Game Art & Design BA (Hons)
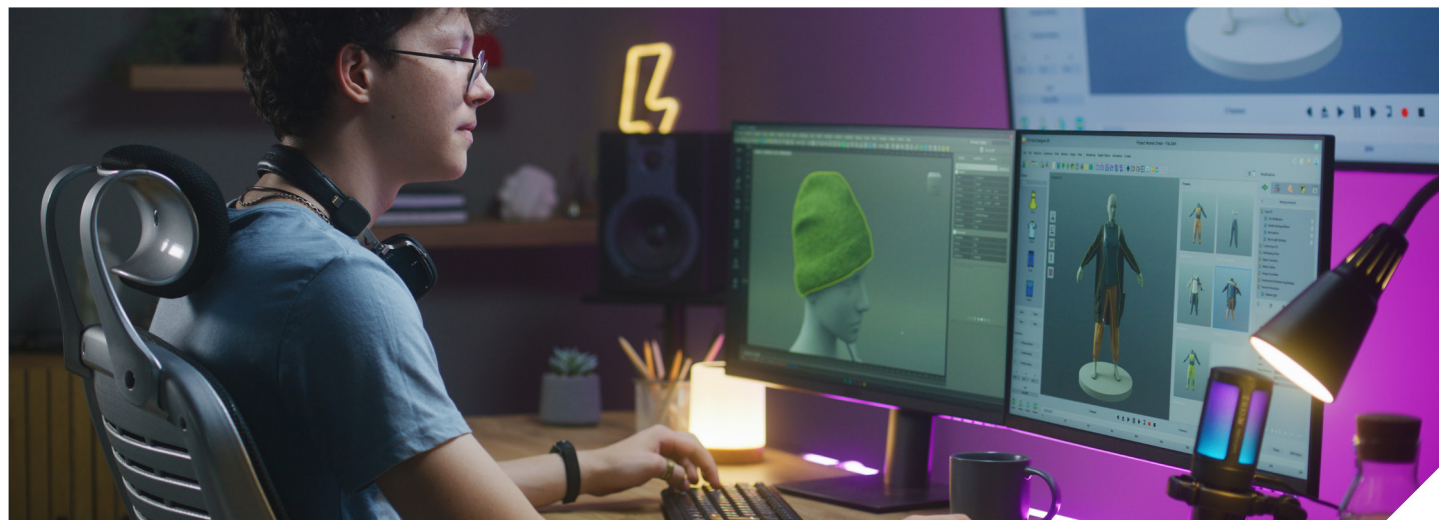
UCAS Code: GAD1 | Duration: 3 years | Full-time | Both campuses | 2026/2027
Placement year opportunities available

Course Overview

Our cutting-edge Game Art and Design programme is meticulously crafted to set you apart in the vibrant world of gaming. Designed by industry leaders and visionaries, our curriculum is a fusion of artistry and technology, offering a comprehensive exploration into the creation of stunning game visuals. This course will unveil the secrets behind crafting immersive environments, dynamic characters, and breath-taking design, whilst delving deep into the industry's latest tools and techniques to ensure you are equipped with the skills demanded by the top gaming studios. A comprehensive skill set will be developed using the latest industry-standard tools and technologies such as 3D Studio Max, Substance Painter, Zbrush, Unreal Engine 5, AI integration, and virtual production.

This isn't just about technical know-how—it's about igniting your imagination. Engage in hands-on projects that will challenge your creativity, pushing the boundaries of what's possible in gaming aesthetics. From creating an initial concept to the final visual polish, you will hone your craft under the guidance of our industry professionals.

This course isn't just a gateway to a career—it's a catalyst for innovation. Join a community of aspiring artists, collaborate on ground-breaking projects, and emerge not just as a game art graduate, but as a visionary poised to revolutionise the gaming landscape.

Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

Fees and Additional Costs

The tuition fees for 2026/2027 are £9,535 for full-time undergraduate courses.

On top of tuition fees, students are encouraged to purchase a laptop for independent study.

You will also need to consider the cost of your accommodation each year whilst you study at university. Visit our accommodation webpages for further details about our Halls of Residence: **www.hope.ac.uk/halls**

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CONTACT

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Game Art & Design BA (Hons) curriculum

Year One

Fundamentals and Artistry

- Introduction to Game Art and Design - Exploring meaning in Games.
- Digital Art Fundamentals
- 2D Art and Animation
- Texturing and Material Creation with Substance Painter
- Introduction to 3D Modelling
- Game Development Basics
- Introduction to Unreal Engine 5.

Year Two

Advanced Skills and Technology

- 3D Modelling and Sculpting with Zbrush
- Advanced Material creation
- Character and Environment Design
- Advanced Game Engine Development with Unreal Engine 5
- Animation for Games
- Game Art Portfolio Development
- Analysing meaning in Games - Investigating theories relating to Game Design.

Year Three

Final Major Project and Skill Specialisation

- Specialisation Track (Students would choose one of the following pathways):

    1. Environment Art and Design

    2. Character Art and Animation

    3. AI in Game Art

- Advanced AI Integration in Games
- Virtual Production and Unreal Engine
- Emerging Technologies in Game Art
- Professional Development in the Game Industry
- Internship or Industry Collaboration
- Implementing meaning in Games – Focused Special Study analysing the communication and meaning within Games.

COURSE STRUCTURE

Teaching on this degree is structured into lectures, where all students are taught together, seminars of smaller groups of around 15-20 students, and tutorials which may have no more than 10 students. You also have the opportunity to have a one-to-one meeting with your tutor each week.

In your first year of study, there are approximately 13 teaching hours each week, which reduces to approximately 12 teaching hours in your second year and approximately 10 teaching hours in your third year.

In addition to the in-class hours, students will be expected to complete independent study (e.g. developing software skills, reading relevant texts and completing assignments) both on their own, and in groups.

Students will also have the opportunity to engage in specific enrichment activities including workshops and talks from industry specialists, placements, and the Global Hope programme.

ASSESSMENT AND FEEDBACK

During the course, students will undertake a variety of assessments, including assignment coursework, essays, research reports and assessed presentation work. Assessments include both individual assignments, and group work. In the final year, students complete an individual research project in their chosen specialisation.

Feedback is provided electronically for all coursework, and students have the opportunity to discuss this with a tutor if required.

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