

**Curated by...**

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Curated by... was created to help students navigate through the enormous amount of material now available to them online and to encourage the use of other analogue sources of information, influence and inspiration. *There was a time, which now feels quite distant, when reading lists were relatively succinct and limited to well known and respected sources of information which could be, as far as possible, guaranteed accurate. Publishers and editors were our gatekeepers.*

As practitioners and educators we have the skills with which to filter the plethora of material and build understanding based on our experience and wider knowledge. In order to bring some of this experience to our students and the wider design community we have approached leading practitioners to present, not their own work but a few references for the things they have, in the past or present, found inspiring or valuable in shaping their knowledge and understanding of their practice, or simply really good advice. The references chosen are broad and varied and allow us to begin to spot patterns and relationships between influences within different disciplines. The format, so far, has been lecture based but there is far more material to work with and compile to make available as a useful resource through Print, video and online material... eventually...

This year's Conference theme was Disruption. 'Creative disruption' and 'disruptive innovation' are terms that are increasingly referenced in art and design discourse. Often, but not always, aligned to emerging technologies and 'cultural hacking', practitioners working in this context challenge existing models and systems and propose playful and surprising alternatives.

This one day event on the theme of 'Disruption' was part of the ongoing Curated by... series of lectures and events hosted by Graphic Design at Sheffield Hallam, building on previous events, Narratives (2012) and Makers (2013), gathering key speakers who disrupt: Daniel Eatock, Kelli Anderson and Dominic Wilcox. A day to inspire and ask questions.

The Lecture programme this year also featured: It's Nice That, One Minute Briefs, Adrian Shaughnessy, Ken Garland, Jackie Parsons, Derek Yates, Paul McNeil and Vince Frost. A great year for visiting speakers, adding to our world famous roster of friends of the course. We hosted a retrospective of the design and writing of, Graphic Design legend, Ken Garland in association with Unit Editions and worked with Sheffield's favorite son, Andy Stevens, Graphic Thought Facility, with our final year students. Roll on next year...



TODAY SUBVERSION MIGHT BE THE  
ONLY WAY TO CREATE INNOVATIONS  
THAT RESULT IN SUSTAINABLE  
COMPETITIVE ADVANTAGE

...

BORKA, 2007

DISRUPTED

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# GRAPHIC DESIGN

## Course titles offered for 2015/16

### **BA (Hons)**

*Graphic Design*

### **BA (Hons)**

*Graphic Design: Advertising*

### **BA (Hons)**

*Graphic Design: User Experience Design*

### **BA (Hons)**

*Graphic Design: Motion*

### **BA (Hons)**

*Graphic Design: Packaging*

### **BA (Hons)**

*Illustration*

All our courses include Sandwich year options.

We also offer Extended Degree in Art and Design (1 year) course that feed into the degree courses.

Graphic Design and Illustration at Sheffield Institute of Arts is a multi-disciplinary visual communication group of courses that provide rich and varied experiences to develop your practice, including research methods, conceptual thinking, critical analysis and reflection, problem solving, making and production.

The courses are underpinned by a flexible and thematic curriculum that is responsive to change in professional practice and to new and emerging tools and technologies. Studio based project learning is contextualised and informed by critical thinking underpinned by theory and history of this broad subject area.

We have exceptional links with a fast moving and constantly developing industry, offering students opportunities for visits, placements internships and live projects throughout the courses. Students regularly come into contact with high profile speakers, experienced alumni and associate lecturers who bring in their expertise alongside a core staff team with ongoing industrial and research practices.

We are passionate about our courses and the success of our students.

We will soon be moving to our new home in one of Sheffield's most iconic buildings, the Head Post Office. This building is currently being renovated for us, while restoring some of its beautiful original features. All Art & Design courses will be based in this grand new space, where our students will have dedicated studio space, facilities and equipment in the heart of Sheffield and within a short walk to other university buildings, student accommodation, city centre shopping and station.