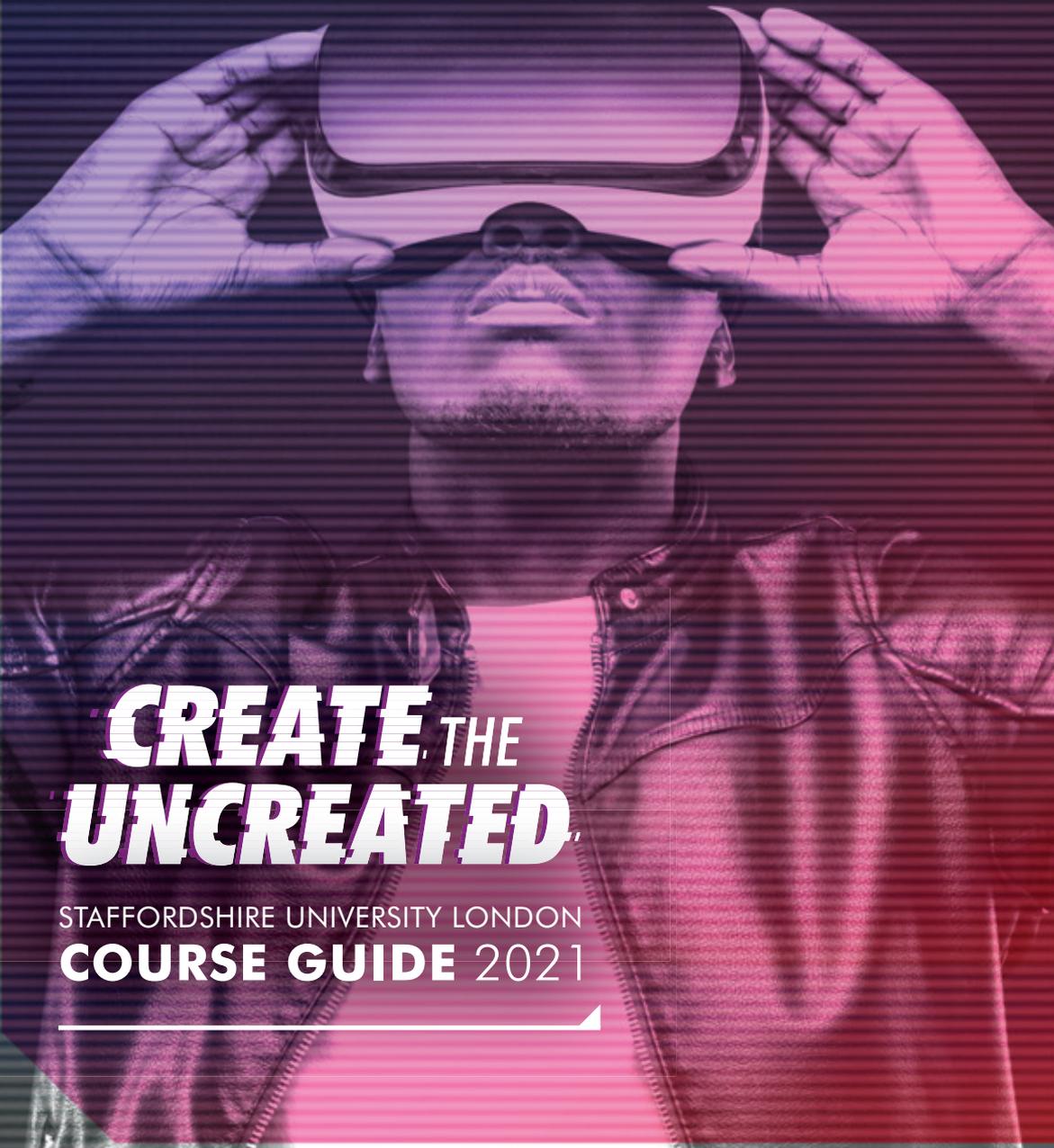




**LONDON
DIGITAL
INSTITUTE**



**CREATE THE
UNCREATED**

STAFFORDSHIRE UNIVERSITY LONDON
COURSE GUIDE 2021

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WELCOME FROM THE VICE-CHANCELLOR, PROFESSOR LIZ BARNES CBE

On behalf of all our staff and students, it is my pleasure to welcome you to Staffordshire University London's Digital Institute.

Located in the heart of Europe's tech capital, our Digital Institute delivers cutting-edge courses focused on emerging sectors to students from around the world. Launched in 2019, this state-of-the-art facility forms part of Staffordshire University's commitment to educate and train future industry leaders, equipping them with the knowledge and skills they need to take on the jobs of tomorrow.

With strong links to our main campus in Stoke-on-Trent, Staffordshire University London's future-focused undergraduate and postgraduate courses have been designed in collaboration with industry experts. Staffordshire University's TEF Gold rating is testament to our first-class teaching standards, and our continued student-centric investments saw us ranked 37th out of 121 UK institutions in The Guardian's University League Tables 2020.

Real-world networking and experience sit at the core of Staffordshire University London's strategy. So far, we have joined forces with global names from the fields of cyber security, games design, esports and more. By forging connections with leading industry partners, we aim to deliver the tools you need to shape your future.

Since launching our Digital Institute, we have also continued to invest in industry-experienced staff and the latest technologies to provide the best possible launchpad for your career. By combining our established support

network with all the advantages offered by one of the world's greatest cities, we have succeeded in creating a student experience like no other.

With studio-style learning spaces, an esports arena, a fully equipped control room and a host of other high-tech amenities, studying at our Digital Institute will give you the chance to master the tools and technologies used by the biggest industry players. Everything we've put in place is designed to give you the edge when it comes to securing your dream job after graduation.

The only way to truly understand why Staffordshire University London holds the key to unlocking your future is to witness it first-hand. Tour our sector-leading facilities, connect with existing students and academics, and learn more about what our Digital Institute has to offer by attending one of our Open Days.

Don't miss your opportunity to network and gain valuable experience in the UK's capital, while honing your digital skills in an industry-class learning environment.

It's time to experience the next generation of education. Take your learning to the next level with Staffordshire University London.

Professor Liz Barnes CBE
Vice-Chancellor and Chief Executive
Staffordshire University



AN AWARD-WINNING INSTITUTION

Staffordshire University is an award-winning institution and we are proud of our achievements. Our accolades are from right across the sector and are a testament to the hard work of our staff and students.

TEACHING EXCELLENCE FRAMEWORK

The Teaching Excellence Framework (TEF) is a system that assesses the quality of teaching in universities in England. It also includes some universities from Scotland and Wales. Universities are classified gold, silver or bronze. These ratings are determined by teaching, academic support and progression to employment.

COMPLETE UNIVERSITY GUIDE

The Complete University Guide is an independent guide, which analyses 131 universities across the UK, looking at areas such as graduate prospects, student satisfaction, student facilities, and spend per student – the guide also breaks down rankings to region and subject level, and is a highly regarded across the United Kingdom and beyond.

GUARDIAN LEAGUE TABLES

The Guardian League Tables ranks universities on all the factors that are most important to young people: how much they will benefit from the teaching, whether current students like the university and the subject, and what their chances are of getting a good job.



RATED GOLD FOR TEACHING EXCELLENCE

Teaching Excellence Framework (TEF)

TOP 40 UK UNIVERSITY

37th of 121 institutions in the
Guardian League Tables 2020

TOP 10 FOR STUDENT SATISFACTION

Complete University Guide 2020

TOP 1000

Times Higher Education World
University Rankings 2020

TOP 250 YOUNG UNIVERSITY

Times Higher Education World
University Rankings 2019

SHORTLISTED FOR UNIVERSITY OF THE YEAR

The Times and The Sunday Times
Good University Guide 2020

TIMES HIGHER EDUCATION WORLD UNIVERSITY RANKINGS

The Times Higher Education World University Rankings 2020 includes almost 1,400 universities across 92 countries, standing as the largest and most diverse university rankings ever to date. The rankings are based on performance across teaching, research, knowledge transfer and international outlook and are of huge importance across the globe.

THE TIMES AND THE SUNDAY TIMES GOOD UNIVERSITY GUIDE

As well as institutional rankings, The Sunday Times and The Times have identified the centres of excellence within each of 67 subject areas. The subject rankings are based on student opinion and their wider university experiences, combined with the outcomes of the 2014 research assessments, graduate job prospects and course entry standards.



APPLICATION JOURNEY

When it comes to education, it's important to make the right choice for your future. At Staffordshire University London, we want to provide you with the right information for you to make that choice - that's why we organise Open Days and visit a variety of UCAS events throughout the UK.

REMEMBER

Everyone has the potential to become a leader in emerging industries. If you're interested in learning, whatever your background, age or gender, we can help you become the next generation of industry experts.

OPEN DAYS

For dates see pages 15 and 75 or visit:
dilondon.staffs.ac.uk/book-open-day

IMPORTANT APPLICATION DATES

Whatever your circumstances, you can apply for Staffordshire University right up until September 2021. However, our courses fill up fast so try your best to hit the recommended application date.

UCAS

recommended application date

We encourage you to apply by this date to ensure your application is considered early.

15 January 2021

UCAS Extra opens

If you've used all choices on your application, and you're not holding any offers, you can still find a place using UCAS Extra.

February 2021

Clearing opens

Clearing is your final chance to get an offer for a place on one of our courses but bear in mind, places are limited.

July 2021

Results days

Typically, you should get your results between July and August 2021 depending on what you're studying.

July – August 2021

AFTER YOU'VE APPLIED

If you've submitted your application by UCAS's recommended application date of 15 January and been made an offer, you will start your post-application journey.

Offer Holder Days

Get an exclusive tour around your future campus and find out more about your chosen course. January – April 2021

January – April 2021

Apply for your accommodation

Once you've made Staffordshire University your firm choice, you are ready to start applying for accommodation for the start of the academic year.

January – September 2021

Applying for finance

Get your finances sorted as soon as possible so you can concentrate on your exams.

March – April 2021

Enrolment

Relax and settle into university life on our Welcome Week. You've made it.

September 2021

POSTGRADUATE APPLICATION JOURNEY

Postgraduate applications have no time restrictions on them, and they are processed internally rather than through UCAS. If you want to apply for a place on our postgraduate course, follow the steps below.

- 1** Find your course at dilonon.staffs.ac.uk/courses/esports-ma
- 2** Check entry requirements
- 3** Check for closing or starting date
- 4** Apply via the course page
- 5** Track your application through our online applicant portal

ROUTES INTO STAFFORDSHIRE UNIVERSITY LONDON

FOUR WAYS TO JOIN STAFFORDSHIRE UNIVERSITY LONDON

Depending on your situation, there are four main routes that you can take to begin studying an undergraduate degree at Staffordshire University London.

There is a wide range of non-traditional routes into Staffordshire University London, and we assess each application individually. So, if you have experience in your field, or skills and qualifications that aren't listed, get in touch and we'll give you advice about the best route for you.



A LEVELS

If you have taken or are taking GCE A Levels, the exact grades and subjects you need will depend on the course you want to study. The qualifications you get will translate directly into UCAS tariff points, and you'll be able to check whether the qualifications you're predicted/have are right for what you want to study.

You'll find the individual entry requirements for each course listed on the course pages inside this guide.



FOUNDATION LEVEL COURSES

A selection of our degree-level courses are available with a foundation year at the Tottenham campus of College of Haringey, Enfield and North East London. These courses will help you to bridge the gap between your school or college qualifications and your chosen degree.

Foundation courses tend to have lower entry requirements and are designed to prepare students for seamless transition onto a full degree course.

Taking a foundation course, then progressing onto a full degree will extend the total study period by one year.



BTECS

Because many of our students join us with BTEC qualifications, you'll find we know how to help you put your vocational experience to good use.

There are two main BTEC pathways:

- BTEC Level 3 is the equivalent of studying A Levels and will allow you to start a degree programme in the first year.
- BTEC Level 4 HNC and Level 5 HND will allow you to progress to some degree programmes in the second or final year of the course. We do this by mapping the modules and content of the course you have already taken to our course.



POSTGRADUATE STUDY

To study at a postgraduate level, you'll need to meet the entry requirements. Typically, postgraduate study requires a degree level qualification in a related subject, but if you have unique skills, experience and qualifications, get in touch and we still might be able to offer you a place.



WHO WE ARE

When it comes to the latest tech industries, Staffordshire University has always been ahead of the game. We've always been known for our outstanding games design courses and in 2018 we became the first university in the world to offer a degree in esports.

Fast-forward two years and we have conquered the European capital of technology with our next generation university.

Staffordshire University London's Digital Institute is based in Queen Elizabeth Olympic Park on the Here East campus and is at the heart of digital and creative media. It's surrounded by the latest pioneering businesses and masters of broadcasted entertainment, such as BT TV Studios, Sports Interactive, and the Copper Box Arena – the campus combines big city vibrancy and networking with a high-tech open plan study experience, to set you up for careers of the future.

The courses are backed up with industry-experienced staff, along with incredible digital and broadcasting facilities. With a games lab, cyber studio and esports arena you will feel like you're already at work. What's more we have a gallery set up that rivals' professional arenas across the country. There are also places to relax, collaborate and plan your career in style.

Take the opportunity to study a course with all the benefits of a well-established Top 40 UK University, with the networking power and opportunity that comes with living, working and studying in the capital.



“When I found out about the facilities, I thought they were just second to none, they were just really a step above anything else that was on offer at any other university. I think studying at the Digital Institute will really benefit my career in the long run because I’m going to be developing so many skills as well as meeting so many different industry figures.”



JAMIE WOOTON

BA (HONS) ESPORTS STUDENT

THE INNOVATION ZONE



Our Digital Institute is in the heart of emerging industries and innovation in Queen Elizabeth Olympic Park. We offer cutting-edge degrees in careers of the future, and our industry connections and emphasis on practical skills will make our graduates among the most employable in the UK. What's more, our established heritage in delivering computing courses at our Stoke-on-Trent campus ensures our innovations are grounded in quality and experience.

We are the Innovation Zone - bringing next-level learning together with enterprising opportunities, expert advisors and state-of-the-art facilities.

THE HOME OF INNOVATION

Our students work with industry from day one

Sports Interactive, the studio behind the legendary Football Manager series, shares a home with us. Being just one floor above our campus, they used our studio to launch Football Manager 2020 by bringing professional footballers and gamers to compete on the first day of the game's release.

Our students helped manage the production of the event. In exchange for this, they were granted an exclusive tour of the game studio and a short Q&A with some employees.

**“Innovation is about making mistakes,
being brave enough to try new ideas
and being prepared to mess up.”**



RACHEL GOWERS

**DIRECTOR
STAFFORDSHIRE UNIVERSITY
LONDON**



#NextLevelLondon

VISIT US

Choosing a university is a very important decision and we want to give you as much help as possible. You can visit us for Open Days, Offer Holder Days, and we have lots of masterclasses and networking events too.

When you visit our East London campus you will quickly realise how we are different from other universities. We integrate studying alongside industry to give you real life study experiences whilst supporting you and giving you the tools to make the most of it.

“Attending an Offer Holder Day and seeing the campus was one of the key reasons I chose to attend Staffordshire University London.”

KELAN WATLING

STUDENT

OFFER HOLDER DAYS

Our Offer Holder Days are an invite-only, bespoke experience for those who have received an offer from Staffordshire University London.

These events are held twice a year and will be a more detailed look at what day-to-day life as a university student will be like. As a prospective student, this is your best opportunity to ask in-depth questions about the course you want to study, student financing, accommodation, and more.

Each Offer Holder Day also features a Q&A panel with our students, so you can hear about our Staffordshire University London from the people who know it best.

You will take part in a task that will give you a real feel for what's to come, as well as having some time to explore the canal side eateries. Parents and Guardians are welcome to attend too, and there will be a separate session on employability and the outlook for tech industries with the Director of Staffordshire University London.

Offer Holder Day

27 February 2021

21 April 2021

OPEN DAYS

Staffordshire University London is unlike any other university in the UK, and our open days are the first chance for you to experience the difference. We will have current students present to answer questions, showcase their work, and give guided tours. Our staff will be on hand to outline our course curriculums and communicate our methods of student support.

Open Day

4 April

Masterclass Series

22 April

Next Level Network

06 May

Games, Mental Health and Esports Symposium

14 May - 15 May

Masterclass Series

20 May

End of year showcase

03 June

Taster days

22 - 26 June

East Summer School

27 July - 7 August

Sample programme. Please visit our website for up to date information.



EMERGING INDUSTRIES

It's vital that we stay ahead of the game and ensure our courses are relevant for employers in constantly evolving industries. That's why we have an advisory board of business professionals to help us shape the future. Our advisory board are our industry partners and work with our students as mentors, offering live projects, internship opportunities and guest lectures.

With us, you will become an expert in communication and collaboration with the confidence to step into any office in the games, tech and cyber industries and make an impact.

They work with us to provide:

- Live Projects
- Mentoring Programme
- Internship Opportunities
- Guest lectures and visits

OUR ADVISORY BOARD:



**MILES
JACOBSON OBE**

SPORTS INTERACTIVE



**ANDREW
ROUGHAN**

PLEXAL/LORCA



TOM SWEENEY

KYMA MEDIA

After starting his own gaming communities, Tom was quickly scouted by Jagex where he rose through the ranks, to become their Head of Community Management within a few years. Tom oversaw Community Management for Jagex's entire portfolio and won the Community Management of the Year award at the MCV Awards 2018. As a pioneer in building social media communities, Tom has a unique understanding how these communities can be leveraged by marketers to turn their fans into ambassadors.



IAN GARDNER

IBM

Ian has worked for IBM for 20 years. He is a Distinguished Technical Specialist, Certified Technical Specialist, Expert Solutions Specialist and an IBM Academic Ambassador. He is a chartered member of the British Computer Society. On top of this he is a member of the IBM Academy of technology (AOT) which is a community of the best technical minds in IBM who provide innovation, technical advice and critiques as well as supporting cultural change across all business units and across the globe.



**BHAVIN
BHAGALIA**

MICROSOFT



SAM COOKE

ESPORTS INSIDER

STUDYING IN LONDON

An aerial night view of London, featuring the Shard skyscraper in the center, the Tower Bridge on the right, and the River Thames at the bottom. The city lights are visible, and the sky is dark.

London is the European capital of technology, it's the epicentre of new and innovative businesses that are taking the world by storm. As a student of Staffordshire University London, you will be based in Queen Elizabeth Olympic Park, at the Here East campus - a creative and technological hub just minutes away from Europe's largest shopping centre.

Here East was originally designed and built for the London 2012 Olympics. The Broadcast and Press Centres were a 24-hour media hub, providing studio space for many nationalities and some 30,000 journalists. These buildings boasted unprecedented space, connectivity and power. Features that have been retained in the new campus.

It has since blossomed into a dedicated campus for entrepreneurs, innovators, students, and locals to push their professional and personal boundaries. The complex is home to a variety of communications, broadcasting, and technological businesses, creating a melting pot of neo technologists.

Here East is far from just a technological hub, it is also the perfect place for relaxing and making real-world connections. Listed below are a few spots that our students love to take advantage of:

FOUR QUARTERS

Grab a drink and play a wide array of arcade classics like Tekken Tag, Crazy Taxi, and Donkey Kong.

FOOD TRUCKS

You can get new and exciting cuisine from a different local food truck every day. On Wednesday, we have Street Dots, an open-air market with coffee, snacks, sweets and pizza.

VICTORIA PARK

Stretching more than 85 hectares and seeing approximately 9 million visitors per year, Victoria Park is a popular leisure destination for many. Luckily, Staffordshire University London Students can experience its diverse and natural beauty every day.

SAINT ESPRESSO

Grab one of the best sausage rolls in the city on your way to your lecture. There are many local cafés and bakeries nearby, so there is always something close to satisfy your appetite.

LEE VALLEY HOCKEY AND TENNIS CENTRE

The centre offers 10 tennis courts and two hockey pitches. Programmes are available for those looking to improve their skills. You can book ahead or simply turn up and get some games in before or after class.

BELONG GAMING ARENA

Pay by the hour or turn up for the night to play video games at the UK's premier PC café chain! Located in Westfield, this 24-person gaming arena regularly hosts public tournaments and scheduled game nights.

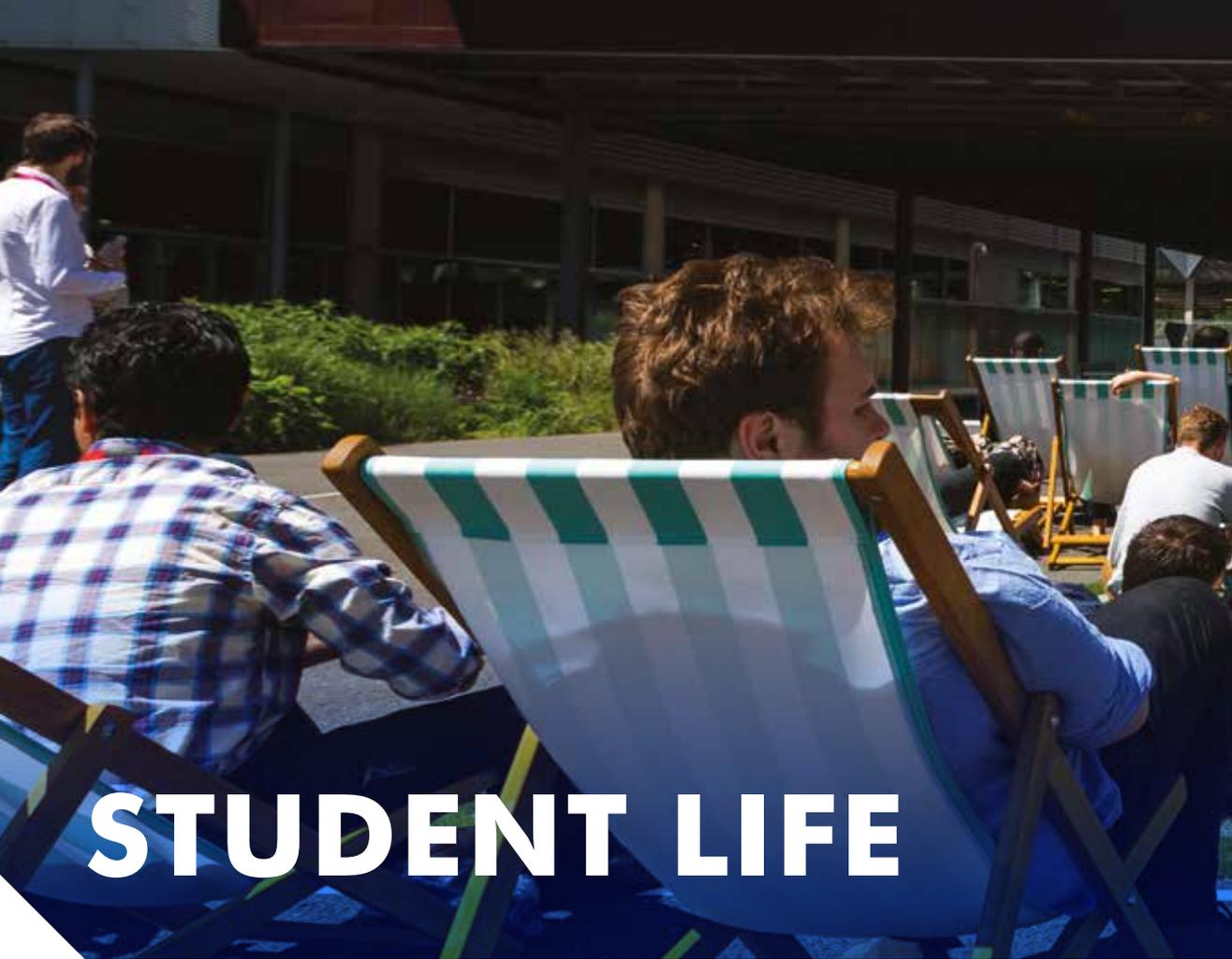
LONDON AQUATICS CENTRE

The London Aquatics Centre is one of the most iconic venues of the London 2012 Games, and it's now available to the public. Book a membership to gain access to the three Olympic sized pools and the quality gym, or just turn up for Ultimate Aqua Splash.

LEE VALLEY VELOPARK

This bikers' paradise has four cycling options for you to explore. You can choose from cycling the track in the exciting Velodrome, racing on the one-mile road circuit, tackling the 8km mountain bike trails or trying out the remodelled Olympic BMX track.





STUDENT LIFE

BE A PART OF SOMETHING BREATHTAKING

Living in East London will allow you to have a unique experience that you won't find anywhere else in the world. You'll have the chance to live, study and work in exciting emerging industries and make lifelong memories with likeminded students and industry big-hitters.

UNIQUE PEAKS

Take a lift to the top of the 114.5m tall ArcelorMittal Orbit, discover iconic London sights, and take a twisting plummet down the world's largest tunnel slide.

GET BEHIND THE HAMMERS

London Stadium is home to premiership football team West Ham United. Whether you are in or outside the stadium, you cannot help but be immersed in the matchday electricity.

ESPORTS EVENTS AT THE COPPER BOX

The Copper Box is London's home for live gaming events and plays host to numerous large-scale esports tournaments each year. It's no coincidence that this is a three-minute walk from campus.



ATTEND GAMING CONVENTIONS

Whether you are representing us as a paid member of the team or you are just there to have a good time, you will have the ability to attend some of the biggest conventions in the London area.

WORKING WHILE YOU STUDY

University can be expensive. Luckily, we will help you offset those costs with part time paid positions working in a variety of roles.

WORK IN THE TECH INDUSTRY

Studying with us gives you unique access to temporary opportunities within the gaming and Esports industries. We are approached by many companies to support projects that will bolster your CV.



Games and Esports students visit Sport Interactive Studio, the home of Football Manager.



BECOME A BRAND AMBASSADOR

Each year, we choose a handful of students to represent our university at Open Days, UCAS Fairs and gaming conventions. Our ambassadors get paid and it's a great way to network and add to your CV.

ALUMNI

Staffordshire University's alumni network is famously supportive, and you will have access to the full weight of that as a student.

UNITEMPS

Unitemps is a service built specifically for you that can help you find student-friendly part time work.

LIVE PROJECTS

Our students are very passionate about their subject area, so they are eager to get involved with extracurricular projects. We are proud to say that our students are entrepreneurial by nature, and we support their visions.

In Feb 2020 our students got the opportunity to work at BLAST Premier, one of the biggest Counter Strike: Global Offensive events in the world. The three-week paid position gave them the opportunity to see what it's like behind the scenes of the esports industry.



Our students at Blast Premier



“I JOINED THIS COURSE FOR THE OPPORTUNITY TO SEE AND BE SOMETHING BETTER THAN JUST ANOTHER PERSON IN A SMALL TOWN WITH A DREAM”



MEL KNELL

**STUDENT REPRESENTATIVE FOR
COMPUTER GAMES DESIGN**

“I joined this course for the opportunity to see and be something better than just another person in a small town with a dream. To learn something new and exciting in an evolving industry that’s always expanding and growing into its better form.”

FACILITIES

Our London campus was built in 2019 and designed in the same styles as major modern offices. Our open plan layout lends itself to collaboration and creativity, but also creates a welcoming environment where you can feel at home.





THE DEN

Everyone needs a space to relax, wind down, and take a break from study, and at Staffordshire University London, we have just that. In our den you'll find all the things you need to help chill you out. The Den includes dynamic areas that contain soft seating and desk areas with various electrical points and workspaces.



THE HALL

Integrate yourself with the buzz of digital technologies in The Hall, a space dedicated to seminar groups, group discussions and class meetings. The space is fully flexible and can be configured to suit the needs of groups of up to 30 students.



THE HUB

The Hub is the heart of Staffordshire University London. There are lockers for you to keep your belongings safe and fridges, microwaves and Zip taps for making food and drinks. You can relax here between classes or create informal meeting spaces for group work. There are plenty of charging points on-hand too so you can stay powered up.



THE STUDIOS

Our Studios are dynamic learning spaces that can be used as a 60 seat, or two 30 seat Games and Cyber Security Laboratories. They are perfect for your collaborative projects, as well as smaller and more specialist practical lectures. They include state-of-the-art dual monitor PC setups, individual ergonomic seating, and huge central tables for group work.



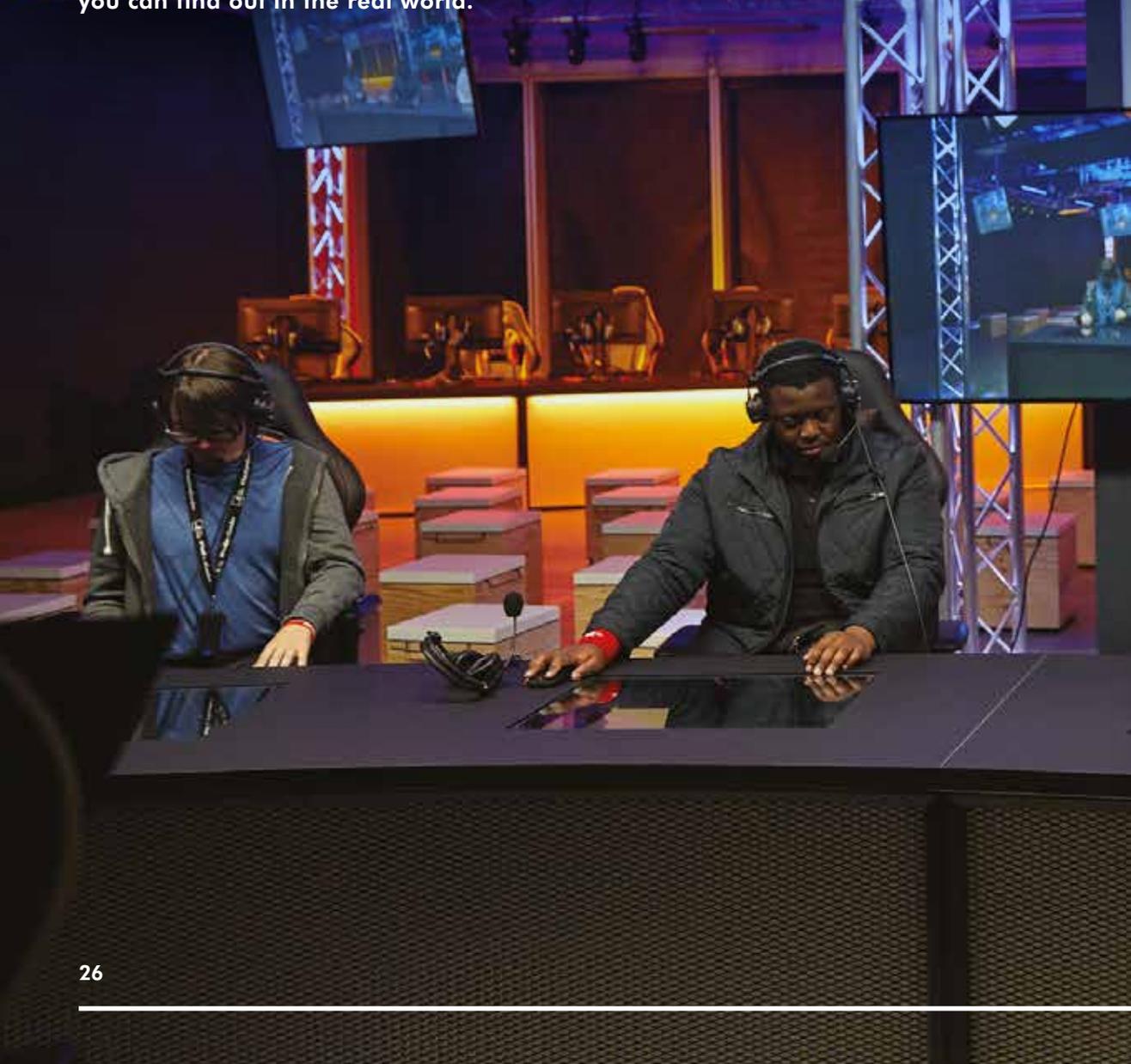
THE CONTROL ROOM

Take control of esports events in our state-of-the-art control room, a space where you'll learn everything from how to light an event to sound and vision mixing. We have the latest technologies for you to learn with, including a NewTek IP series vision mixer for acquisition of video sources, a Yamaha Audio Mixing Desk, and a Zero88 Lighting desk for control of broadcast and creative arena.

THE STAFFORDSHIRE UNIVERSITY LONDON ESPORTS ARENA

As a student at Staffordshire University London, you'll have access to our state-of-the-art Esports Arena.

You'll learn how to run your own events and master the techniques you'll need in industry with equipment that matches or exceeds what you can find out in the real world.



We took input from industry-leading specialists to craft an immersive space capable of playing host to top-flight gaming events. Our arena includes:

- Six Seat Presenter Desk with Built-in Monitors
- 3 Panasonic Studio cameras with Autocue Teleprompters
- PTZ Remote Controllable Studio cameras
- Custom designed lighting rig capable of producing a great experience for the entire arena
- Portable green screen kit for custom content projects and backgrounds
- Newtek IP series vision mixer for acquisition of video sources, mixing and compiling footage and packaging for audience viewing
- Yamaha Audio Mixing Desk for manipulating audio for live output



"I was shocked to see that Staffordshire University London had built an arena that used the same equipment that I was using in the Esports industry. Having state-of-the-art equipment, allows our students to focus on the finer aspects of broadcast production and hit the ground running after they graduate."

MATT HUXLEY

ESPORTS LECTURER



PLACEMENT AND FOUNDATION YEARS

PLACEMENT YEARS

Placement years are a great opportunity to take a break from your studies between years two and three. With our amazing contacts we can

help you source a placement or you can find your own. Either way it will be an unforgettable experience.



Our students working at Blast Premier

“Being able to see behind the scenes at one of the biggest CS:GO events of the year was the best learning experience I could ask for.”

RYAN CHAPMAN

ESPORTS STUDENT



FOUNDATION YEARS

Foundation years offer you access to degree courses without the right level of entry requirements. So if you need an extra year to develop your skills or are returning to education after a break then this could be a good choice

The College of
Haringey, Enfield
and North East London



for you. We currently offer three pathways in collaboration with the College of Haringey, Enfield and North East London at their Tottenham campus. See course pages for more information.



ACCOMMODATION

Finding a place to live while you're studying is an important decision and can be one of the biggest stresses when embarking on your university adventure. But don't worry, we're not only here to help you find your perfect accommodation for your studies, we have approved a number of secure and practical options that will suit any budget and lifestyle.

Our experienced and friendly staff are available to provide advice and support on finding accommodation and living in London.



We know finding the right place to live is important and there is no shortage of options near the campus. Help is available at every stage, to find out more visit dilondon.staffs.ac.uk/accommodation

UNITE STRATFORD ONE

Price from: £215 per week
Distance from Staffordshire University London: 0.5 miles

The closest accommodation for Staffordshire University London is Unite Stratford One – a bustling complex that offers single – en-suite rooms and studio apartments. It's the perfect base of operations, being just a ten-minute walk to the Here East campus, and 5 minutes to Stratford International station.



POLAND HOUSE

Price from: £205 per week
Distance from Staffordshire University London: 1.3 miles

Poland House is in the East End of London, with enviable views of Canary Wharf and the instantly recognisable London skyline. The property ticks every box for university students. You can enjoy both the immediate surroundings as well as the excellent transport links which will take you to their campus facilities and the heart of the city.



SIR JOHN CASS HALL

Price from: £152 per week
Distance from Staffordshire University London: 1.5 miles

Slightly further out but a great option, it takes about 30 minutes to walk to Staffordshire University London. Sir John Cass Hall is a popular choice with our students. Located in Hackney Central, these all-inclusive rooms will give you everything you will need to unwind after your tech-filled studies.



CLAREDALE HOUSE

Price from: £148 per week
Distance from Staffordshire University London: 2.4 miles

This accommodation is located in the vibrant and popular Bethnal Green district. Just a 50-minute walk from Staffordshire University London, it provides the perfect balance between Central London living and East London studying.





STUDENT SUPPORT

SUPPORT FOR STUDENTS AT STAFFORDSHIRE UNIVERSITY LONDON

We have a range of support services at Staffordshire University London. Some support will be available on-site in London. Other aspects of support, advice and guidance will be delivered remotely from our friendly team of support staff back in Staffordshire. Whatever the concern, issue or question, we are here to help.

STUDENT HELP DESK

Staffordshire University London's Student Help Desk is your first point of contact for advice and support. We provide you with a friendly, high-quality enquiry service, making sure that you have access to information about all the student services provided on-site, or at the Staffordshire University main campus. Our institute managers are experts on student support and can help with things such as:

- Internet access and general IT issues
- Course-related issues
- International student support
- Health, counselling and wellbeing
- Financial advice
- Careers
- Academics skills
- Student safety
- Accessibility

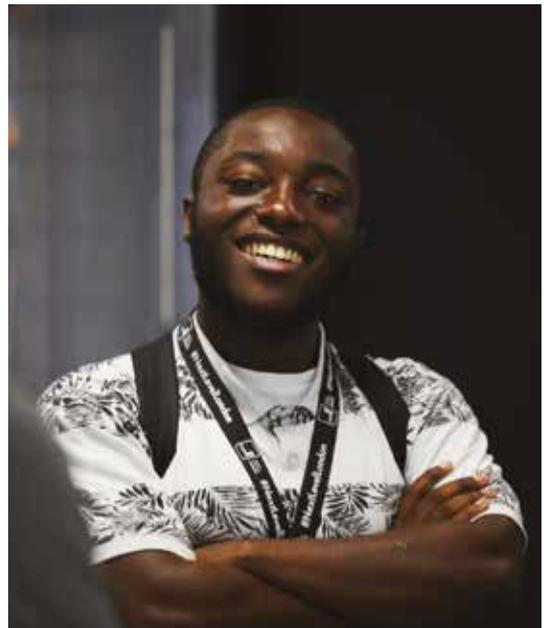
VIRTUAL STUDENT SUPPORT

Beacon is an AI Student Coach that chats with students to ensure they're settling into student university life and acts as a digital friend for as long as they need.

It has now been named 'Best Not-For-Profit Project' at the Digital Technology Leaders Awards.

The University teamed up with leading Cloud Services Provider, ANS Group to become the first university in the UK to deploy an AI-driven coach and support assistant via intelligent Chatbot technology.

Beacon is a mobile app, and interacts via text or voice conversation. Beacon provides responsive information on student timetables, enables contact with personal tutors and provides answers to 400 frequently asked questions covering campus facilities and support services as well as other day to day services.



FOR PARENTS

Choosing a university can be a daunting task for many parents and you will have lots of questions to ask. Take the opportunity to join us for an open day or offer holder day and meet our Institute Managers who will be able to help. You can also get in touch by email, phone and social media if you need further advice.

We've put together a jargon buster to help you through the next few months:

Clearing: A system used towards the end of the academic cycle, which enables an applicant who has not yet secured a place to apply for course vacancies.

Conditional offer: An offer made to an applicant by a university or college, whereby the applicant must fulfil certain criteria before they can be accepted on the relevant course.

Deferral: Holding an offer until the following year.

Firm offer: The offer of a university place that the applicant has accepted as their first choice.

Foundation year: If a student's qualifications are not in the right subjects or at the right grades to meet the entry requirements for their chosen course they may be able to do one year's foundation study.

Insurance offer: The offer that the applicant has accepted as their second choice, in case they do not meet the requirements for their firm offer.

NUS: National Union of Students provides information about all aspects of university life.

UCAS: The Universities and Colleges and Admissions Service. They process applications on behalf of universities and provide a range of resources and advice.

Unconditional offer: An offer given to an applicant by a university or college, whereby the applicant has satisfied the criteria and can attend the course.

“We care about our students at Staffordshire University London, it’s great to see all our students growing in skills and experience every day – and I’m here to help solve any problems that I can.”

MILENA RODRIGUEZ

INSTITUTE MANAGER

“I love the buzz of the Digital Institute. It’s a great place to work and connect with students that will one day be leading their industries. We’re a really close-knit family inside the institute, and it’s refreshing to know and guide all our students through their university experience”

SAMMY ENGELE

INSTITUTE MANAGER

STUDENT SUPPORT NETWORK



UNDERGRADUATE COURSES

A woman with blonde hair, wearing a black top and a red lanyard, stands on the left side of a stage, facing a man. The man has a beard and glasses, wearing a light blue short-sleeved shirt and a blue lanyard with a badge. They are in a room with several computer monitors and gaming chairs (one with 'RAZER' visible) on a stage. A metal truss structure is visible in the background. The scene is lit with blue and red lights.

Our selection of undergraduate courses have been designed to cover every part of the technology cycle. From the design, discovery and creation of new worlds and events to the development and protection of next-level computer networks - at Staffordshire University London, we are the experts.



DESIGN

BSc (Hons) Computer Games Design

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DEVELOP

BSc (Hons) Computer Science

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DISCOVER

BA (Hons) Concept Art for Games and Film

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PROTECT

BSc (Hons) Cyber Security

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CREATE

BA (Hons) Esports

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PROMOTE

BA (Hons) Games PR and Community Management

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BSC (HONS) COMPUTER GAMES DESIGN

Our Computer Games Design degree explores the creative and technical aspects of games production, giving you the necessary skills to develop, produce and publish games titles.

We work closely with industry partners to ensure that course content remains relevant, giving our students excellent networking opportunities in the games industry and a highly employable skillset.

You'll explore the creative and technical aspects of games production and have access to an industry-grade computer suite and software such as 3DS Max, Substance and Unreal engine as well as the Twine narrative games engines. Using professional techniques acquired through lectures, tutorials, seminars, and industry workshops, you will develop a portfolio of industry standard work.

You can choose to study this course with an optional placement year or with a foundation year which will be studied at our partner college. For details of modules and location visit our website or UCAS.

UCAS CODE	LOCATION	STUDY OPTION	DURATION	Typical UCAS tariff point offer
1732	London	Full-time	3 Years	112
1733 (with Placement Year)	London	Full-time	4 Years (with Placement Year)	112
1734	Foundation year is studied at CONEL	Full-time	4 Years (with Foundation Year)	48



COMPUTER GAMES DESIGN

WHAT YOU'LL DO

In Year 1 you'll learn about level development pipelines, games mechanics design and implementation. You'll cover 3D modelling skills and develop an understanding of 3D games engines.

In your second year, you'll work on a group project as a junior member of a development team. You will specialise as a game designer through modules covering advanced game engines, scripting and UI design.

Your third year will see you become a senior member of the collaborative development team. Finalising your skillset and portfolio through individual projects and games production modules.

GRADUATE DESTINATIONS

Graduates from our Computer Games Design degree are in great demand, working across the globe as games designers, 3D artists, 3D animators, level designers and technical artists. Our graduates joined the likes of Ubisoft as level designers, working on games like The Division, and several of our recent graduates worked on Grand Theft Auto V and other upcoming Rockstar North titles.



MODULES

YEAR ONE

INTRODUCTION TO GAMES DESIGN

This module is designed to help you analyse current games, and give you a tool set to plan and design games and levels that could be created by a team in future.

INTRODUCTION TO 3D GAMES ENGINES

This module will cover the essential features of a games engine such as construction, lighting and texture mapping for both multiplayer and single player levels.

INTRODUCTION TO 3D MODELLING FOR GAMES

The module is designed to take you from an introductory to an intermediate level in the understanding of modelling techniques, texture mapping, scene lighting and material/shader setups.

NARRATOLOGY FOR GAMES

In this module you will learn the mechanisms by which a narrative is constructed and the importance it has to certain types of games.

YEAR TWO

JUNIOR COLLABORATIVE GAME DEVELOPMENT AND TESTING

You will work in a junior role in a team comprised of departments emulating the setting of a games studio, linking up with students studying at the Stoke-on-Trent campus.

3D GAMES DESIGN AND DEVELOPMENT

This module covers the skills required to produce games industry style documentation, planning workflows and game engine skills.

ADVANCED 3D GAMES ENGINES AND SCRIPTING

This module covers learning advanced scripting techniques to create a novel game type using the power of an existing engine and development environment.

GAME INTERFACE DESIGN AND IMPLEMENTATION

In this module you will analyse current user interfaces and heads up displays being used in modern games, and create a user interface for a specific game genre and implement your design into a game engine.

SENIOR COLLABORATIVE GAMES DEVELOPMENT & TESTING

You will work in a senior role in a team comprised of departments emulating the setting of a games studio, linking up with students studying on the Stoke campus.

YEAR THREE

ADVANCED GAMES DESIGN AND PRODUCTION

In this module, you will focus on the completion of game prototype within a modern industry setting including using design philosophies for indie games.

INDIVIDUAL GAMES TECHNOLOGY PORTFOLIO

The module aims to produce two portfolios of work. One portfolio is of the work you have done, and the second portfolio is a reflection of your future career choices.

INDIVIDUAL GAMES TECHNOLOGY PROJECT

The module will provide you with the opportunity to build on skills and areas of interest. You will author a written brief in consultation and negotiation with your supervising tutor to produce your own piece of work.



Indoor Drone Racing UK in the Esports Arena



“MY SPECIALISMS ARE USING GAME ENGINES IN ORDER TO CREATE INTERESTING AND ENTERTAINING GAMEPLAY EXPERIENCES”



BRADLEY AUSTIN

COMPUTER GAMES DESIGN LECTURER

“I’m a passionate game designer who has been developing games for over 10 years, and lecturing in Higher Education since 2014. With a focus on technical design, my specialisms are using game engines in order to create interesting and entertaining gameplay experiences, as well as using the same tools to create learning materials to better teach the field of game design and development.

Having previously lectured at the main Stoke campus, I relocated to London in order to help set up Staffordshire University London and manage the Game Design course”



BSC (HONS) COMPUTER SCIENCE

Our Computer Science degree combines a solid grounding in computer science fundamentals and our teaching facilities are supported by specialist computing labs with the latest software which you'll need to exploit the discipline. The course is designed with input from Google, Amazon Web Services (AWS), and Cisco, and in choosing modules you can elect to study for certifications from both AWS and Cisco, as well as from Microsoft.

The course will prepare you to enter a range of employment roles related to the wider area of computer science. Between your second and final years there is an opportunity for you to take a work placement year, where you will apply and improve your skills and knowledge and ultimately enhance your employability.

UCAS CODE	LOCATION	STUDY OPTION	DURATION	Typical UCAS tariff point offer
1746	London	Full-time	3 Years	112
1750	London	Full-time	4 Years (with Placement Year)	112



COMPUTER SCIENCE

WHAT YOU'LL DO

This course will give you the chance to become a computer science specialist in many areas of the discipline.

The University has extensive links with companies such as Microsoft, CISCO, Merakai, Juniper, Google, and Amazon Web Services (AWS), as well as many others. You will find on the course that we arrange regular visits from such companies to introduce new technologies and equally to deliver guest lectures for you to attend.

GRADUATE DESTINATIONS

Graduates from our Computer Science degrees have gone on to work in a whole range of related occupations. Previous roles include: software developer, database

administrator, computer hardware engineer, computer systems analyst, computer network architect, web developer, information security analyst, and computer programmer.

CAREER PATHS

- Chief Information Security Officer
- Forensic Computer Analyst
- Information Security Analyst
- Penetration Tester
- Security Architect
- IT Security Engineer
- Security Systems Administrator
- IT Security Consultant



MODULES

YEAR ONE

DIGITAL TECHNOLOGIES

This module explores the different areas of technology within computing and identifies core elements within the field in order to make an informed choice for purchasing, designing, and developing systems.

NETWORKING CONCEPTS AND CYBER SECURITY

This module is designed to teach you the essential concepts of cyber security which are considered to be a gate for more advanced topics related to information security.

SOFTWARE DEVELOPMENT AND APPLICATION MODELLING

You will learn the essential skills necessary in designing, implementing and testing procedural and object-oriented software solutions.

WEB DEVELOPMENT AND OPERATING SYSTEMS

In this module, you will gain knowledge in web standards and building web applications that are suitable for their purpose, as well as learn the key functionalities and specifications of Operating Systems.

YEAR TWO

COMMERCIAL COMPUTING

You will work in a small team to produce an application in response to the needs of a third-party client.

DATABASES AND DATA STRUCTURES

This module will teach students how to manage a relational database and will provide and discuss issues relating to the management and control of replicated and distributed databases.

YEAR THREE

EMERGING TECHNOLOGIES

For this module you will be expected to undertake independent guided research in order to address an identified emerging technology area / challenge and present your findings as both a research paper and poster.

FINAL YEAR PROJECT

In this module you will prepare a project proposal at the end of Level 5 and complete the project itself in Level 6.

SPECIALIST MODULES

In your second year there are a number of specialism modules that will be available to you covering a wide range of subjects that may include; Routed and Switched Architectures, Enterprise Cloud and Infrastructure Automation, Cyber Operations and Network Security, Web Development, Server-Side Programming, and Mobile App Development.

At level 6 you can choose from subjects such as: Cloud, Virtualisation and Communications, Developing for the Cloud, Web and Augmented Realities, Enterprise Cloud and Distributed Web Applications, Clean Coding and Networks, Multiple Devices and User Experience, and Operating Systems Internals and Biometrics.

“WE HAVE OUR PARTNERS THAT WE WORK WITH IN DEVELOPING THE COURSES SUCH AS GOOGLE AND AMAZON”



RUSSELL CAMPION

HEAD OF COMPUTING

“We’ve got two types of industry links at Staffordshire. Firstly, we have placement companies like CERN, Airbus, IBM and Barclays. Equally, we have our partners that we work with in developing the courses such as Google and Amazon. We also have certifications built into our courses such as AWS, Cisco, and Microsoft.”

BA (HONS) CONCEPT ART FOR GAMES AND FILM

If you're a highly artistic and creative individual with a passion for games and film, look no further than a degree that is designed to push the boundaries of your imagination. The BA (Hons) Concept Art for Games and Film course is perfect for someone looking to enter the creative industries as a concept artist.

In this highly specialised course you'll study life drawing, environment painting, character concept design, 3D modelling and rendering. You'll learn how to apply these skills in the creation of beautiful and practical characters and worlds. As you progress you'll develop your artistic skills by adding digital sculpting and advanced environmental artwork to your growing skillset.

UCAS CODE	LOCATION	STUDY OPTION	DURATION	Typical UCAS tariff point offer
1616	London	Full-time	3 Years	112



CONCEPT ART FOR GAMES AND FILM

WHAT YOU'LL DO

Throughout the course you will develop the technical and creative skills necessary to become a film or games concept artist. You'll learn how to combine traditional art techniques with digital art skills to produce industry standard concept art.

In your second and third years, you will work as a concept artist in a collaborative project with other concept art students to design and develop more ambitious briefs. This is an amazing opportunity to experience what it is like working for a games or film studio.

During your final year, you'll draw on all your skills to realise a final project with a live brief. Through research you'll channel your ideas into your project and portfolio artwork. We discuss career development throughout the course to prepare you for work in the film and games sector.

GRADUATE DESTINATIONS

Our graduates have secured employment in roles such as concept artist, illustrator and 2D/3D games artist, including character and environmental artist. Companies include Playground Games, Fireproof Studios, Jagex, Antimatter Games, Testology and Mirror Image Design. Other graduates are working as freelance concept artists within the games and film industries.

CAREER PATHS

- Concept Artist
- Illustrator
- 2D/3D Games Artist
- Character Artist
- Environmental Artist
- Freelance Designer



MODULES

YEAR ONE

CHARACTER CONCEPT DESIGN 1

This module introduces you to the basic design principles associated with Character design.

ENVIRONMENT CONCEPT DESIGN 1

This module will introduce you to the study of environment concept design techniques.

LIFE DRAWING 1

This module introduces the human body, speed drawing, dynamic poses, perspective and composition.

CONTEMPORARY AESTHETICS AND VISUAL STRUCTURE

This module introduces you to art direction and establishing a design process.

INTRODUCTION TO CGI

This module is designed to give you a fundamental understanding of the practice of CGI techniques

YEAR TWO

CHARACTER CONCEPT DESIGN 2

This module will allow you to undertake an in-depth study into character and creature design and workflow where creativity and originality is the way forward.

DIGITAL MATTE PAINTING 2

Learn more advanced digital painting techniques, additional 3D modelling software, 2D paint, and 3D modelling work.

LIFE DRAWING 2

In this module, you will develop skills in deconstruction/reconstruction of the human body, speed drawing, dynamic poses, perspective and composition.

JUNIOR COLLABORATIVE GAME DEVELOPMENT AND TESTING

Gain experience as you collaborate with others to create a project in a games studio style environment.

JUNIOR CONCEPT ART FOR COLLABORATIVE PROJECTS

In this module, you will work as part of a team of concept artists to produce artwork for a series of given briefs.

JUNIOR VFX PROJECT

You will work in a small group to create a project that uses a variety of skills that you have learned so far on the course.

YEAR THREE

EMPLOYABILITY FOR VISUAL EFFECTS AND GAMES

This module will enable you to reflect upon your own skills and knowledge gained from University in order to optimise employment opportunities.

FX PORTFOLIO PROJECT

You will plan and implement a large personal project that focuses on your chosen specialist area of CG and/or VFX.

FX RESEARCH PROJECT

Research a technical subject e.g. how CG lighting works.

SENIOR CONCEPT ART FOR COLLABORATIVE PROJECTS

This module aims to build upon the experience gleaned from the role of a junior designer within the Game industry.

ADVANCED CHARACTER AND CREATURE SCULPTURE

Here you'll get an opportunity to further push your skillset in digitally sculpting the human form in Zbrush

ADVANCED CONCEPT ART 1-2

These modules aim to build upon the elements learnt in Advanced Concept Art 1 and prepare students for industry.

CURRICULUM

You will be taught through a combination of lectures, seminars, workshops and laboratory practicals. Seminars enable you to discuss and develop your understanding of topics covered in lectures in smaller groups of around 16-18 students. In addition, you will have timetabled meetings with your personal tutor at least twice a year. You will be taught in first-class learning spaces throughout your course.



CAREERS

Because of the diverse range of skills we provide through our curriculum, our highly motivated graduates often go on to pursue their dreams at established and fast-growing games companies alike. Listed below are a few of the companies at which our graduates currently work.



BSC (HONS) CYBER SECURITY

This course is designed to launch your future career in the protection of software and hardware against malicious threats. Our course is designed to not only give you a theoretical foundation in computer science, but to give you a practical and expert-level knowledge in a specialist area of the field which can range from network security through to ethical hacking, so you're fully prepared to work in the industry when you graduate.

We focus heavily on the practical element of cyber security, and back that up with the distinctive facilities we have available to use at the university, including a dedicated, self-contained laboratory, with its own private internal network, containing some of the latest equipment and software.

We have access to external specialists from the police and industry both for guest lectures and Q&A sessions. The version of EnCase we use in the lab is the version used by law enforcement. We are equipped to perform both 'PC' based investigations, as well as mobile forensics (on smartphones, and sat navs etc).

UCAS CODE	LOCATION	STUDY OPTION	DURATION	Typical UCAS tariff point offer
I302	London	Full-time	3 Years	112
I303	London	Full-time	4 Years (with Placement Year)	112





WHAT YOU'LL DO

Over three years of study you'll become a specialist in the field of cyber security. In your first year you'll gain a foundation of knowledge of the subject, including aspects of software development and application modelling, a foundation of digital technologies, as well as delving into concepts of networking, cyber security and web development.

In the second year you'll delve deeper into the specialisms of cyber security, tackling the subject of ethical hacking, cyber operations, and further networking technologies relevant to the discipline. You'll also expand your foundational knowledge in computer science, looking at commercial computing.

In your final year, you'll focus on your Final Year Project, and study further modules based on operating systems and IT infrastructure security. Your Final Year Project will be negotiated with your course leader and will work to demonstrate the aspects of cyber security and computer science that you have studied during the course.

GRADUATE DESTINATIONS

Graduates from our Cyber Security degrees have gone on to work in a whole range of related occupations. Previous roles include chief information security officer, forensic computer analyst, information security analyst, penetration tester, security architect, IT security engineer, security systems administrator, and IT security consultant.



MODULES

YEAR ONE

DIGITAL TECHNOLOGIES

This module explores the different areas of technology within computing and identifies foundation mathematics within the field in order to make an informed choice for purchasing, designing, and developing systems.

NETWORKING CONCEPTS AND CYBER SECURITY

This module is designed to teach you the essential concepts of cyber security from a communication networks viewpoint which are considered to be a gate for more advanced topics related to information security.

SOFTWARE DEVELOPMENT AND APPLICATION MODELLING

You will learn the essential skills necessary in designing, implementing and testing procedural and object-oriented software solutions.

WEB DEVELOPMENT AND OPERATING SYSTEMS

In this module, you will gain knowledge in web standards and building web applications that are suitable for purpose, as well as learn the key functionalities and specifications of Operating Systems.

YEAR TWO

COMMERCIAL COMPUTING

The module gives you the ownership of the project management as well as the development of a solution to the brief for a computing related business problem.

CYBER OPERATIONS AND NETWORK SECURITY

This module will teach you about how today's organisations are challenged with rapidly detecting cyber security breaches and effectively responding to security incidents.

CYBER SECURITY

The module introduces you to a variety of security topics including fundamental concepts of security engineering.

ETHICAL HACKING

On this module you will study computer systems and network infrastructure as an attractive target to attackers.

YEAR THREE

FINAL YEAR PROJECT

In this module you will prepare a project proposal at the end of Level 5 and complete the project itself in Level 6.

ADVANCED TOPICS IN CYBER SECURITY

This module introduces students to contemporary topics in cyber security, and considers the latest and emerging trends, techniques and tools in the cyber security arena.

IT INFRASTRUCTURE SECURITY

This module focuses on investigating the threat model, analysing web servers, DNS, and also covers centralised authentication requirements, LDAP, and technologies such as Active Directory as well as Intrusion Detection Systems (IDSs).

OPERATING SYSTEM INTERNALS AND BIOMETRICS

This module explores the internal algorithms of OS, memory management, virtual memory, filesystem, process management and more – leading to AI concepts and integration of AI biometrics.



“THIS COURSE PROVIDES CYBER SECURITY EDUCATION WHICH IS GROUNDED IN RESEARCH AND LAYS FOUNDATIONS FOR A LIFE-LONG LEARNING IN THIS FIELD”



DR VAHID HEYDARI

CYBER SECURITY AND NETWORKS LECTURER

“I have a PhD from the University of Surrey in Network Security and degrees in Computer Software Engineering (BSc) and Internet Computing (MSc). During my career I’ve taught in both Communication Networks and Cyber Security and been a research assistant at the 5G Innovation Centre (5GIC) in Surrey. In addition to lecturing, I supervise undergraduate and postgraduate research projects and theses. This course provides cyber security education which is grounded in research and lays foundations for a life-long learning in this field.”

BA (HONS) ESPORTS

The BA (Hons) Esports will give you all the skills you need to work in this diverse and exciting industry. You will learn within a practical technical environment everything required to host small and large scale events.

Developing your skills for single player and multiplayer team events you will create business plans to build teams, create online communities and promote your events through digital marketing. You will also get the opportunity to explore the culture of esports, its audience and fan base as well as a variety of the most popular current game genres.

You can choose to study this course with an optional placement year or with a foundation year which will be studied at our partner college. For details of modules and location visit our website or UCAS.

UCAS CODE	LOCATION	STUDY OPTION	DURATION	Typical UCAS tariff point offer
S200	London	Full-time	3 Years	112
S202 (with Placement Year)	London	Full-time	4 Years (with Placement Year)	112
S201	Foundation year is studied at CONEL	Full-time	4 Years (with Foundation Year)	48





WHAT YOU'LL DO

In Year 1, you'll be introduced to esports cultures and learn about streaming techniques and layouts. You will learn about the business of competitive gaming and event marketing, and work towards organising your first esports event.

In Year 2 you'll continue your studies of event management to develop and deliver a team-based esports event. You will learn about the technical set up that's required to deliver these events, along with public relations skills to promote the event. You will also learn how to add hype and excitement through casting and hosting - skills that are in demand across the sector.

In the final year you will become totally immersed in esports and develop a large-scale commercial event from start to finish. You will also learn about games community management and the legal issues involved with esports.

Building teams is big business and you will learn what it takes to set them up and run them effectively and using data analytics learn how to present meaningful statistics during game play.

GRADUATE DESTINATIONS

You don't need to be a pro gamer to get involved with esports. In fact, there are many different roles that are opening in this growing industry. You could choose to work behind the scenes designing layouts or in front of the camera as a shoutcaster or host. There are also many opportunities to work in esports journalism, PR, marketing and content creation. The industry is crying out for knowledgeable, well trained and educated people to work in the fast-paced environment that is esports.



MODULES

YEAR ONE

ESPORTS ECOSYSTEMS

Study the evolving esports industry and what factors will influence its future development.

RESOURCING ESPORTS EVENTS

In this module resourcing issues will be analysed for specific esports events organisations and solutions explored.

COMPETITIVE GAMING CULTURE

Learn about the rise of competitive computer gaming from the beginnings of esports through to the development of league structures and teams.

ESPORTS EVENTS EXPERIENCE

In this module you will use all your skills and knowledge from your first year to develop your own ideas for an esports varsity.

SINGLE PLAYER ESPORTS EVENT

In this module you will put all your newfound skills to the test by setting up, managing and hosting your own event.

ESPORTS BROADCASTING

You will learn how to adapt spaces and create esports arenas, with audio visual, rear end server, front end games and external broadcasting technical capabilities.

YEAR TWO

EVENT PLANNING AND STRATEGY

This module will outline the who, what, where, when, why and how of esports event planning.

MULTIPLAYER ESPORTS EVENTS

Using the experience gained in your first year, you will develop your event management skills to plan, develop and stage your own multiplayer esports event.

BUILDING TEAMS

In this module you will explore the process of creating a team; how to recruit players, manage them and motivate them.

CASTING AND HOSTING

You will research, write and present both pre-recorded audio-visual reports and live events as shout caster, stage host and broadcast anchor as well as covering game analysis.

CONTENT CREATION

In this module you will learn how to complete audience research, create user journeys and touch points as well as making sure you stay on-brand through style guides and image libraries.

ESPORTS INTEGRITY: REGULATION AND RISK

This module looks at both the ethics in esports and the regulatory structure and the risk that involves.

YEAR TWO

ESPORTS EXPO

This module will outline the who, what, where, when, why and how of esports event planning.

COMMUNITY MANAGEMENT

In this module you will learn how to build the foundation and manage a community through the four stages of development.

DRIVING DIGITAL TRAFFIC

Learn how to maximise your marketing platforms and provide the ultimate user experience (UX) using digital channels.

ESPORTS ANALYTICS

Train to use the tools to analyse the game to make it exciting for the audience but also to measure the success of your team using both in-game and post-game solutions.



“I HAVE OVER 15 YEARS’ EXPERIENCE IN ESPORTS – STARTING AS A FAN, THEN A COMPETITOR AND ENDING UP ORGANISING EVENTS ALL OVER THE WORLD”



MATT HUXLEY

LEAD ESPORTS LECTURER

“I have over 15 years’ experience in esports – starting as a fan, then a competitor and ending up organising events all over the world. My main passion is in tournament ops having run tech, event and league operations for esports series such as ForzaRC, FIFA Global Series, F1 esports and more. I’m a Gfinity alumnus and experience working with VALVE, FIFA and Champions League prior. I can also be seen running about looking very stressed at CSGO majors now and again.”

BA (HONS) GAMES PR AND COMMUNITY MANAGEMENT

A ground-breaking course for the games community managers of the future. This course will build on your creative skills, transporting you into a professional environment where you will examine day-to-day experiences of a games PR community manager.

You'll get to experience how to think creatively, striving for innovation on multiple channels. From gaming communities to social media (Snapchat, Twitch, Reddit, Instagram and beyond), you will learn how to create gaming content and campaigns for a variety of outlets. You will learn how to examine and develop innovative 360 games PR campaigns that may include social media, influencer outreach, events, consumer media, specialist games press, trade PR and working with third-parties and partners.

You can choose to study this course with an optional placement year or with a foundation year which will be studied at our partner college. For details of modules and location visit our website or UCAS.

UCAS CODE	LOCATION	STUDY OPTION	DURATION	Typical UCAS tariff point offer
G623	London	Full-time	3 Years	112
G624 (with Placement Year)	London	Full-time	4 Years (with Placement Year)	112
G725	Foundation year is studied at CONEL	Full-time	4 Years (with Foundation Year)	48



Our students at EGX



Excel on campus

GAMES PR AND COMMUNITY MANAGEMENT



WHAT YOU'LL DO

This course draws upon the strengths of our teaching staff. They have expertise in games design, games PR and marketing and games business. In your first year, you will explore the basics of community management, content creation, social media and PR for games. This will provide you with a solid grounding with which to explore the implications of gaming in the future.

In the second and third years, you'll learn about community management specialisms, from developers, to publishers, agency and in-house, alongside social media management for games, content creation for communities, social media, live projects, and innovative PR campaigns. This will give you an overview of games

community management as a whole, including how to build, maintain and create engaging content for communities and how to plan exclusive community events.

GRADUATE DESTINATIONS

The skills and knowledge you learn on this degree will prepare you for careers in games community management, social media, PR, journalism, content creation and events. Our graduates are also prepared for study at postgraduate level.



MODULES

YEAR ONE

FUNDAMENTALS OF GAMES COMMUNITY MANAGEMENT

A fundamental guide to the basics of community management and how to build, develop and maintain a games community.

GAMES CONTENT CREATION: COMMUNITIES

The module is an introduction to content creation for games communities from a theoretical and practical perspective.

COMMUNITY MANAGEMENT: DEVELOPERS

An introductory module to managing a gaming community for a developer from the perspective of the Developer and the Players in the Community.

GAMES PR: THINKING 360

An introduction to Games PR showcasing, what games PR is and how games PR compliments the wider games marketing mix.

YEAR TWO

BUILDING & DEVELOPING COMMUNITIES: ANALYTICS & BEYOND

This module explores how to develop, build and maintain a gaming community using metrics, insight and analytics software and tools.

GAMES CONTENT CREATION: SOCIAL MEDIA

This is a work in practice module that builds upon the introductory module in content creation for games communities to set up a live professional working environment.

COMMUNITY MANAGEMENT: AAA PUBLISHERS AND GLOBAL GIANTS

This module will teach you what kind of content you need to create for AAA title launches.

FUTURE GAMES PR AND MARKETING

This module focuses on actual PR operations with a look at how the industry is now and may be in the future.

YEAR THREE

COMMUNITY MANAGEMENT: EVENTS

This module looks at planning, managing and implementing community management events.

GAMES CONTENT CREATION: LIVE

This module looks at the live project element of community management.

CRISIS COMMUNITY MANAGEMENT PROJECT

Building on community management for developers and community management for AAA titles and global giants, this final project will focus on developing expertise in crisis communications.

GAMES PR PROFESSIONAL PITCH

This module provides an intensive period of independent study in which you will produce a substantial body of work appropriate to the skills of games PR practitioner.



Our Students at the London Homestand



**“PUT YOURSELF
IN THE HEART OF
WORKING ON HUGE
GAME STUNTS,
WORKING ON
EXCLUSIVE CONTENT
FOR DIFFERENT
GAMES MEDIA AND
WORKING ON BIG
GAMES EVENTS.”**



CHARLENE SHARP

**GAMES PR AND COMMUNITY
MANAGEMENT LECTURER**

“If you love everything about video games and you want to put yourself in the heart of working on huge game stunts, working on exclusive content for different games media and working on big games events, then this is the course for you.”

POSTGRADUATE COURSES

A postgraduate qualification will show you have that extra level of expertise in a specialist subject. At Staffordshire University, we have been delivering high quality postgraduate degrees for decades, and now we have the power, resource and connections to put you right in the middle of industry too.



DESIGN



DEVELOP



DISCOVER



PROTECT



CREATE



PROMOTE



MASTER

MA Esports

Page 64

MA ESPORTS

Our MA Esports is a cutting-edge course designed to give you the skill set needed to work within a growing number of jobs in this flourishing industry.

You will be expected to develop higher level research and analytical skills through the development of a substantive research project of your choice. The focus will be on strategic level management skills, influencing policies and practices in the industry and developing a critical awareness of the sociological, political and legal landscape.

Like esports itself, this practical course is fast and dynamic, and you'll be thrust into a range of esports settings from the word go. You will be expected to network extensively and use your new found skills to shape the future of the industry.

This course can also be studied part-time over three years.

UCAS CODE	LOCATION	STUDY OPTION	DURATION	Entry Requirements
N/A	London	Full-time	1 Year	First degree at 2:2 or above
N/A	London	Part-time	3 Years	First degree at 2:2 or above





WHAT YOU'LL DO

You will develop a critical and investigative approach to the esports ecosystem as it continues to evolve at a record pace. Throughout the course you will develop skills that will prepare you to work in any sphere of the industry and develop your own pathway by choosing your own research topic to develop during the latter part of your course.

A focus on employability will be intrinsic throughout the esports award. The course covers careers talks, visits and guest speakers from industry along with the opportunity to take up a role overseeing the undergraduate teams on live events at each level.

In the final module you will develop your reflective practice and develop a research topic that interests you and maps to your future career plans and you will be assigned an expert in your chosen area to oversee your project.

GRADUATE DESTINATIONS

Jobs in Esports are growing all the time and are roughly divided into management, technical and marketing. UK-based esports jobs website HitmarkerJobs.com posted almost 6,000 esports jobs from 45 different countries across five continents in 2018. 85.42% of jobs were English speaking and 20% were management and marketing.

Job Roles:

- Esports Partnerships Manager
- Social Media & Community Manager
- Sales Director
- Arena Specialist
- People Operations Manager
- Brand Manager
- Account Manager
- Head of Brand
- Partnerships Manager – Esports
- Communications Manager
- Ecommerce Manager
- Business Development Executive
- Event Engineer
- Head of Growth Marketing
- Managing Editor
- Director of Communications



MODULES

ESPORTS ECOSYSTEM AND METRICS

You will develop a critical and investigative approach to the esports ecosystem, covering teams, leagues, tournaments, platforms, brands, games developers, investors and fans. You will investigate who the major players are in the industry and how the money flows in the business of esports as well as developing analytical skills and the ability to measure brand, player and game metrics.

INTERNATIONAL ESPORTS POLICY AND PLANNING

The growth in esports has led to many debates about the role of the industry in the general sports and gaming arena. This module focuses on the legal definition of esports and examines its relationship to traditional sports as well as exploring the future agenda for the legislation around this industry. Using current research around the illegal gambling, economic impact and ethical dilemmas around age, gender and equality of popular games like League of Legends you will explore the challenges the industry needs to address and learn about the wide implications of the decision makers.

MANAGING ESPORTS ARENA STRATEGIES

Managing esports arena strategies is a strategic and multi-layered responsibility requiring strategically focused, stakeholder-centric and reflective professionals. Being able to define an effective strategy is critical to the success and ultimate survival of an organisation. You will learn how to develop and manage future facing strategies and how to apply management concepts, frameworks and theories whilst exploring why some companies succeed and others fail. As the industry becomes more competitive with larger and larger sums at stake you will develop the skills to critically examine the impact of strategic decisions around globalisation, mergers, acquisitions and alliances.

RESEARCH METHODS AND ESPORTS DATA

This module introduces you to research methods and ethics, preparing you for your final dissertation. You will learn about qualitative and quantitative research methods, including, interviews, focus groups, questionnaires and sampling as well as develop the skills to critically reflect on your findings. You will complete a research proposal with full consideration of the ethical factors at play before being assigned an academic supervisor with experience in your chosen research area who will support you through your final module.

DISSERTATION AND DISSEMINATION

This is a major piece of work to be carried out on an individual basis in the field of Esports. You are expected to highlight two separate strands during your work on the dissertation: understanding and application. The first part will demonstrate your knowledge and understanding of the subject domain. The second part will allow you to demonstrate your abilities through investigation of the problem. In the dissertation you will need to critically evaluate philosophical issues and appraise the existing published research in the relevant area, as well as analyse the data collected and reflect upon the findings. After completion of your MA you may decide to develop your study further and continue to a PhD.

“IN THE MASTERS PROGRAMME, WE ARE ABLE TO NETWORK AT GAMING EVENTS AND WE ARE PUT IN FRONT OF PROFESSIONALS SO YOU CAN PUT A GOOD WORD IN FOR YOURSELF.”



MAXIE GEE

MA STUDENT

“In a small and growing industry like esports, connections are very important. In the Masters programme, we are able to network at gaming events and we are put in front of professionals so you can put a good word in for yourself. On top of that, all of our lecturers are industry professionals, giving us a very practical academic experience.”

FEES

University fees might sound daunting at first, but remember, you aren't just investing in us, you're investing in your future.

HOME STUDENTS

Current fees for 2021/22 are listed as below.

These are regulated fees; the Government determines the maximum fee a university may charge. The University expects to apply any permitted increase, so subsequent years' fees may increase, but will do so by no more than the rate of inflation as measured by the RPIX index.

Any permitted increases in fees will be published on the University's website so for the most up-to date fees information please refer to our Website.

EU STUDENTS

The process for the UK to leave the European Union is ongoing. At the time of going to print (February 2020) the UK government had yet to decide whether EU students will continue to benefit from home fee status and access to financial support. For the latest information please visit: www.gov.uk/guidance/brexit-guidance-foreu-students-in-the-uk

2021/22 FEES:

- All full-time undergraduate degrees - £9,250.00
- All full-time postgraduate degrees - £9,750
- We also offer a pro-rata fee structure for part-time study.

INTERNATIONAL STUDENTS

- All full-time undergraduate degrees - £14,000*
- All full-time postgraduate degrees - £16,500

ABOUT OUR FEES

New and continuing students will be charged the maximum permitted fee, determined by the Government and measured on how we perform against the Teaching Excellence Framework. Fees for our part-time undergraduate courses are usually a proportion of the full-time fee depending on the number of modules studied (commonly referred to as 'course intensity').

Placement year fees will be charged at no more than 20% of the normal tuition fee.

ADDITIONAL COURSE COSTS

If there are additional costs associated with any course they will be listed on our website. Additional costs typically include items such as:

- Equipment hire
- Art materials
- Optional field trips
- Printing
- Books you wish to purchase.



LOANS FOR UNDERGRADUATE TUITION FEES

Eligible undergraduate UK students are entitled to apply for a tuition fee loan to cover the full cost of tuition fees. These are paid direct to the University and you don't have to pay anything back until you have graduated and are earning over £25,725 per annum*.

LOANS FOR LIVING COSTS (UK STUDENTS ONLY)

Eligible undergraduate UK students can also take out a maintenance loan to help pay for things like accommodation, food, transport and books. The maximum amount you can borrow depends on your household income as well as where you are studying and living. This will be paid into your nominated bank account at the start of each term, once confirmation of your registration has been sent to Student Finance. Find out more at: www.gov.uk/student-finance

LOANS FOR POSTGRADUATE STUDENTS

If you're starting a Masters course, whether studying full or part-time, you could get a loan of up to £11,222 to help you with your course fees, study expenses and (in place of or) living costs.

Masters Loans are available for many of our postgraduate taught degrees and are provided by Student Finance.

You don't need an offer of a place to apply and you can even apply if you have an existing undergraduate loan. For more information about the Masters Loan and eligibility criteria, please visit our website or gov.uk/masters-loan

ALUMNI DISCOUNT

If you've previously completed a Staffordshire University undergraduate or postgraduate taught degree (excluding HND and foundation degrees) you may be entitled to a discount of up to 25% off your postgraduate course fees (terms apply).

For more information on the alumni discount, please visit staffs.ac.uk/courses/postgraduate/fees-and-funding

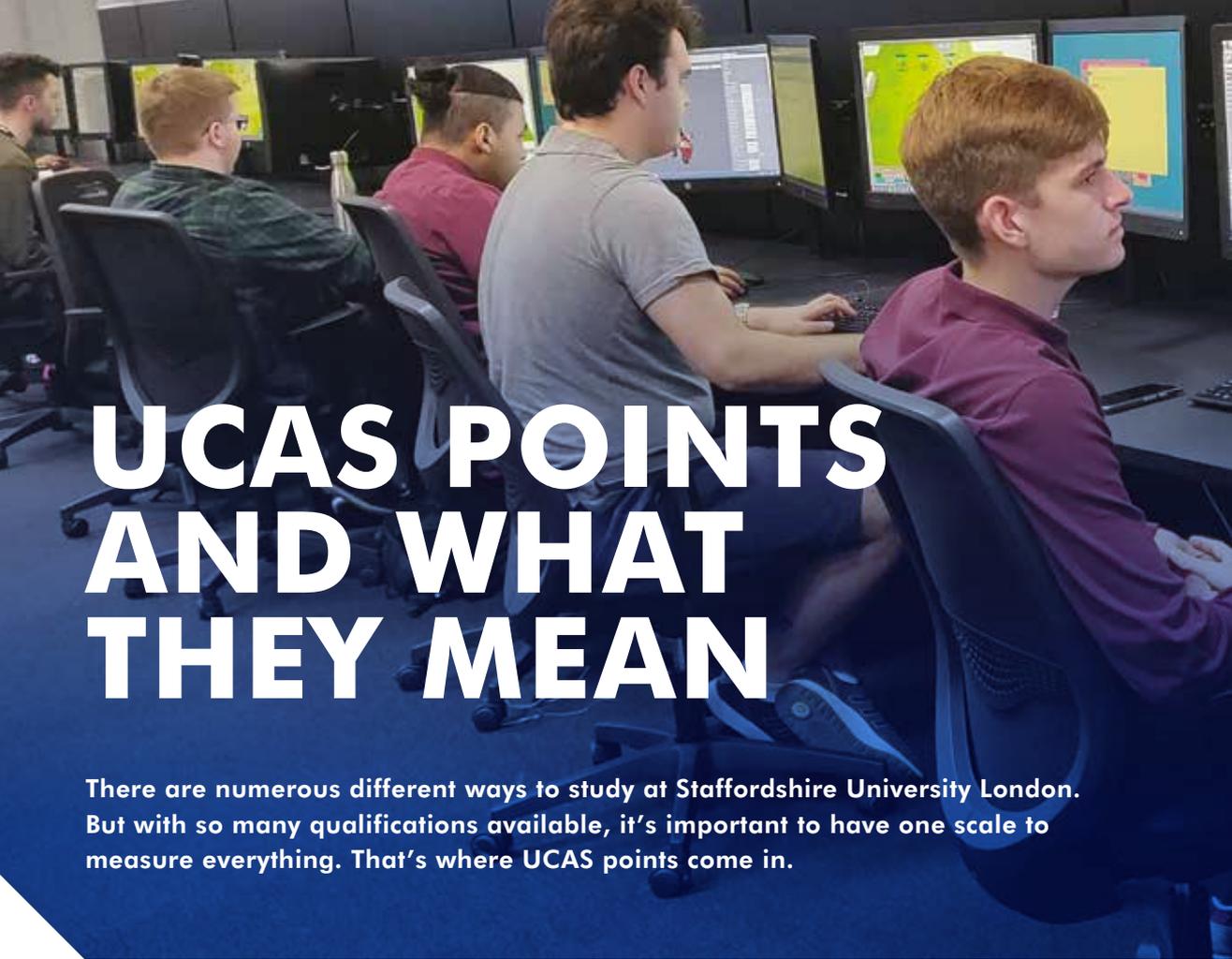
SOURCES OF ADDITIONAL FINANCIAL SUPPORT

If you receive funding from Student Finance you may be eligible to apply for additional support. Details of the financial support available and how to apply for it can be obtained by visiting: www.gov.uk

Extra funding is available for students with dependants as well as for those who have disabilities. Full details, including a student finance calculator, can be found at: www.gov.uk/student-finance



*Correct at time of going to print: 3 April 2020

A photograph of several students sitting at desks in a computer lab, working on their laptops. The room is dimly lit, and the screens of the computers are glowing. The students are focused on their work.

UCAS POINTS AND WHAT THEY MEAN

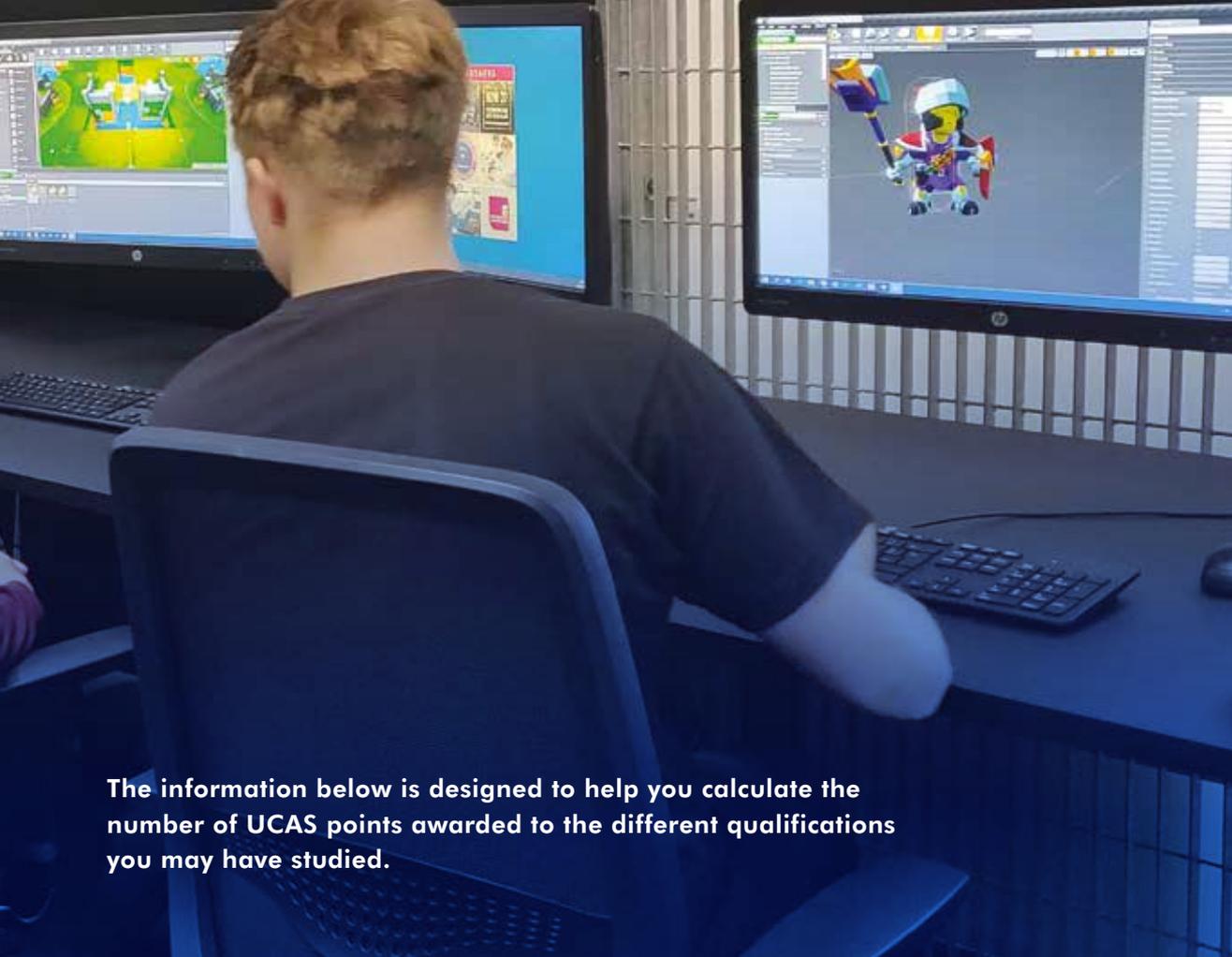
There are numerous different ways to study at Staffordshire University London. But with so many qualifications available, it's important to have one scale to measure everything. That's where UCAS points come in.

The UCAS tariff converts the grades you achieve into points. That way, a wide range of qualifications can be compared and considered during the application process. For some courses, specific subjects and grades may also be required.

The tables opposite will help you see how your grades convert into UCAS points, so you can start working out exactly what you need.

For help with converting your qualifications into UCAS points, visit: www.ucas.com/ucas/tariff-calculator





The information below is designed to help you calculate the number of UCAS points awarded to the different qualifications you may have studied.

A level and AVCE	
GRADE	UCAS POINTS
A*	56
A	48
B	40
C	32
D	24
E	16

AS level and AS VCE	
GRADE	UCAS POINTS
A	20
B	16
C	12
D	10
E	6

BTEC National Extended Diploma/BTEC level 3 National Extended Diploma	
GRADE	UCAS POINTS
D*D*D*	168
D*D*D	160
D*DD	152
DDD	144
DDM	128
DMM	112
MMM	96
MMP	80
MPP	64
PPP	48

ENTRY REQUIREMENTS

We're committed to connecting students of all ages, skills and experiences with higher education and are a leading voice in alternative routes into university.

So, if you think you've done things a little differently and aren't sure if you're eligible to study, get in touch and see. We assess each application individually, taking into account any experience and skills you may have in your chosen field.

Don't worry if you can't see your qualification listed. Just contact our team of experts on 01782 294400 or email us at enquiries@staffs.ac.uk

OUR OFFERS

We use the UCAS points tariff in our offer-making and don't discriminate between pre-2015 old style A and AS levels and the ones reformed after 2015. We also don't discriminate between the pre-2016 old specification BTECs (QCF) and the ones reformed for first delivery from 2016 (RQF). In most cases, you will probably need at least the minimum number of points or grades required for your chosen course. Typically, this would mean one of the following scenarios:

- Two/three GCE A level or AVCE subjects
- One GCE A level Double Award or AVCE Double award
- A combination of one GCE A level and an Advanced Welsh Baccalaureate - Skills Challenge Certificate
- BTEC National (QCF) Extended Diploma
- BTEC National Diploma/BTEC Subsidiary Diploma combined with other level 3 qualification to achieve tariff points
- Access to HE Diploma
- Three SQA Highers and Two Advanced Highers
- Irish Leaving Certificate Higher grades
- An Irish FETAC or QQI award
- An award of the European Baccalaureate Diploma with at least 70% overall
- An award of the International Baccalaureate Diploma achieved by passing each of the required components and achieving a total IB point score of 28-32 or required tariff points from individual components of the IB
- A pass in an Advanced Apprenticeship
- Achievement of an OCR National Diploma or Extended Diploma
- A successfully completed NVQ at level 3 or above
- A pass in a university-validated foundation course
- A pass in a university foundation year
- Equivalent international qualifications

GCSE REQUIREMENTS

English and Maths at Grade C/Score 4 (or Level 2 equivalents) are required as a minimum for all our courses. Some courses also require other subject specific GCSE requirements. These will be stipulated on our course pages on our website or in our course guide.

ENGLISH LANGUAGE REQUIREMENTS

Most of our courses require a minimum IELTS score of 6.0 overall with 5.5 in each component or an equivalent approved qualification. However, some courses have higher entry criteria due to accreditation requirements or the need to have exceptional communication skills as part of the course.

We also accept a wide range of qualifications from around the world. For more information visit the Staffordshire University website: www.staffs.ac.uk/english-language-requirements.

The Staffordshire University Pre-Sessional Programmes are for international students who intend to study at Staffordshire University on an Undergraduate or Postgraduate degree course, but do not meet the language requirements for direct entry.



USEFUL INFORMATION

If you have been offered a place and there is a significant change to the course, or for any reason, the course doesn't run - we will contact you immediately and fully support you in finding the best suitable alternative.

At the time of printing on 3 April 2020, the courses listed in this course guide represent those we intend to offer for the 2021 academic year. Very occasionally, however, we need to make changes to our courses, including their content and the way in which they are delivered. In some instances, courses can be discontinued or combined with other courses.

Reasons for withdrawing courses can include insufficient student numbers and courses not receiving the necessary accreditation or approval. Changes to course information may include operational and academic reasons.

If circumstances beyond our control mean we cannot provide particular educational services, all reasonable steps will be taken to minimise any disruption to those services. However, the University will have no liability for any loss or damage suffered by any prospect or student as a result.

As a prospective student of Staffordshire University London, it's your responsibility to ensure you have fully reviewed up-to-date course information before you apply, and that your chosen course fully meets your requirements. You should also check the course still meets your requirements before accepting an offer to study with us.

Student satisfaction scores have been provided by Unistats and are correct at the time of going to print. For more information, visit: discoveruni.gov.uk

If we discontinue a course or programme and you're not happy with the alternative offered, or if a programme is changed and you're not happy with the changes, you'll be given the opportunity to withdraw from the programme.

Up-to-date course information can be found on our website (www.dilondon.staffs.ac.uk).

If you're offered a place at Staffordshire University London, your offer will be subject to the University's Terms and Conditions of Offer. If you become a student of Staffordshire University London, you will enter a contract with us and be bound by our rules and regulations.

Employability statistics at course level are calculated by Staffordshire University London from overall University statistics from the annual DLHE survey.



OPEN DAY DATES

LONDON OPEN EVENTS

Staffordshire University
London - Digital Institute

TUESDAY 7 JULY 2020

SATURDAY 12 SEPTEMBER 2020

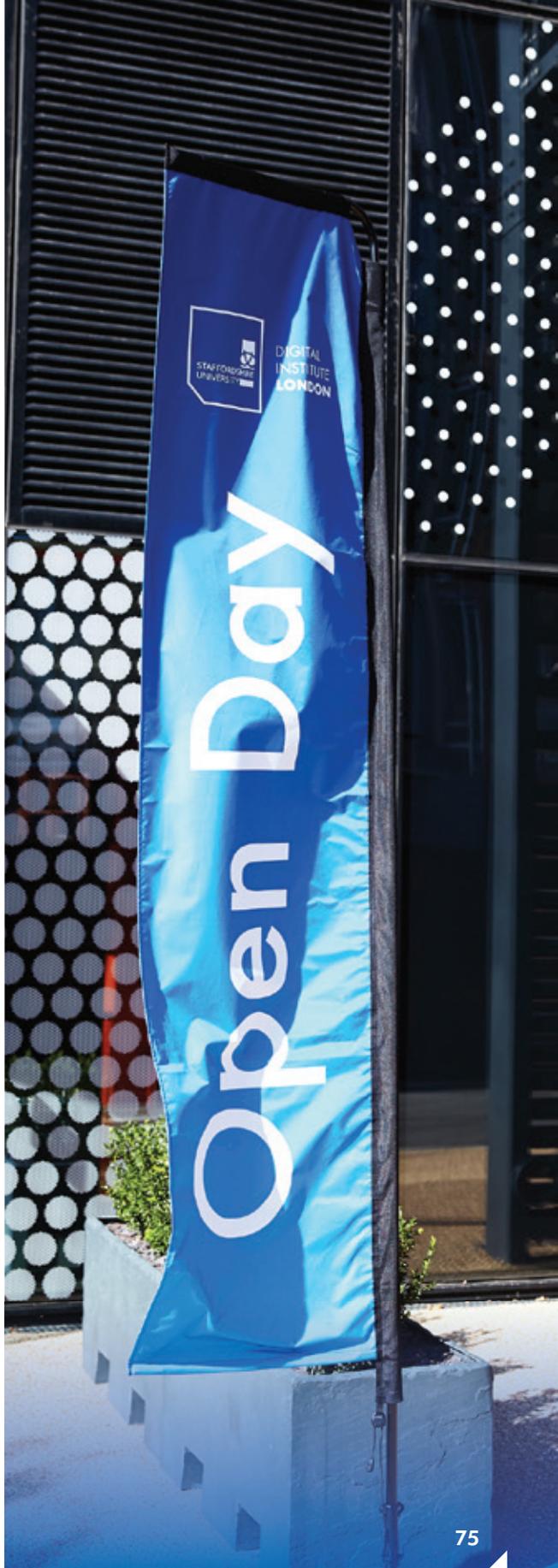
SATURDAY 31 OCTOBER 2020

SATURDAY 5 DECEMBER 2020

SATURDAY 27 MARCH 2021

THURSDAY 7 JULY 2021

Open Day dates are subject to change, please visit our websites for booking and date confirmation.





**LONDON
DIGITAL
INSTITUTE**

TOP 40 UK UNIVERSITY

37th of 121 institutions in the
Guardian League Tables 2020

SHORTLISTED FOR UNIVERSITY OF THE YEAR

The Times and The Sunday Times
Good University Guide 2020

TOP 10 FOR STUDENT SATISFACTION

Complete University Guide 2020

KEEP IN CONTACT

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www.dilondon.staffs.ac.uk

