving Certificate (or equivalent).

Depending on the programme you apply to, portfolio guidelines will differ. Please adhere to the guidelines we provide you in this section. If you apply for more than one programme, your portfolio will be separately assessed for each programme. Bear this in mind when preparing your portfolio. It is not unusual for an applicant to receive a favourable response in one programme and to be disappointed in another.

IADT portfolio guidelines

A portfolio is a sample collection of your best work, edited, easy to look through, and well presented in a tidy manner.

Your portfolio should:

- » Be selective: include and highlight only your best work, excluding early works unless there are some exceptional pieces. Do not “pack” it with any more than 30 pieces. (We appreciate quality, not quantity)

- » Show evidence of hard work, commitment & quality
- » Not include 3D work (only 2D documentation of 3D work)
- » Clearly identify your role, if team work included
- » Include notebooks, cuttings, creative sketchbooks or visual diaries indicating your interest in the discipline
- » Be presented to show your work to your best possible advantage
- » Not be a copy from photographs. Do not include any artwork which is a copy of someone else's work
- » Include a CV (one per programme applied to) with details of hobbies, technical skills and involvement in activities related to the programme you are applying to. As information on age or educational background is not used for assessment purposes, this should not be included in your CV

We would like to see a portfolio that demonstrates a high level of visual skill, creativity, self-motivation, inventiveness, experimentation, flexibility and stylistic variation.

DL044 – BA (Hons) in Visual Arts Practice

Make sure you include:

- » An edited selection of images made in a variety of media (paintings, drawings, photographs, collages, film/video, photographs of 3D work)
 - » Work using media such as pencils, charcoal, water colours, oils, acrylics, crayons, pastels, coloured papers, photographs, video, construction in plaster, wood, metal, wax, found objects/materials, etc
 - » All these media and forms need not be present but some variety in media and format is essential
 - » Project work dealing with a theme of interest to you. Project work is work which demonstrates the development of an idea through a series of distinct stages from initial idea/theme, through experiment and research, to final outcome and conclusion. It may be presented in the form of project notebooks, sketches/test pieces and final outcomes, and it can be in any medium
-

DL042 – BA (Hons) in Photography

Make sure you:

- » Include 20-30 pieces of work
- » Indicate the duration of your interest in photography
- » Include work illustrating your level of experience and technical competence to-date
- » Provide examples of any work published to-date
- » Include work which shows your level of understanding of composition, light, texture and form when creating photographic images
- » Provide examples of both monochrome and colour photographs

DL043 – BA (Hons) in Visual Communication Design

Make sure you include:

- » Project work (set projects and self-initiated work) – including notebooks, development work and finished pieces – showing in-depth visual exploration and creative thinking around a theme/object(s)/place/idea, etc
- » Observational drawing from life/still life (not from photographs)
- » Drawings/visual studies using range of different media and demonstrating colour exploration including painting, collage, etc
- » Any photographic work (optional) or support work of personal interest
- » Photographs of 3D work

DL041 – BA (Hons) in Animation

Make sure you include:

- » Observational drawings: include a variety of drawings such as life drawing, drawings of friends, family, animals, landscapes, objects, etc
- » A selection of your best original artworks showing your interests in art, animation, and the world around you
- » A minimum of two storyboards setting out ideas for short animated films/adverts, etc, any subject or style. (Storyboards are like comic strips without the speech bubbles. They outline key moments of the sequence, usually actions, events and emotions)
- » 3D work (photographs or prints only)

DL045 – BA (Hons) in Film and Television Production

It is not necessary to include all of the items listed below.

- » Film/Video work – to be presented on DVD (PAL) only. At least 4 minutes of your footage will be screened by the panel. Let us know your role(s) on the production
- » Photography – include a selection of your best work in black & white and/or colour and supply all images on print. If work is digital, then print in high-quality mode
- » Written Work – screenplays (correct format), short stories, plays, poetry are all acceptable. For screenplays and short stories, synopsis the story on a cover sheet and indicate what section you would like us to read
- » Audio Work (on Audio CD only) – radio plays, music you have composed and interesting soundscapes
- » Drawing or Concept work – drawings and paintings that indicate that you have a good eye and imagination. Also, storyboards, costume and production design sketches

DL046 – BA (Hons) in Model Making, Design and Digital Effects

Make sure you:

- » Show us a representation of both 2D and 3D skills
- » Include drawing and observation skills, as well as 3D construction skills
- » Demonstrate a creative imagination and an ability to develop concepts in 2D and 3D

DL047, DL048, DL049 – BA (Hons) in Design for Stage and Screen

Your portfolio must show a distinct interest in the discipline you may wish to specialise in.

- » Show us your ability in illustration, costume drawing, spatial design/spatial concepts and make-up concepts
 - » Show us your level of awareness of Design for Performance
 - » Include notebook(s) or visual diaries indicating your level of knowledge/interest in the discipline/strand of this programme to which you are applying
 - » Include photographs of any 3D work or make-up tests
-

Admissions

How do I apply?

Applying through the CAO

All applications for admission to the **first year** of Ordinary Degree and ab-initio Honours Degree programmes at IADT must be made directly to the CAO.

Closing dates:

Application: **1st February 2010**

Late Application: **1st May 2010 ***

Change of mind: **1st July 2010**

* Late application deadline only applies to programmes in the Schools of Business and Humanities and Creative Technologies.

The programmes in the School of Creative Arts are referred by the CAO as “restricted application” as they have special requirements (portfolio assessment). To ensure that you are considered, you must follow precisely the CAO instructions. In particular, your application must reach the CAO by the 1st February 2010. There is no facility for late applications to the CAO in the case of ‘restricted application’ programmes. Therefore, you cannot introduce a restricted application programme as a new choice (Change of Mind) after the 1st February 2010. However, you can change the order of preference of your programme until July 1st.

CAO contact details:

Tower House, Eglinton Street, Galway

Telephone: 091-509800

Website: www.cao.ie

Mature and non-standard applicants

Mature applicants, 23 years of age or over on the 1st of January in the year of entry to an IADT programme, are not required to meet the minimum entry requirements specified for standard applicants.

Mature and non-standard applicants must apply to the CAO by the above closing dates and tick the relevant box (mature student or disability/specific learning difficulty) on the CAO form.

CAO Applicants who have ticked the 'Disability/SLD' Box on the CAO application form will receive the 'Supplementary Information Form' from the CAO. This must be completed and returned to the CAO. Such students may be invited to an informal interview to discuss their application and any additional provisions that may be necessary to ensure their full participation on our programmes.

If applying for a programme in the School of Creative Arts, mature and non-standard applicants must submit a portfolio for assessment.

International students

International students must also apply through the CAO by the above closing dates. IADT will assess applications and establish qualification equivalencies to ensure that each applicant meets the required academic threshold for admission to IADT.

Certified transcripts and English translations of qualifications not issued originally in English must be submitted with the CAO application.

Our programmes are delivered through the English language. If your first language is not English, you must demonstrate to the satisfaction of IADT that your command of written and spoken language is adequate for the programme which you intend to follow. If English is not your first language and you have not successfully completed English in the Irish Leaving Certificate or have not obtained a minimum of a grade C at GCSE O Level then you will need to submit evidence of one of the qualifications listed below before an offer of a place can be made. A copy of the relevant certificate must be submitted to the CAO with your application.

Some acceptable qualifications as well as minimum requirements are:

IELTS: Composite score in the range 6.0 – 6.5 with not less than 6.0 in any one component

TOEFL: Computer based test 215 or Internet based test 80

UCLES: Proficiency in English: Grade C or Advanced English: Grade A

In certain circumstances, results of English examinations other than those outlined above may be accepted. However, these results must indicate competence of a comparable standard to the above requirements.

If you do not currently hold the relevant certificate, please indicate which certificate and Examining Body you intend to submit and when you intend to undertake the assessment. These must be submitted by 1st June of the year of entry, to enable us to process them before the CAO offers begin.

Applying directly to IADT

Direct application to IADT will be made for admission to all programmes to which admission is sought at a level higher than 1st year. Availability of places differs from year to year – in many cases, no places become available.

Direct application to IADT will also be made to our add-on degree programmes (DL243 and DL142).

1st round of applications: 31st March 2010.

2nd round of applications (if places available): 20th August 2010.

Minimum Entry Requirements

School of Business and Humanities

CAO Code	Programme	Portfolio	Minimum Entry Requirements (Leaving Certificate)	Maths	English	Other Language
DL241	BA (Hons) in English, Media and Cultural Studies	No	2 HC3 & 4 OD3	N/A	HC3	OD3
DL242	BA (Hons) in Business Studies and Arts Management	No	2 HC3 & 4 OD3	FD3	OD3	OD3
DL231	Bachelor of Business in Enterprise	No	5 OD3	FD3	OD3	N/A
DL245	Bachelor of Business (Hons) in Entrepreneurship	No	2 HC3 & 4 OD3	FD3	OD3	OD3

School of Creative Technologies

CAO Code	Programme	Portfolio	Minimum Entry Requirements (Leaving Certificate)	Maths	English	Other Language
DL133	Bachelor of Engineering in Audio Visual Media Technology	No	5 OD3	OD3	OD3	N/A

DL143	BSc (Hons) in Computing in Multimedia Systems/Web Engineering	No	2 HC3 & 4 OD3	OD3	OD3	OD3
DL131	BSc in Computing in Multimedia Programming	No	5 OD3	OD3	OD3	N/A
DL141	BSc (Hons) in Applied Psychology	No	2 HC3 & 4 OD3	OD3	OD3	OD3

School of Creative Arts

CAO Code	Programme	Portfolio	Minimum Entry Requirements (Leaving Certificate)	Maths	English	Other Language
DL041	BA (Hons) in Animation	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A
DL042	BA (Hons) in Photography	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A
DL043	BA (Hons) in Visual Communication Design	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A
DL044	BA (Hons) in Visual Arts Practice	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A

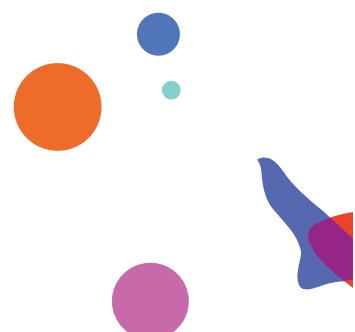
DL045	BA (Hons) in Film and Television Production	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A
DL046	BA (Hons) in Modelmaking, Design and Digital Effects	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A
DL047	BA (Hons) in Design for Stage and Screen - Production Design	Yes	2 HC3 & 4 OD3	OD3	OD3	N/A
DL048	BA (Hons) in Design for Stage and Screen - Costume Design	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A
DL049	BA (Hons) in Design for Stage and Screen - Make up Design	Yes	2 HC3 & 4 OD3	FD3	OD3	N/A

FETAC Awards are accepted as an entry requirement to our programmes. More information on page 89. We welcome mature students into all our programmes. Application is to the CAO

Programmes leading to Ordinary Degree (Level 7), Honours Degree (Level 8) and Masters (Level 9) are offered at IADT.

Programmes up to Level 8 are validated and conferred by IADT.

Postgraduate programmes (Level 9) are validated and conferred by the Higher Education and Training Awards Council (HETAC).



How are applicants selected?

For standard applicants, selection is based on points. These are calculated by adding together the points scored in the best six subjects in a single sitting of the Leaving Certificate Examination (or equivalent).

In the programmes in the School of Creative Arts, additional points, to a maximum of 600, are added based on the outcome of the portfolio/interview.

Maths requirements

Some programmes will accept Foundation Level Mathematics while others will require Ordinary Leaving Certificate Mathematics. Please read the entry requirements for each individual programme.

Foundation Level Mathematics

For programmes which do not specifically require Mathematics as an entry qualification, Foundation Level Mathematics will be accepted.

Foundation Level Maths at grade A1, A2, B1 and B2 will count as a passing subject. Points will be awarded for these grades as follows: A1 = 20; A2 = 15; B1=10; B2 = 5

Irish Language requirements

Foundation Level Irish, at a minimum B3 level, will meet the minimum language requirement for entry to all programmes, but currently no points are added.

Calculating your Leaving Certificate Points

	A1	A2	B1	B2	B3	C1	C2	C3	D1	D2	D3
Higher	100	90	85	80	75	70	65	60	55	50	45
Ordinary	60	50	45	40	35	30	25	20	15	10	5

GCSE / GCE requirements

- » You will be required to present a combination of GCSE and GCE passes in at least 5 subjects, including stated programme entry requirements of English and/or Maths.
- » For Ordinary Degree programmes, at least one of these passes shall be grade 'D' or better at GCE 'A' Level.
- » For Honours Degree programmes, at least two of these passes shall be grade 'D' or better at GCE 'A' Level.
- » In the calculation of points, not more than three GCE 'A' Level results may be included in the five subjects.
- » Where the entry qualifications stated in terms of the Leaving Certificate specify a minimum grade in a subject or subjects, the corresponding minimum grade at GC(S)E shall be determined by a comparison of the points awarded for the two examinations. Under no circumstances, can a grade at GCSE which has lower points than the Leaving Certificate eligibility points be deemed acceptable.

GCSE and GCE "A" Level results

GCSE	A	B	C		
	45	30	15		
GCE	A	B	C	D	E
(A-Level)	170	140	100	70	40

FETAC Links Scheme

IADT is committed to reserving places on all its programmes for FETAC award holders.

For details of FETAC programmes and the FETAC Higher Education Links, please refer to FETAC on (01) 837 2211 or www.fetac.ie.

If you have any full FETAC level 5 or FETAC level 6 award, you will then be eligible for a place on any Ordinary Degree (level 7 award) programme.

If you hold awards in specific appropriate subjects and a minimum of three distinctions, then you can apply to an ab-initio Honours Degree (level 8 award) programme, regardless of your Leaving Certificate results. Points are awarded on the basis of FETAC results.

Please note that for some programmes specific subjects, either in your Leaving Certificate or FETAC award, are required.

Programmes in the School of Creative Arts require a portfolio as well as the FETAC award.

If you are presenting FETAC Level 5 or Level 6 qualifications, you must have achieved a full award, i.e. eight relevant modules. A record of achievement is not accepted. Points for performance for each module of the FETAC certificate are allocated as follows:

50 points for a distinction grade (80-100%)

35 points for a merit grade (65-79%)

20 points for a pass grade (50-64%)

Any FETAC level 5 and level 6 Award may be used for application to the following Ordinary Degree (Level 7) programmes

DL231	Bachelor of Business Studies in Enterprise - with add-on DL243
DL133 *	Bachelor of Engineering in Audio Visual Media Technology
DL131 *	BSc in Computing in Multimedia Programming – with add-on DL142

*All programmes in the School of Creative Technologies require at least a pass (D3) in ordinary Level Mathematics in the Leaving Certificate or a pass in a mathematical methods module as part of your FETAC award.

FETAC Linked Awards for Honours Degrees

To be eligible for places on Level 8 programmes, you must have distinctions in at least 3 (of 8) modules from your FETAC level 5 or level 6 award.

School of Business and Humanities

DL241 BA (Hons) in English, Media & Cultural Studies	Any one of the following
ECHSX	Cultural and Heritage Studies
ELAXX	Liberal Arts
ELESX	Language and European Studies
EMPXX *	Media Production

* A “pass” is required in modules E20013 and L22630

DL242 BA (Hons) in Business Studies and Arts Management	Any one of the following
BBSXX	Business Studies
BMXXX	Marketing
ECAXX	Community Arts
EPADX	Dance
EPAMX	Music
EPATD	Theatre Production

DL245 Bachelor of Business Studies (Hons) in Entrepreneurship	Any one of the following
BBSAX	Administration
BBSXX	Business Studies
BMXXX	Marketing

School of Creative Technologies

DL141 BSc (Hons) in Applied Psychology *	Any one of the following
ACADX	Computer Aided Design
BIPXX	Information Processing
CITXX	Information Technology
DCHCC	Community Care
DCHSC	Childcare
DCHSN	Nursing Studies
DCHSX	Community & Health Services
DHSXX	Healthcare Support
EMMPX	Multimedia Production

DL143 BSc (Hons) in Computing in Multimedia Systems / Web Engineering *	Any one of the following
BEBXX	eBusiness
BIPXX	Information Processing
CCTXX	Control Technology
CELTXX	Electronic Technology
CITXX	Information Technology
CNSSX	Networks and Software Systems
EMMPX	Multimedia Production
EMMWD	Multimedia and Web Development
EMPXX	Media Production
EMXXX	Multimedia

*All programmes in the School of Creative Technologies require at least a pass (D3) in ordinary Level Mathematics in the Leaving Certificate or a pass in a mathematical methods module as part of your FETAC award.

School of Creative Arts

DL041 BA (Hons) in Animation	Any one of the following
AACDX	Art, Craft, Design
AAXXX	Art
ACADX	Computer Aided Design
ADESX	Design
AGDXX	Graphic Design
EMMPX	Multimedia Production
EMPXX	Media Production

DL042 BA (Hons) in Photography	Any one of the following
AACDX	Art, Craft, Design
AAXXX	Art
EMMPX	Multimedia Production
EMPXX	Media Production

DL043 BA (Hons) in Visual Communication Design	Any one of the following
AACDX	Art, Craft, Design
AAXXX	Art
ACADX	Computer Aided Design
ADESX	Design
AGDXX	Graphic Design
EMMPX	Multimedia Production
EMPXX	Media Production

DL044 BA (Hons) in Visual Arts Practice	Any one of the following
AACDX	Art, Craft, Design
AAXXX	Art
ACADX	Computer Aided Design
ACXXX	Creative Craft
AGDXX	Graphic Design
EMPXX	Media Production

DL045 BA (Hons) in Film and Television Production	Any one of the following
EMMPX	Multimedia Production
EMPXX	Media Production
EPATD	Theatre Production
ETFPX	TV and Film Production

DL046 BA (Hons) in Model Making, Design and Digital Effects	Any one of the following
AACDX	Art, Craft, Design
AAXXX	Art
ACADX	Computer Aided Design
ACXXX	Creative Craft
ADESX	Design
AGDXX	Graphic Design
EMMPX	Multimedia Production
EMPXX	Media Production

DL047, DL048, DL049 BA (Hons) in Design for Stage and Screen	Any one of the following
AACDX	Art, Craft, Design
AAXXX	Art
ACADX	Computer Aided Design
ACXXX	Creative Craft
ADESX	Design
AFDXX	Fashion Design
AFURX	Furniture Design
AGDXX	Graphic Design
AIDXX	Interior Design
EPATD	Theatre Production

Accreditation of Prior and Experiential Learning (APEL)

Recognition of Prior Learning (RPL)

At IADT, we accept applicants to our programmes who may not hold the required qualification, but who may have proven relevant experience and whose academic background may be non-traditional.

Students wishing to apply for admission to programmes on the basis of accreditation of prior and experiential learning must follow IADT's APEL/RPL procedure:

- » Completion of application form and preparation of portfolio
- » Internal assessment – applicant is interviewed
- » External review of process
- » If the applicant is offered a place, standard registration procedures then apply.

Candidates wishing to apply for admissions to programmes on the basis of APEL should contact our Admissions Office.

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Registration

When will I register?

Once you have accepted a place, a registration pack will be issued from the Office of Academic and Student Affairs. Registration for 1st year students takes place during the 2nd week of September. You must register in person at IADT, however, you will be invited to complete part of the process online in advance to help speed up your registration.

If you do not register on the appointed date, your place may be forfeited and IADT may offer the place to the next student on the waiting list.

Fees

Do I have to pay Fees?

Student Services charge

An annual Student Services Charge (expected to be €1500 in the academic year 2009/10) is payable by all full-time students. This fee, subject to change from year to year, includes an Examination Fee and is payable for each year of study.

All students are required to pay the Student Services Charge on registration. Students who receive a grant will have this charge refunded.

Tuition Fees

Currently, EU nationals (subject to residency requirements) attending full-time Ordinary Degree and Honours Degree programmes are not normally required to pay tuition fees. However, non-EU nationals must do so. Details are available from our Office of Academic and Student Affairs.

If you are an EU national and have already attended a third level institution, you should be aware that this may affect your entitlement to free tuition fees and maintenance grants. The general principle, with some exceptions, is that you may not receive financial support twice for a given stage/year of study.

Further information on Tuition fees is available from the Citizens Information website at www.citizensinformation.ie/categories/education/third-level-education/

Tax relief on fees

Tax relief, at the standard rate of tax, may be available for tuition fees paid in respect of approved third level programmes. This only applies to programmes of a minimum duration of two years. No tax relief is available on the student services charge.

Rate of Fees

The rate of fees is determined by the Higher Education Authority (HEA) each year and is subject to change.

At the time of printing, the 2009/2010 fees had not been published yet. Contact our Office of Academic and Student Affairs or visit www.studentfinance.ie or www.heai.ie for these.



Grants & Scholarships

Can I avail of any grants or scholarships?

You can obtain full details of the maintenance grant schemes at www.studentfinance.ie, the Department of Education and Science's website, www.education.ie, or the citizens' information website www.citizensinformation.ie. Decisions in regard to eligibility for grants are a matter for your grant authority and not for IADT.

- *Third Level Trainee (TLT) Grant*

Students on full-time Ordinary Degree programmes may qualify for this grant. Application forms and information on eligibility are available from your local Vocational Education Committee (VEC).

- *VEC Scholarship Grant*

Students who progress from an Ordinary Degree to an Honours Degree can apply to their local VEC for a Scholarship Grant.

- *Higher Education Grant*

Students on Honours Degree programmes may qualify for this grant. Application forms and information on eligibility are available from your Local Authority.

Flexible Study Opportunities

Postgraduate Programmes

www.iadt.ie/en/prospectus

IADT offers the following postgraduate programmes (Level 9 Award):

DL253 – Postgraduate Diploma in Business in Cultural Event Management

DL254 – MA in Public Culture Studies

DL155 – MSc in Cyberpsychology

DL051 – MA in Screenwriting for Film and Television

DL052 – MA in Visual Arts Practices

DL056 – MA in Broadcast Production for Radio and Television

DL357 – Postgraduate Diploma – MA / MSc in Digital Media

Professional Development Courses

www.iadt.ie/en/prospectus

IADT is now offering a wide range of accredited part-time certificates (special purpose awards) from September 2009. These courses run 1 evening per week for 20 weeks.

Courses on offer:

- » Certificate in Cyberpsychology
 - » Certificate in Data Visualisation
 - » Certificate in Human Computer Interaction
 - » Certificate in Sport Psychology
 - » Certificate in Organisational Psychology
 - » Certificate in Online Business Trading
 - » Certificate in Enterprise Development
 - » Certificate in Creative Writing
 - » Certificate in Citizenship and Society
-

IADT also offers a BA (Hons) in Visual Arts Practice in a flexible access mode, 3 evenings per week.

Part-Time Courses

www.iadt.ie/en/prospectus

The Development Office offers a range of professional courses in partnership with local agencies for Small & Medium Enterprises and the Business Community, and actively encourages this sector to avail of the expertise and resources at the Institute.

Part time programmes commence in June and July (Daytime courses), September/ October (Evenings and Saturdays) in a variety of areas:

Portfolio Preparation
Animation Portfolio Preparation
Introduction to Painting
Life Painting
Watercolours
Oil & Acrylics
Life Drawing
Drawing Skills Workshops
Digital Photography
Digital Photography / Photoshop
Creative Writing
Starting to Write

Contact:

Adult and Continuing Education Office.

Tel: (01) 239 4631.

Email: ptc@iadt.ie

Digital Cre8or

The Digital Cre8or Award & Certificate is an internationally (British Computer Society) accredited course that is supported by the Fis team in IADT and a network of accredited centres throughout Ireland. More information on www.digitalcre8or.ie



Academic & Student Affairs Office

The Academic & Student Affairs Office is staffed by a team of professionals who provide academic and/or personal support to students. The Office is divided into two main areas:

Academic Affairs

The main services provided include:

- » **Admissions Office**, for information on programmes, application procedures, portfolio assessments, direct entry, etc.
- » **Examinations Office**, for information on registration, exams process, fees, grants, etc.

Please refer to the Admissions, Registration, Fees and Grants sections for more information.

Student Services

The services provided include:

- » **Writing and Research Skills Service** (includes Dyslexia Support Service)
- » **Health Centre**
- » **Student Counselling Service**
- » **Careers Advisory Service**
- » **Student accommodation information**
- » **Access Office** (includes Student with Disabilities and/or Learning Difficulties, Student Assistance Fund, Back to Education Allowance, Millennium Partnership Fund)

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Students' Union

The Students' Union (SU) is comprised of every student in IADT. There are elected representatives from each class who form the Union Council and there is an elected executive who manage specific remits.

The SU works to represent your interests and further your rights by representing you on committees looking at anything from teaching and learning to the governing body of the Institute, as well as representing individuals in disciplinary or appeals procedures.

The SU also offers advice to students on welfare, finances and education, provides entertainment and social events throughout the year including a RAG week that has become the envy of many colleges around the country, runs a small shop selling materials students need for their programmes at reasonable prices, runs awareness campaigns and charity events, manages The Chapel as a recreational space and refuge from the busy day-to-day goings on about the Institute, and facilitates Clubs and Societies ensuring your right to form or join a group to satisfy social, sporting and intellectual needs.

More information on www.iadtsu.ie, info@iadtsu.ie or on (01) 239 4646

Clubs and Societies

The SU provides support for existing Clubs and Societies and advice for the setting up of new ones. We encourage our students to get involved in clubs and societies during their time at IADT. Each year additional clubs and societies are set up. Our current Clubs and Societies include the following:

Film & Music Clubs / Societies:

Electronic Music	Film
Dance	Drama
Sci-Fi	Karaoke
Zine	

Sports Clubs / Societies:

Martial Arts	Rugby
Free Running	Snow Sports
Soccer	Golf
GAA	Yoga
Jugger	Bicycle

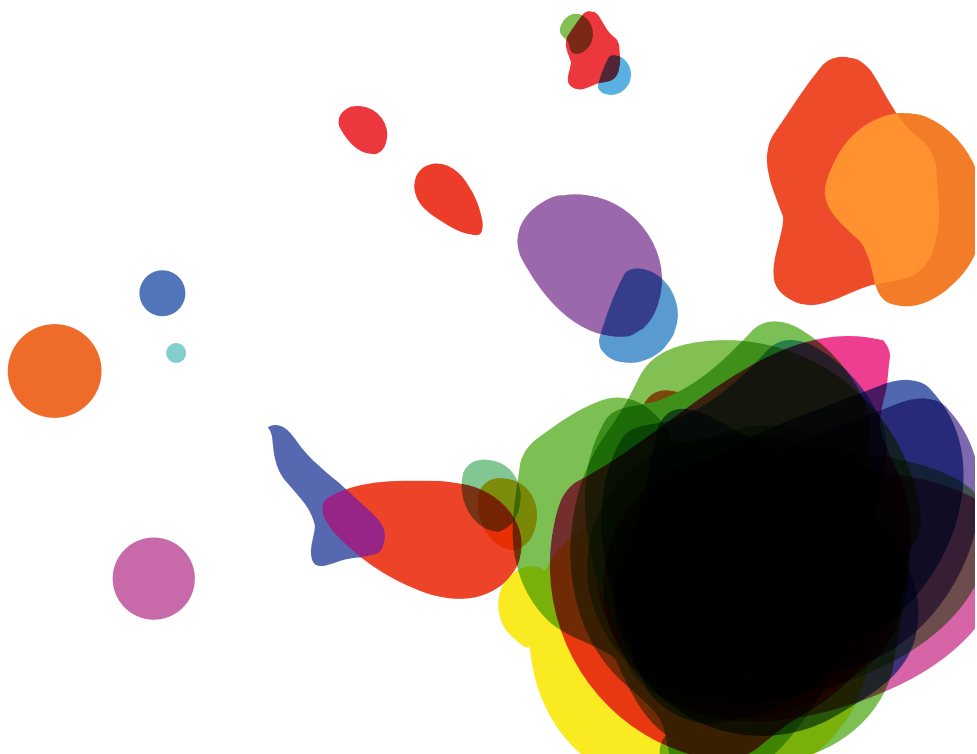
Other Clubs / Societies:

Juggling	LGBT
Poker	Computer Games
Art	Paintball
Puppet	Eco
Pirate	Irish Language
Pyjama	Jamming

Clubs and Societies success stories

The IADT soccer team won the Colleges and Universities League for the very 1st time, as well as the Division C Leinster Cup and the Gazette Newspapers Cup.

The Jugger Team won the second annual Irish international Jugger Tournament.



Resources and Facilities

IADT provides excellent facilities across the range of specialist programmes offered. As the national centre for programmes in art/design, film, media and interactive media, IADT provides a range of specialised, industry-standard equipment, including TV and Radio studios, digital video editing, photographic studios, including digital photographic techniques and advanced workstations, e.g. Silicon Graphics and high-end Macintosh and PC platforms.

Spacious and well-equipped studios provide up to date equipment across a range of art disciplines.

Extensive computer laboratories are also provided for both general purpose computing needs and high-end specialised needs for multimedia design, development and programming. Laboratories and workshops for electronics and networking are also provided.

The Library has an area dedicated to electronic media, providing you with access to PCs, Macs, wide screen TVs, DVD players and lots of useful Internet resources. For more information or to discover how to use “your” Library, please log onto: <http://library.iadt.ie>

Our restaurant facilities provide hot meals and snacks from Monday to Saturday.

IADT has numerous Clubs and Societies and a new all-weather floodlit pitch.

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Location



Dun Laoghaire, a town on the coast 11 km (7 miles) south of Dublin city centre, is a high amenity area with a splendid harbour and surrounded by rolling mountains. It is a thriving centre for festivals, cultural events and commercial activities. Golf courses, tennis courts, sports centres are also on offer, as well as a variety of restaurants, pubs, the Pavilion theatre, shopping centres and parks.



Visitors enjoy the scenery and sea bathing, as well as the local towns of Blackrock, Monkstown, Dalkey and Killiney.



IADT is located on Kill Avenue, less than two miles from the centre of Dun Laoghaire. It can be easily reached by bus routes 46A, 75, 45 and 7. The 46A and 75 bus routes link IADT with the DART suburban rail and national rail network. The DART will take you to Dublin City Centre in less than 20 minutes.

The Luas in Sandyford, linked to IADT by the Finnegan Bray bus route and Dublin bus routes 46A and 75, and the M50, coming up to Shankill, are less than 2 miles from IADT.

www.iadt.ie/en/Visitors/MapsDirections

Your IADT Diary

Open Days:

- » Open Days: **Friday, 27th** and **Saturday, 28th November 2009**
- » CAO Open Evenings: **Wednesday, 13th** and **Thursday, 14th January 2010**

Application deadlines:

- » CAO deadline: **1st February 2010**
- » Late Applications to CAO (Schools of Business & Humanities and Creative Technologies): **1st May 2010**
- » CAO Change of Mind: **1st July 2010**
- » Direct Entry to IADT: **31st March 2010 ***

* Should places become available after this deadline, a 2nd round of applications will be accepted until the 20th August 2010.

Portfolio Assessments:

- » Portfolio Assessments (School of Creative Arts): **22nd – 26th March 2010**
- » Portfolio interviews (if required): **19th – 22nd April 2010**

Other Events @ IADT:

- » Business Enterprise Week: **25th – 29th January 2010**
 - » Creative Technologies Showcase: **12th May 2010**
 - » Graduate Exhibition: **28th May – 4th June 2010**
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Creative Technologies
Business and Humanities
Creative Arts

Dun Laoghaire Institute of Art, Design and Technology
Kill Avenue, Dun Laoghaire, Co Dublin, Ireland

www.iadt.ie

iadt 
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