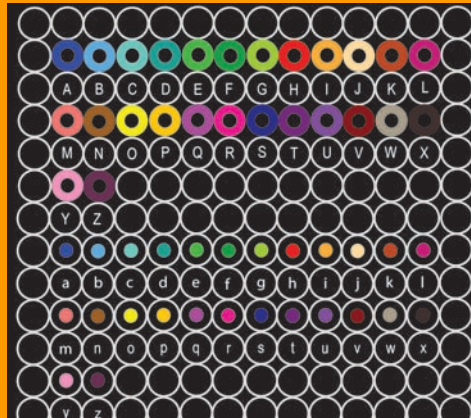


Hereford College of Arts



NEWSLETTER 2008

UPDATE



Despite the damp summer weather for many of us, we're looking forward to another good year at Hereford College of Arts.

Last year saw a number of really important successes for the college: we had a positive Ofsted inspection of our FE courses (even they say we're officially 'Good!'); great exhibitions of student work both in the Summer Show and outside the College; a very successful graduation

ceremony in the cathedral - despite the weather - at which we confirmed two more very distinguished artists as Fellows of the college: Susan Cross, former student and winner of the prestigious Jerwood Applied Arts Award for Jewellery, and painter Shani Rhys James, MBE.

We also continued the developments in Higher Education that are so important for the college and for the region - new courses were introduced

in the Media Arts area in Film and Animation, and we've validated another course in Web Design as well as re-structuring most of our media HE courses to allow more flexibility and responsiveness to the fast-changing needs of this field.

We've also taken on new premises to expand the space and facilities available to these fast-growing media courses: our new Media Centre in Bath Street right in the middle of Hereford (formerly the Job Centre) will house all the degree-level media courses including Photography, Graphic Design, Illustration, Web Design, Film & Video and Animation. Students will have dramatically increased working and teaching spaces with up to the minute resources, as well as access to the existing facilities at Folly Lane.

The college is also a part of an

UPDATE



exciting proposal to develop a new University Centre in Hereford in partnership with other colleges and universities, which could provide better resources and even social and recreational space to attract more HE students to the city.

But it's not just HE that's developing: the college's expansion has allowed us to create new studio spaces for most of our Further Education (mainly

16-19 years) courses, including bigger and better spaces for the 1st and National Diplomas in Art and Design, and great studios for Performing Arts that bring them back into the heart of the College where they belong. And our work with schools continues to expand, with the most successful Spring and Summer Schools we've ever held!

So a positive start to a new academic year, with a bright future ahead for HCA!

Richard Heatly, Principal
September 2008

Also in this Newsletter

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STUDENT SUCCESS



BA (Hons) Photography student Amanda Jackson won a major national award.

Her photo 'Mauro and Simon' won the Signature Award from The Telegraph. The Award has been set up for graduating students, and as a result of winning, Amanda will receive representation from a top photography agent for a year.

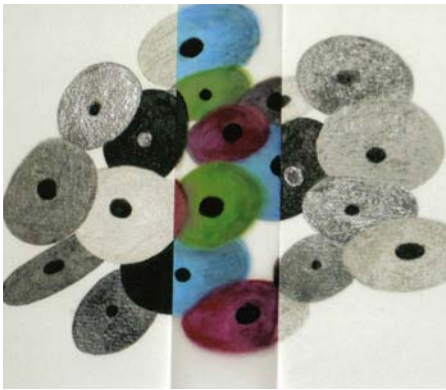
As well as national publicity, Amanda's work was also seen all over Herefordshire. One of her photos was used in the publicity for the Herefordshire Photography Festival held in May. Throughout the summer, Amanda exhibited at The Courtyard in Hereford, and the renowned Rhubarb-Rhubarb Festival in Birmingham.

Amanda was born and grew up in Canada. She arrived in the UK seven years ago, and studied a HND in

Photography at Hereford College of Arts. In 2003, she moved to London and spent four years working as a photography assistant for a range of successful photographers. She returned to Hereford in 2007 to complete a 'Top-Up' year at Hereford College of Arts to achieve a full BA (Hons).

For further details please view The Signature Awards at www.telegraph.co.uk or visit Amanda's website at www.amandajaxn.co.uk

STUDENT SUCCESS



FdA Contemporary Applied Arts student **Carolyn Watson** had a drawing accepted into The Royal Academy Summer Show 08.

The drawing (above) is a composite image of paper and oil pastel on tracing paper.

Carolyn began her life at HCA in 1990 as a First Diploma in Art and Design student, before progressing on to our National Diploma in Design. After a 14-year break, she returned to the College in 2007 as a part-time student on FdA Contemporary Applied Arts.

The Royal Academy Summer Show is only her second ever exhibition - probably the most celebrated and prestigious exhibition in the UK.



Back in May of this year, 2nd Year students from the National Diploma in Art and Design course embarked on a project called '**Deconstruct / Reconstruct**', a collaborative project with the St. Michael's Hospice shop on Whittern Way, a few hundred yards from the College.

The students took on the challenge to take apart the items of clothing and transform them into new and innovative designs which were displayed at the shop for a month. A number of the students involved in 'Deconstruct / Reconstruct' have since left the College and will be starting fashion and textile degrees this October.



National Diploma in Performing Arts student **Orin Vallely**, has reached the regional final for Idol 2008. Not to be confused with the similarly named ITV singing competition, Idol covers both the singing and dance genres, and is now in its fourth year.

Orin was one of over 10,000 entrants, and has done extremely well to reach the regional final. If he is successful, Orin will progress to the national final which will take place in front of a number of music industry bigwigs. Up for grabs are a record contract with a major record label, and an immediate single release.

STUDENT UNION

The last twelve months have been very important for the HCA Student Union. We've laid some great foundations and we're now in a great position to build for future years. It all began with our first ever full Freshers Week back in September 07.

All new students were given a free Freshers Week T-shirt to start the week, and this created a real sense of community from the outset. We've also launched '**Palette**' - our student newspaper which has gone from strength to strength, and is set to become bigger and better next year as we get advertisers involved and a student team to run the paper.

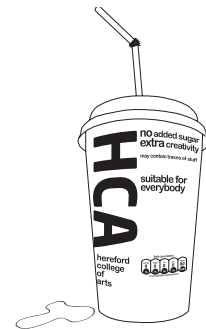
There have been a few social nights to remember throughout the year, the highlight of which has got to be Pub Golf tournament (for over 18's)! The Union has also been involved with numerous band nights, and finished 2007 by putting hip-hop star Lethal Bizzle on at The Jailhouse club in town for a sold-out Student Christmas party.

In February, the Student Union hosted a Valentines Masquerade Ball at the Left Bank Village which was very well attended, and July saw the College's first ever Graduation ball.

In March, the Student Union had it's first ever foreign trip, taking 50 students to New York for five action-packed days.

Another great success this year has been the launch of our student hoodies. Designed by BA (Hons) Graphics student Eoin Hearne, the hoodies have sold in the hundreds (local Tory candidate Jesse Norman being one of the people that purchased one!).

more info:
www.myspace.com/artcollegesu



Photos (from top): Pub Golf, Valentines Masquerade Ball, and Student Hoodie winning logo

NEW COURSES



JEWELLERY DESIGN

This exciting new course builds upon the strong craft tradition at Hereford established over many years as a specialist Art College and will be located in a vibrant design studio and workshop environment alongside Artist Blacksmithing, Contemporary Applied Arts, Fine Art and Textile Design students, based at our Higher Education Centre on Whitecross Road.

The course, which is experimental in nature, places particular emphasis on the development of creative, technical and innovative design skills whilst at the same time exploring the relationship between jewellery and fine and applied arts through a range of collaborative projects. In this way it challenges traditional perceptions of jewellery design and the designed object, the notion of function and user interaction.

Full details can be found on our website at www.hca.ac.uk

WEB DESIGN

Our vocationally focused Web Design course is the latest to join our increasing portfolio of Media courses, following the introduction of Animation and Film & Video last year. This course will be based at the new Media Arts building on Bath Street.

Like our other media courses, Web Design will feature a number of real world briefs, with clients from all over the UK offering paid jobs to our students so they can build their professional portfolio whilst they study.

Students will also visit major design studios in the area, and be given lectures from key professionals about all aspects of working within the industry. They will also be given a variety of case studies, to show how designers must adapt their work to different client demands.



SUSTAINABILITY WEEK



During October 2007, students and staff dedicated a week of activities to sustainability; the issues, debates and solutions concerning our planet and our environment. The week also included: guest speakers, curriculum projects, collaborations and film screenings. Many studio and programme areas turned their hands to ideas and outcomes - from recycling to energy saving solutions.

Guest Speakers included some leading figures in environmental issues:

Kate Evans - Political Cartoonist
Philip Koomen - Sustainable Furniture Maker
Dr Tim Willey - Sustainability and Craft Design
George Monbiot - Journalist/Activist/Environmentalist

There was also a film screening of Al Gore's 'An Inconvenient Truth'.

Performing Arts Students produced a 'Theatre in Education' project on sustainability which they performed at primary schools around the county.

National Diploma in Art & Design students covered the theme of Environment for 5 weeks leading up to the week, and tutors raised students' awareness of Artists and Designers who specialise in sustainable practice.

FdA Textile students ran a 2nd year project which formed an entry to the RSA Design Directions Competition which was all about 'eco revolution'.

The Contact Course worked on a collaborative project with Foundation students, making items out of recycled materials, sculptures and woven materials.



ALUMNI NEWS



Former student Price James is set for big things. Since leaving the College in 2000, he has been working as a freelance film maker and animator in London.

Last year, he was asked to make a music video for a friend's band and has since gone on to build up quite an impressive CV of work with up and coming musical talent, including Simian Mobile Disco, Friendly Fires, Operator Please, and The Teenagers. This got him noticed by 'Ridley Scott Associates', the production company owned by Oscar-winning film director Ridley Scott. They were so impressed with the quality of Price's videos,

that they promptly offered him a job, and put him to work on the upcoming advertising campaign for 3 Mobile. He is now regularly travelling from his home in Hackney, to LA.

Price's links to Hereford, and to Hereford College of Arts remain as strong as ever. On leaving in 2000, he was awarded the Brian Hatton award for the student with the most potential. He has been in regular contact with his old tutors in the graphics department, and did a brief stint of teaching at the College in 2006. He recently returned to the College a second time to give a guest lecture to students.

"I absolutely love Hereford College of Arts. Mark Jackson, [Head of Graphics] was pretty much the person who changed my life, inspired me to create and to challenge. It meant so much going there I cannot even begin to explain it."

Price hopes that his career will eventually take him into feature films, and he harbours a long-term ambition to become a film director. Working under such an esteemed and experienced boss, it's surely a matter of time...

ALUMNI NEWS



Accept and Proceed is a graphic design company, run by two former Hereford College of Arts students, David Jonhston and Mat Jones.

Formed only 2 years ago, they really hit the ground running, and have already built up a client list to rival that of their competitors. Some of their clients include big names like MTV, Nike, Penguin, Caterpillar, Smart Car, and University of Arts London.

The pair have kept in contact with Hereford College of Arts and recently returned to give a seminar to the BA (Hons) Graphic Design students.
more info: www.acceptandproceed.com



We are really pleased to be back in touch with Samantha Bryan who left the College in 2001, with a BA (Hons) in Design Crafts. Inspired by Heath Robinson and childhood memories, Samantha's figures are delightfully playful and exquisitely made. After graduating, she was given the award for 'Most Promising Maker' by the New Ashgate Gallery and has been featured in numerous publications including a major article in Crafts magazine.

Samantha has exhibited at The Craft Council and at the V&A, as well as other key venues in the UK and abroad.
more info: www.brainsfairies.co.uk



Tom Bennett has recently launched his own clothing line Pandy Cane which he hopes will cross the borders of music and fashion and help him build a strong brand in the process.

Tom left the College in June 06, after completing the National Diploma in Music Practice course, and he is currently at Buckinghamshire New University studying Music Management, Branding & Promotion.

10% of Pandy Cane profits go to Zhu Xiong, a panda he has sponsored.
more info: www.pandycane.co.uk

NEW POSTS



We are delighted to welcome **Huw Pritchard** to join our staff as Sport & Recreation Development Officer. In a role split between ourselves and Herefordshire College of Technology, Huw will work to increase the provision of sports at the two Colleges.

He will work closely with our Student Liaison Officer and will be talking to students with a view to establishing sports teams, events and exercise activities.



As well as our new Sports Officer, we also welcome a new Business and Enterprise Development Officer, **Brigitte Stockton**. The purpose of this post is to develop employer links within Herefordshire and beyond, and to set up work placements for our students.

The post will be based within our Marketing and Progression team and will also involve a research project into the needs of the creative industries within Herefordshire.



The appointment of our Business and Enterprise Development Officer is part of a two-pronged initiative towards helping our students in setting themselves up professionally.

A Careers Service has also been launched and will be overseen by **Chris Noble**, who also teaches Contextual Studies at the College.

A new dedicated Employers and Careers section on the College website will be launched in October.

EVENTS AND OPEN DAYS 08/09

TASTER DAY DATES

Fri 07 Nov 08
Fri 05 Dec 08
Fri 30 Jan 09
Fri 24 Apr 09
Fri 15 May 09

For further information about
our Taster Days, please phone
01432 262122 or email
tasterday@hca.ac.uk



NATIONAL DIPLOMA INFORMATION EVENINGS: (post GCSE)

Tue 25 Nov 08, 6.30pm
Wed 14 Jan 09, 6.30pm
Wed 25 Feb 09, 6.30pm
Thu 30 Apr 09, 6.30pm

FOUNDATION STUDIES INFORMATION EVENTS: (post A-level)

Wed 19 Nov 08, 6.30pm
Tue 27 Jan 09, 6.30pm
Mon 16 Feb 09, 10am - 2pm
Thu 30 Apr 09, 6.30pm

PORTFOLIO COURSE INFORMATION EVENTS: (foundation studies for mature students)

Mon 27 April 09, 1.30pm
Mon 11 May 09, 1.30pm

UNDERGRADUATE OPEN DAYS:

Wed 19 Nov 08, 10.30am
Wed 28 Jan 09, 10.30am
Wed 18 Feb 09, 10.30am
Thu 19 Feb 09, 10.30am
Wed 4 Mar 09, 10.30am
Wed 18 Mar 09, 10.30am
Wed 22 Apr 09, 10.30am

ARTIST BLACKSMITHING OPEN DAYS

Fri 20 Feb 09, 10.30am
Fri 13 Mar 09, 10.30am

SUMMER SHOW

13 - 17 Jun 09

NEWS AND EVENTS

There is always something
going on at Hereford College of
Arts. Visit the News and Events
section of our website at
www.hca.ac.uk for an update.