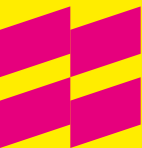


STUDY@

UNIVER-
SITY OF
CUMBRIA

BA [HONS]
ILLUSTRATION



~~YOU NEED TO GET A PROPER JOB~~

CREATIVITY PAYS

JOIN AN INDUSTRY
WORTH OVER...



£100
BILLION

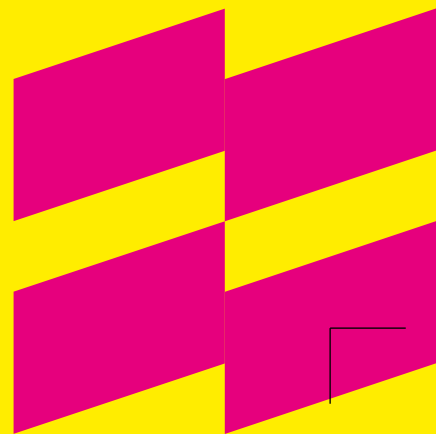


CREATIVITY PAYS IN MORE WAYS THAN ONE!

To succeed in the field of contemporary illustration requires an individual visual voice and personality; a thorough ownership of image making skills, and an intelligent working process. We work with you to cultivate all of these and to help you bridge the gap between being a student and becoming a professional. The graduates in this booklet work across a number of specialisms, have worked with an impressive array of clients, both nationally and globally, and each demonstrates an approach to illustration that is entirely their own. The graduates in this booklet, in short, demonstrate that we're good at what we do!



To break into the competitive but rewarding illustration industry, you'll need an exciting portfolio, excellent subject knowledge, ownership of sophisticated image making skills and your own unique flair in creatively solving communication problems.



Our course encourages you to step out of your creative comfort-zone, we want you to find ways of working and generating final artwork that you might never have considered before. You will graduate with the confidence, skills and individuality that are so valuable to industry.

Our aim is to give you the professional experience of being an illustrator before you graduate. You'll take on innovative project briefs - often with real world clients - and you'll compile an impressive portfolio. You'll also meet many renowned industry professionals and be given the opportunity to showcase your graduate portfolio in London.

STUDENT SUCCESS #1



YVETTE EARL
@ YVETTEEARLILLUSTRATION
SPECIALISM: ARCHITECTURE, PLACE
& ONLINE PRINT SALES

“MY EXPERIMENTATIONS WITH COLOUR AND DRAWING ARCHITECTURE ALL STARTED WHILST ON MY DEGREE AT THE UNIVERSITY OF CUMBRIA. SOME OF THE PROJECTS I WORKED ON STILL STAND OUT AND WERE HUGE TURNING POINTS FOR ME AND MY WORK. THEY SENT ME ON A JOURNEY TOWARDS THE COLOURFUL ARCHITECTURAL ILLUSTRATION THAT I’M NOW KNOWN FOR.”



'St Mary's Lighthouse'
Work for online print shop

'BBC promo and recruitment piece'
Client: BBC

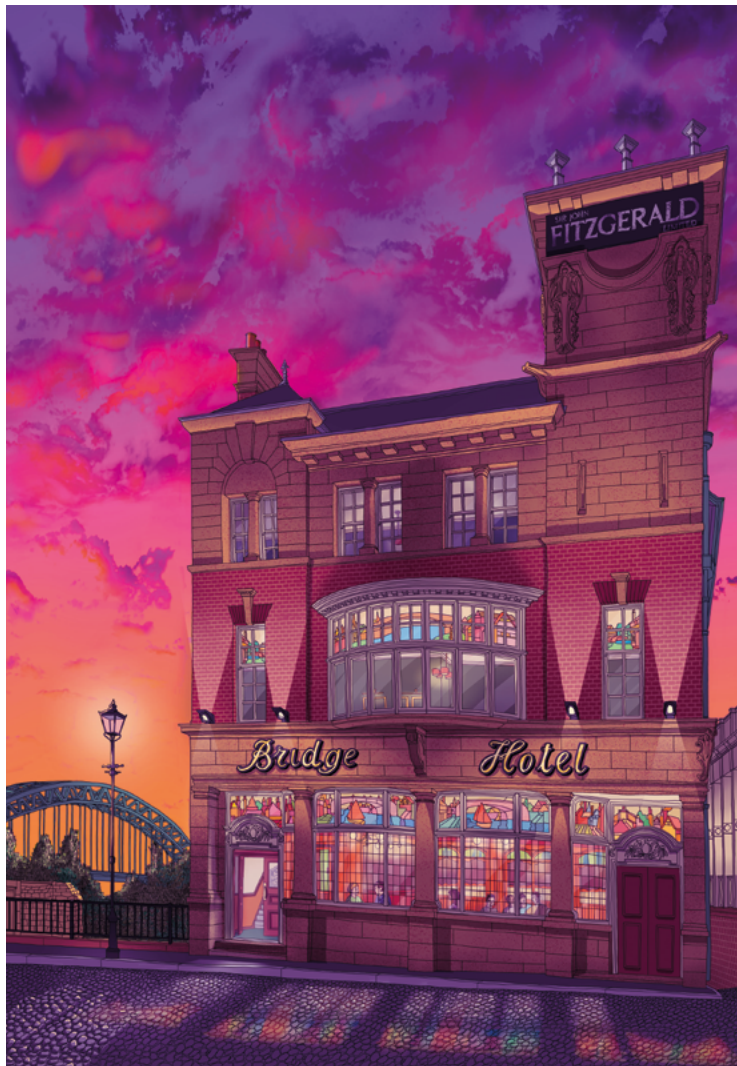


'The Central Bar'
Work for online print shop



'Newcastle quayside by night'
Work for online print shop





The Bridge Hotel
Work for online print shop



**“THERE ARE FANTASTIC RESOURCES
AT THE UNIVERSITY OF CUMBRIA
WHICH ENABLED ME TO EXPERIMENT
AND DEVELOP MY STYLE. I WAS ABLE
TO JUST GET STUCK IN, DRAW FOR 3
YEARS AND HONE MY SKILLS. I REALLY
DIDN'T REALISE HOW GOOD I HAD IT
WHILST I WAS THERE!”**

STUDENT SUCCESS #2



ED MERLIN MURRAY
@ E.MERLINMURRAY
SPECIALSIM: ANIMATION, MUSIC VIDEO & NFTS



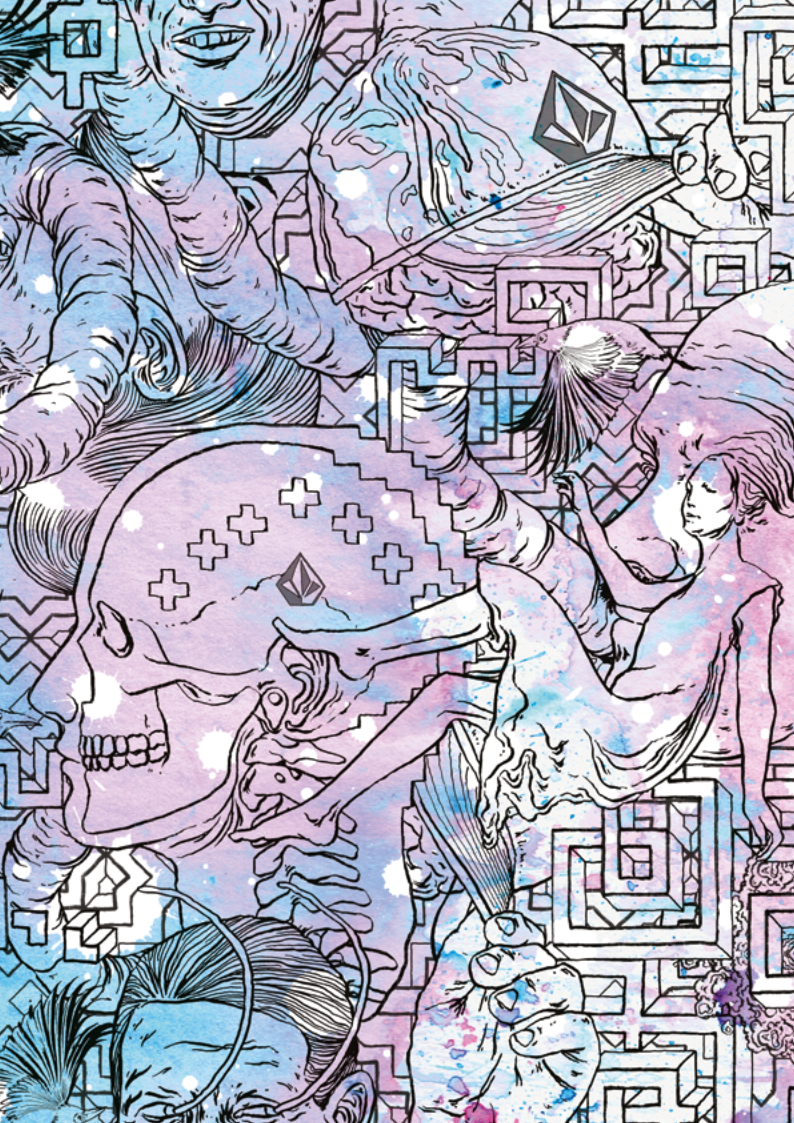
Spread from 'Chaos Pattern'
Published by Unseen Sketchbooks



Left: 'Phenakistiscope'
from Football and Religion exhibition
Client: Aga Khan Centre Gallery, London

This page: 'Chaos Pattern'
Published by Unseen Sketchbooks





Tessellating pattern for garment design.
Volcom, Fall 22 collection
Client: Volcom

“MUCH OF MY PROFESSIONAL AND PERSONAL WORK IS ANIMATION, MOSTLY IN THE FIELD OF MUSIC VIDEOS. ANIMATION IS SOMETHING I HAD NEVER CONSIDERED BEFORE STUDYING ILLUSTRATION AT THE UNIVERSITY OF CUMBRIA. THE GROUNDING I WAS GIVEN IN ALL ASPECTS OF ANIMATION WAS INCREDIBLY THOROUGH, AND TAUGHT ME SKILLS I NOW USE EVERY DAY.”

STUDENT SUCCESS #3



HARRY G WARD
@ HARRYGWARD

SPECIALISM: POP CULTURE & SPORT

“THE ILLUSTRATION COURSE AT THE UNIVERSITY OF CUMBRIA OPENED MY EYES TO THE WORLD OF CONTEMPORARY ILLUSTRATION. IT HELPED ME DEFINE AND DEVELOP DIGITAL PAINTING AS MY PREFERRED MEDIUM. IT TAUGHT ME HOW TO EFFECTIVELY TACKLE A BRIEF, WORK TO TIME SENSITIVE DEADLINES, ELEVATED MY WORK ETHIC AND INFORMED MY PROFESSIONAL APPROACH TO IMAGE MAKING.”



Left top: Old Trafford billboard for Women's Euros.
Client: Creative Players

Left bottom: Campaign for season 5 of Peaky Blinders.
Client: BBC Creative

Right: Gameday poster for the Chiefs clash against the Titans.
Client: Kansas City Chiefs





Big Meeks and the CBS team coming to America. (Based on the original movie poster by Chris Dellorco).
Client: CBS Sports Golazo

“WITH APPROACHABLE STAFF, IMPRESSIVE STUDIO SPACE AND A BROAD RANGE OF FACILITIES, I FOUND ILLUSTRATION AT THE UNIVERSITY OF CUMBRIA WAS THE IDEAL PLACE TO EXPERIMENT AND LEARN ILLUSTRATION TECHNIQUES THAT HAVE FORMED THE FOUNDATIONS OF MY CAREER.”

STUDENT SUCCESS #4



RACHEL TUNSTALL
[@RACHEL.E.TUNSTALL](https://www.instagram.com/rachel.e.tunstall)
SPECIALISM: EDITORIAL AND PUBLISHING

**“TAKE FULL ADVANTAGE OF HAVING
REGULAR ONE-TO-ONES WITH
YOUR TUTORS, THEY ARE ALWAYS
WELCOMING AND WANT THE VERY
BEST FOR YOU, YOUR WORK AND
YOUR FUTURE.”**



'How Physicists Cracked a Black Hole Paradox'
Client: Scientific America

“GAINING MY DEGREE OPENED A LOT OF DOORS FOR ME THAT WOULD HAVE OTHERWISE REMAINED CLOSED HAD I NOT GONE TO UNIVERSITY. THE RESOURCES AND INSIGHT THAT THE COURSE PROVIDED IN BOTH DIGITAL AND TRADITIONAL METHODS PUSHED ME TO WHERE I AM TODAY.”



British Airways High Life Magazine
Client: Cedar Communications for British Airways



"During the pandemic, viewers have turned to content creators for mental health support"
Client: The Washington Post

~~YOU NEED TO GET A PROPER JOB~~

**CREA-
TIVITY
PAYS!**



University of
CUMBRIA

