

# Brand Guidelines

# UHI

We are a diverse university partnership,  
and being part of UHI means we are all  
much more than we are individually.

We offer flexible and supported learning  
from access level to PhD, which suits more  
people, at more levels, for more reasons.





We are proud of our unique place and deep roots in our communities and this makes us more connected with them in both our teaching and research.

We offer more opportunities, more flexibility and more specialisms to more students, at more levels, in more places.

Our greatest strength is the diversity of our partnership, and this empowers us to deliver more.



**UHI**

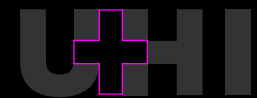
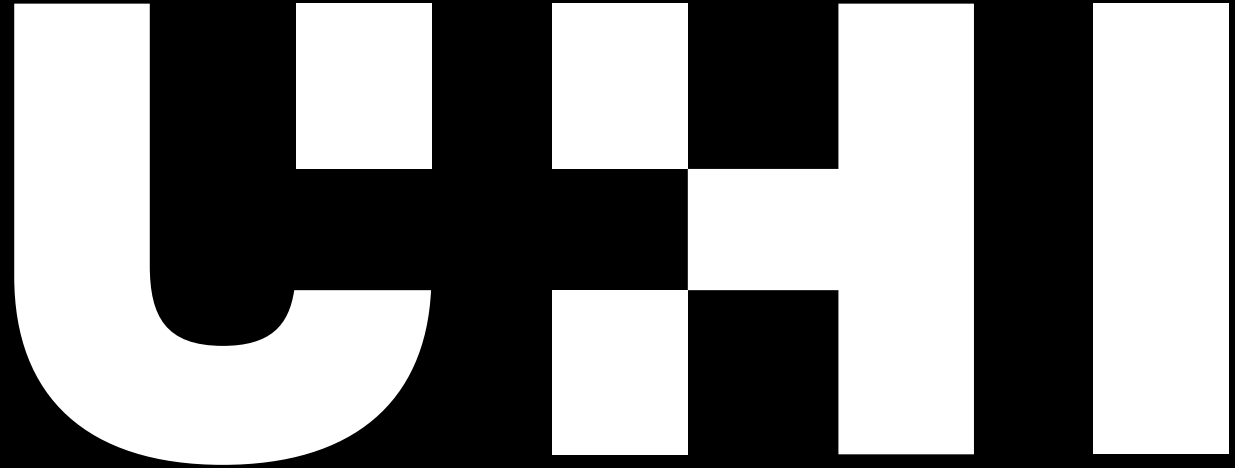
**Where  
learning  
means  
more**

**Far a bheil  
ionnsachadh  
a' ciallachadh  
barrachd**

**Brand marque**

More places to learn. More ways to learn. More flexibility.  
More collaboration. More support. More opportunities.  
And more. Much more.

This is our brand marque. It utilises the negative space between its characters to create a positive and universally recognised symbol; the plus.



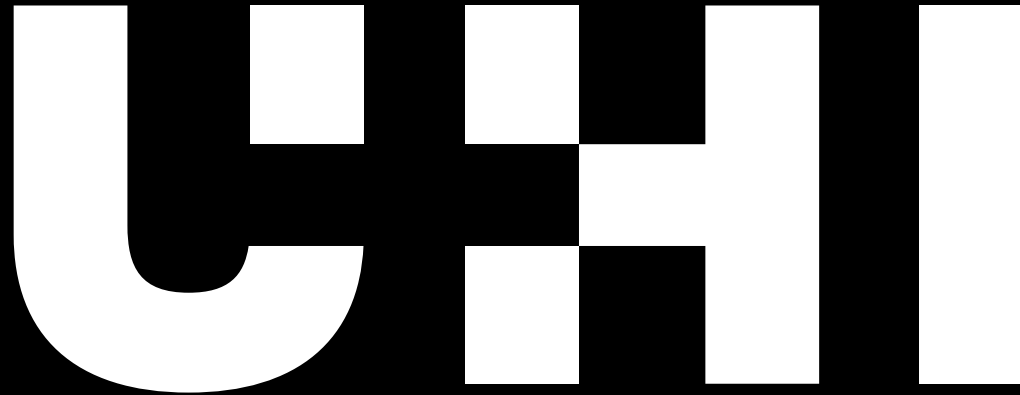
### Brand marque

Represents the whole partnership in visual marketing and communication. Especially useful where there are practical restrictions on fine detail. When three or more partners are featured together, we recommend using this brand marque to represent UHI as a whole.

### Formal marque

UHI's formal marque displays the university's full, official name. It should always be used bilingually as shown, in both English and Gaelic. We use it to represent UHI in formal or corporate situations. The formal marque may also be used for certain marketing and communication activities, depending on the context and audience. However, the brand marque should be used where a) the university's full name features elsewhere within the communication, such as in bodycopy, or b) our bilingual identity is reflected within the communication in another way, such as graphically.

### Brand marque



### Formal marque



**Describing UHI**

There are standard ways of describing and explaining UHI - shorter and longer - suited to various situations.

The word 'tertiary' can be used in certain circumstances, such as in college and university sector contexts or in political and government contexts.

We aim to use words 'university' and 'college' less often, as here at UHI we are much more than that. You can, however, use these words from time to time, where it feels natural to do so.

**We are a diverse and flexible (tertiary/university/or neither) partnership serving our communities and connected to their needs.**

**We offer flexible and supported learning from access level to PhD, which suits more people, at more levels, for more reasons.**

**We are proud of our unique place and deep roots in our communities and this makes our teaching and research more connected with their needs.**

**Our greatest strength is the diversity and flexibility of our partnership and this empowers us to deliver more.**

### UHI partners

UHI partner identities focus on two elements: the relationship with UHI; and the unique location of each partner.

Some partners opt for a bilingual marque.

**UHI | ARGYLL**

**UHI | INVERNESS**

**UHI | MORAY  
MOIREIBH**

**UHI | NORTH HIGHLAND**

**UHI | OUTER HEBRIDES  
INNSE GALL**

**UHI | SHETLAND**

**UHI | WEST HIGHLAND  
GÀIDHEALTACHD AN IAR**



### Specialist partners

Specialist partners have a separate name and identity. They are encouraged to describe themselves as partners of UHI, and use our partnership 'lock-up', shown as appropriate.



**Describing yourself as a UHI partner**

There are standard ways of describing your partnership with UHI. If you have any queries regarding textual and verbal references of our brand please contact: [communications@uhi.ac.uk](mailto:communications@uhi.ac.uk)

**UHI Argyll is a partner of UHI, a diverse and flexible (tertiary/university/college/or neither) partnership serving our communities and connected to their needs.**

**Sabhal Mòr Ostaig is a partner of UHI, a diverse and flexible (tertiary/university/college/or neither) partnership serving our communities and connected to their needs.**

### Brand marque with sub-brands

Brand marque sub-brands applies to approved university research centres and similar externally-facing entities within the university such as the Graduate School. It can also apply to activities such as departments or societies which require to be identified in media/promotional materials. No other icon or graphic device other than the sub-brand logo can be used. These sub-brands are always bilingual.

Requests for sub-brand logos must be made by completing the 'Request for sub-brand logo' form and will be designed and provided by the university marketing team. Requests can be made to: [marketing@uhi.ac.uk](mailto:marketing@uhi.ac.uk).

Sub-brands with single word names should feature English and Gaelic over two lines (1).

Sub-brand marques with two or more words should feature English on the left-hand side and Gaelic on the right, and be separated by a keyline (2).

In some instances, sub-brand marques may be placed over three lines (3). These should be considered on an individual basis depending on their length, however we recommend applying this rule to names with 50 or more characters.

1

**UHI** | Libraries  
Leabharlann

2

**UHI** | Archaeology  
Institute | Institiùd  
Arc-eòlais

3

**UHI** | Centre for Remote  
and Sustainable  
Communities | Ionad do  
Choimhearsnachdan  
Iomalach is Seasmhach

### Partner brand marques with sub-brands

Where partners require a sub-brand to be included alongside their marque, this should be placed directly beneath it. For monolingual marques, the height of the sub-brand should be equal to half that of the partner's name. For bilingual marques, its height should be equal to two thirds of this. In both instances, the height of the keyline should be extended to match the height of both the partner marque and its sub-brand.

1

**UHI** | **INVERNESS**  
Example sub-brand name here

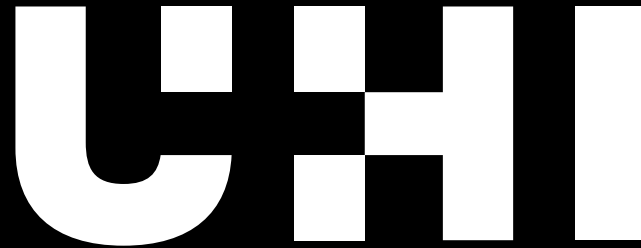
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2

**UHI** | **MORAY**  
**MOIREIBH**  
Hospitality and Tourism Academy  
Acadamaidh Aoi gheachd is Turasachd

**Brand marques (colour)**

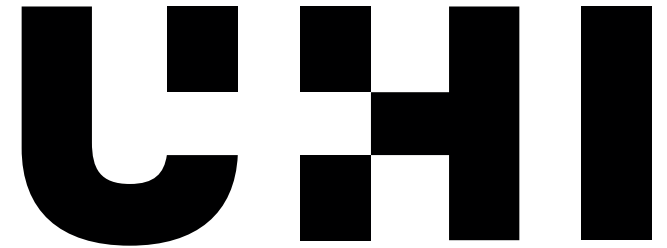
All of our marques are available in two colourways; white (reversed) and black (positive). The reversed marque is our preferred option, as this gives our symbol (the plus) maximum stand-out. When placing our marque on white backgrounds, such as on stationery or the internal spreads of a printed document, the secondary marque should be used. On this version, the grey has been darkened slightly to give additional stand-out. We must always ensure we use the correct version on the correct background colour.

**Primary (reversed)**



**UHI** University of the  
Highlands and Islands  
Oilthigh na Gàidhealtachd  
agus nan Eilean



**UHI | INVERNESS**

**Secondary (positive)**



**UHI** University of the  
Highlands and Islands  
Oilthigh na Gàidhealtachd  
agus nan Eilean



**UHI | OUTER HEBRIDES  
INNSE GALL**

### Clear space

To ensure a high degree of prominence and legibility, our marque should always be surrounded by an area of clear space. This area is defined by the width of the letter 'I' (x2).

We should also ensure our brand marque never appears smaller than the minimum size recommendation.

The minimum size varies depending on which version of the marque is used.

### Minimum size

We should also ensure our brand marque never appears smaller than the minimum size recommendation.

The minimum size varies depending on which version of the marque is used.

### Exclusion zone



### Minimum size

**UHI**  
**UHI | SHETLAND**



Brand marque and monolingual partner marques: 10mm (30px)

**UHI | WEST HIGHLAND**  
**GÀIDHEALTACHD AN IAR**



Bilingual partner marques: 15mm (45px)

A partner of

**UHI**



Specialist partner lock-ups: 15mm (45px)

**UHI** University of the  
Highlands and Islands  
Oilthigh na Gàidhealtachd  
agus nan Eilean



Formal marque: 25mm (75px)

## Social avatars

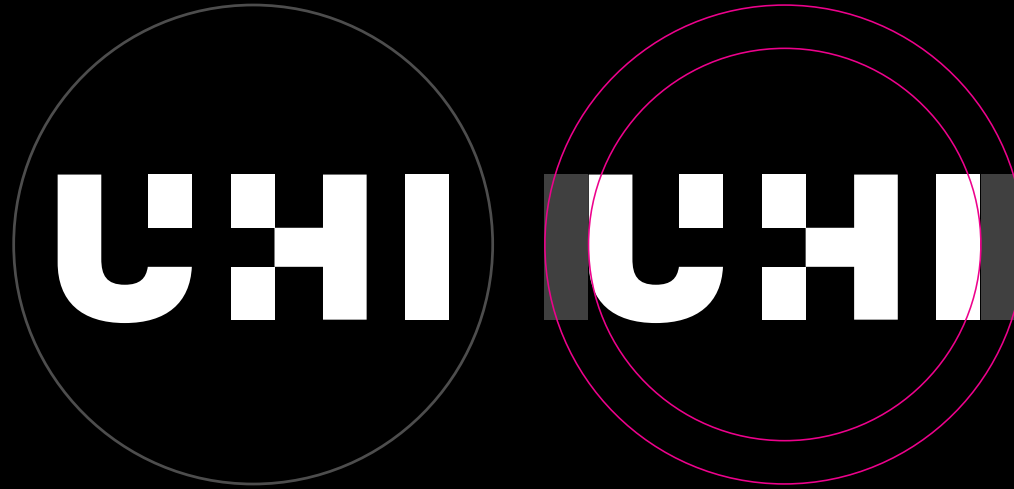
Our brand marquee should be placed on a black background, creating clear, legible and consistent avatars across all of our partners (1). The space between our marquee and the edge of the avatar should be determined by the width of the letter 'I'. Full partner names are included as 'live text' on the right-hand side. Where appropriate, these should feature both English and Gaelic translations.

Use of brand photography may also be used as backgrounds to our avatars (3). This helps us maintain a level of individuality amongst our partners while remaining consistent across the brand. Images chosen should be 'textural' only, such as abstract close-ups or aerial landscapes, and a subtle drop shadow may be applied to give additional 'stand out', when required. We must ensure our brand marquee is clearly visible at all times, and so the use of background images are at the designers discretion.

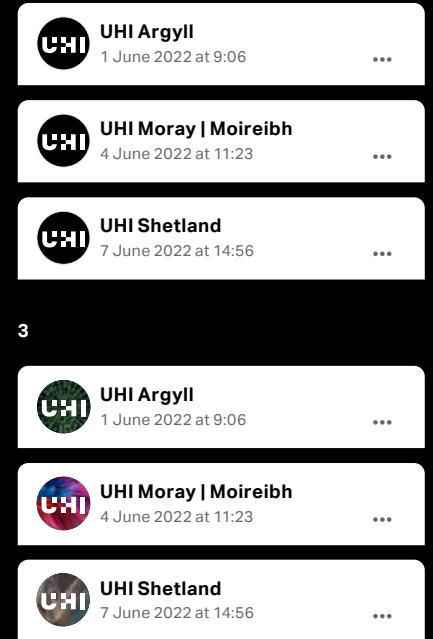
## Supporting approved national events

These rules also apply in instances where we are showing support for external events, such 'Pride Week'. While our brand marquee can not be altered in any way, it can be placed on photographic backgrounds that represent the event we are celebrating. All brand marquee updates relating to external events or celebrations must be approved by the marketing team: [marketing@uhi.ac.uk](mailto:marketing@uhi.ac.uk)

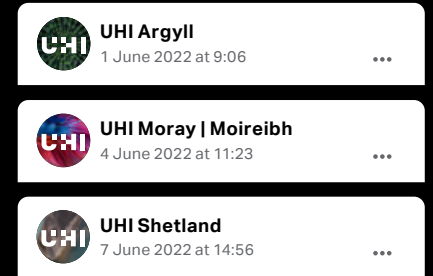
1



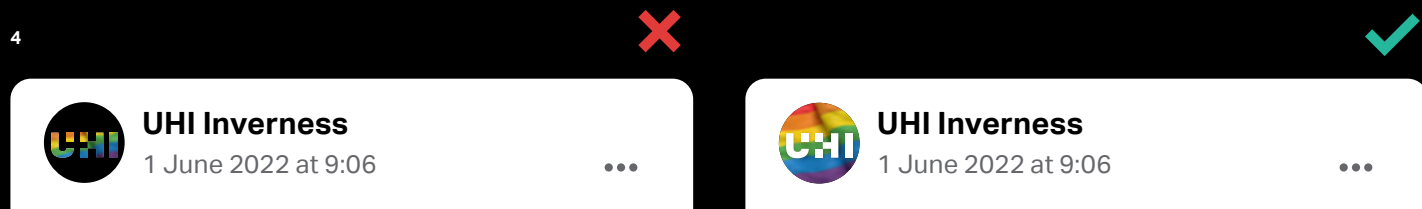
2



3



4



**Misuse**

Our marques and all sub-brands should only be reproduced from master artwork and should not be redrawn or altered in any way. When using our marque, please ensure you;

- 1 Do not change or recolour any part of the marque
- 2 Do not remove the keyline featured within the marque
- 3 Do not reposition any element of the marque
- 4 Do not resize any element of the marque
- 5 Do not remove any element of the marque
- 6 Do not stretch the marque
- 7 Do not rotate the marque
- 8 Do not add any graphic element to the marque
- 9 Do not add additional text to our marques (with the exception of the permitted use of approved strapline and sub-brands)

1

The logo consists of the letters 'UHI' in a bold, sans-serif font. The 'U' is orange, the 'H' is white with a black outline, and the 'I' is white with a black outline. To the right of 'UHI' is a vertical bar, followed by the word 'ARGYLL' in a bold, black, sans-serif font.

2

The logo consists of the letters 'UHI' in a bold, white, sans-serif font with black outlines. To the right of 'UHI' is a vertical bar, followed by the word 'SHETLAND' in a bold, black, sans-serif font.

3

The logo consists of the word 'INVERNESS' in a bold, black, sans-serif font, followed by a vertical bar and the letters 'UHI' in a bold, white, sans-serif font with black outlines.

4

The logo consists of the letters 'UHI' in a bold, white, sans-serif font with black outlines. To the right of 'UHI' is the text 'University of the Highlands and Islands' in a small, black, sans-serif font, followed by 'Oilthigh na Gàidhealtachd agus nan Eilean' in a slightly larger, black, sans-serif font.

5

The logo consists of the words 'NORTH HIGHLAND' in a bold, black, sans-serif font.

6

The logo consists of the letters 'UHI' in a bold, white, sans-serif font with black outlines, followed by a vertical bar and another set of the letters 'UHI' in the same style.

7

The logo consists of the letters 'UHI' in a bold, white, sans-serif font with black outlines, rotated at an angle.

8

The logo consists of the letters 'UHI' in a bold, white, sans-serif font with black outlines. A small plus sign is positioned between the 'H' and 'I'. To the right of 'UHI' is the text 'University of the Highlands and Islands' in a small, black, sans-serif font, followed by 'Oilthigh na Gàidhealtachd agus nan Eilean' in a slightly larger, black, sans-serif font.

9

The logo consists of the letters 'UHI' in a bold, white, sans-serif font with black outlines. To the right of 'UHI' is the text 'University of the Highlands and Islands' in a small, black, sans-serif font, followed by 'Oilthigh na Gàidhealtachd agus nan Eilean' in a slightly larger, black, sans-serif font, and the strapline 'Discover something more' in a smaller, black, sans-serif font below it.



## Strapline

Our strapline embodies our brand. It helps people understand who we are and what we offer, and we should use it whenever we have the opportunity to do so.

It can be placed over one, two or four lines (1-3), and the word 'more' can be underlined when we want to emphasise it. It can be used as big, bold headlines on the cover of a prospectus or as a small sign-off, featured on the internal spreads of printed collateral. We can attach additional words to it (3) detailing key messages and benefits to our audiences, or place it alongside our partner marques, for use on items such as signage (4). When used in these instances, our strapline should be positioned directly beneath the partner name and be sized appropriately. For monolingual marques, its height should be equal to half that of the partner's name. For bilingual marques (shown on the following page), its height should be equal to two thirds that of the partner name. In both instances, the height of the keyline remains equal to that of UHI.

1

# Where learning means more

2

Where  
learning  
means  
more

3

Where learning means more flexibility  
support  
opportunity  
experiences  
possibilities  
partnerships  
collaboration  
contacts  
connections  
locations  
and more

4

**UHI | INVERNESS**

Where learning means more

**Strapline**

Application of the strapline guidelines in Gaelic.

1

**Far a bheil ionnsachadh  
a' ciallachadh barrachd**

2

**Far a bheil  
ionnsachadh  
a' ciallachadh  
barrachd**

3

**Far a bheil ionnsachadh  
a' ciallachadh barrachd** sùbailteachd  
taic  
cothrom  
fèin-fhiosrachaidh  
comasachd  
com-pàiteachasan  
co-obrachadh  
conaltradh  
ceanglaichean  
àiteachan

4

**UHI | WEST HIGHLAND  
GÀIDHEALTACHD AN IAR**

Where learning means more  
Far a bheil ionnsachadh a' ciallachadh barrachd

## Typography

Our primary typeface is called Degular Display. We use it for headlines and pull-out quotes, adding extra personality to our brand. It is available in four weights; Regular, Medium, Bold and Black. We recommend using Bold for the majority.

Our secondary typeface is called Aktiv Grotesk. We use this for sub-heads and bodycopy, as well as our strapline. It is available in three weights; Regular, Medium and Bold (as well as the italic variants). We recommend using Regular or Medium for sub-heads (this will depend on it's size and length), Regular for bodycopy or larger amounts of text, and Bold for section and paragraph titles. Our strapline, 'Where learning means more', is also typeset in Bold.

When our primary or secondary typefaces aren't available, please revert to system font, Arial, which has very similar attributes to Aktiv Grotesk. It should be used for headlines, sub-heads, pull-out quotes and bodycopy. Arial is available in Regular, Bold and Black.

These primary and secondary typefaces are restricted to designers who are working on corporate or marketing materials and are not for general use such as in for example, a report, where Arial or Calibri should be used.

### Degular Display, Bold

# I'm used for big, bold headlines

### Aktiv Grotesk, Regular / Medium

## I'm used for subheads

### Aktiv Grotesk, Regular

I'm also used for longer amounts of bodycopy, such as text in our prospectuses, website and other printed and digital materials.

Tha mi cuideachd air a chleachdadh airson suimean nas fhaide de chorp-cuirp, leithid teacsa anns na leabhran-iùil againn, làrach-lìn agus stuthan clò-bhuailte is didseatach eile.

### Aktiv Grotesk, Bold

## Where learning means more

### Arial, Regular

I'm used when Degular Display and Aktiv Grotesk aren't available.

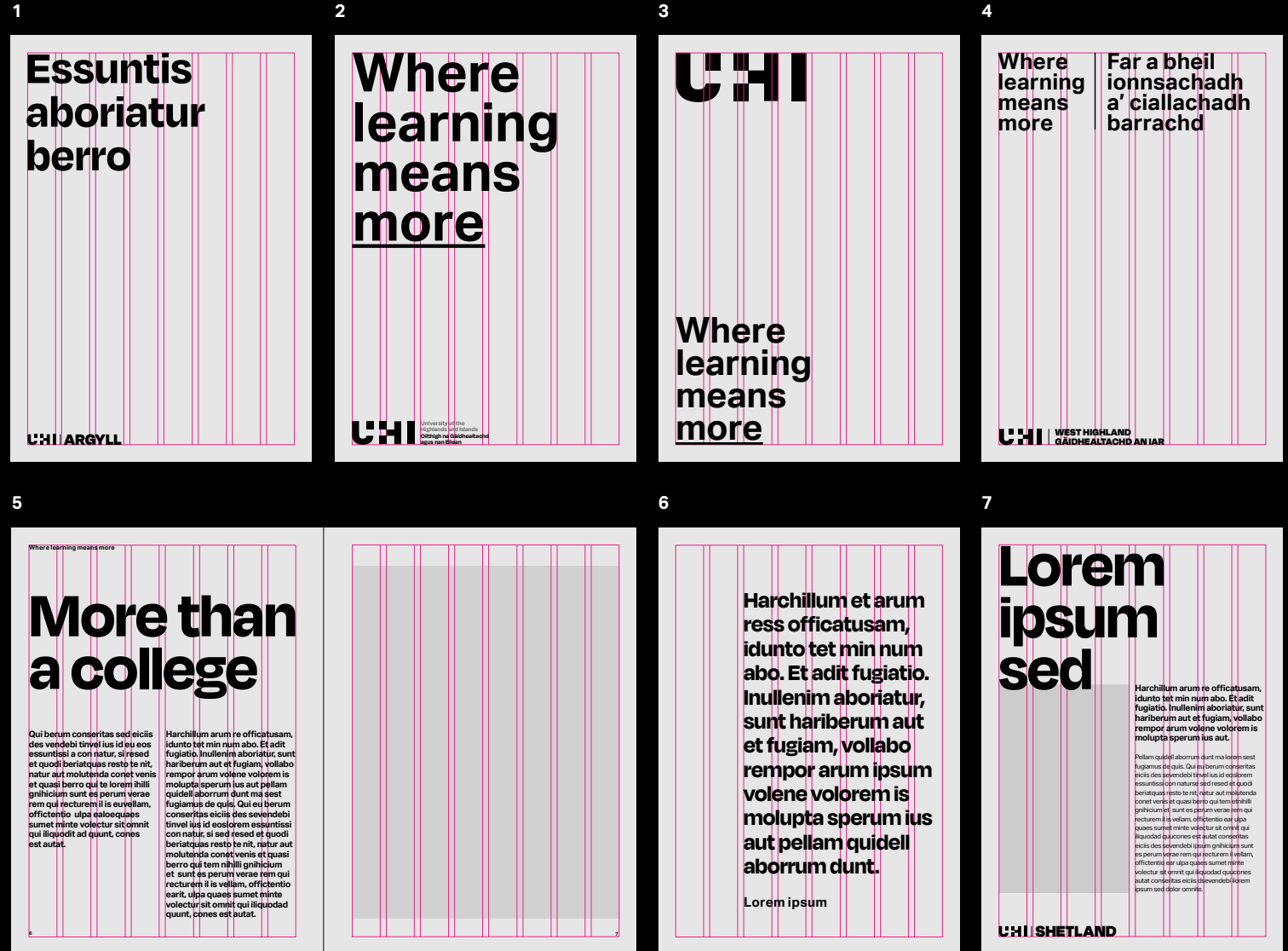
**Grid system**

To ensure a consistent approach to printed and digital collateral, we have created an eight column grid system based on the width of our UHI brand marque. This grid allows text and images to be positioned in multiple ways, giving us a visual identity that feels open, free and flexible, while remaining consistent across the brand.

Our brand marque should always fit the width of a single column (1) or multiple columns (2 and 3). This is with the exception of our bilingual partners (4) which may be resized depending on its length. When creating a suite of materials such as prospectuses, it is important the size of our brand marques are as consistent as possible across the board.

When creating designs based on extreme landscape formats (5), our grid system can be increased in multiples of eight, e.g. 8, 16, 24, 32.

The grid system can also be used for the placement of headlines and bodycopy (6-7), giving us the opportunity to create flexible and dynamic layouts.



## Brand palette

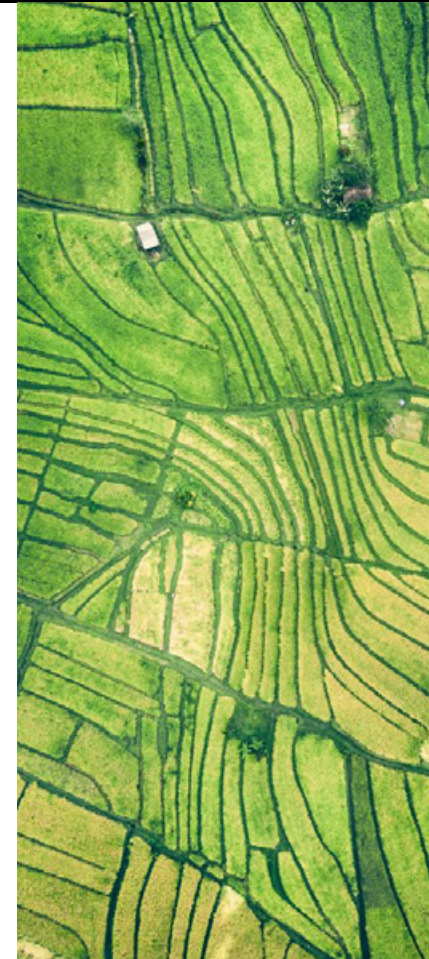
Colour is a key element of our visual identity and it's important we use it correctly. Our primary palette is black and white, however photography is at the heart of how we deliver our brand, and we should always consider this as a way of bringing extra colour, life, energy and emotion to our designs. Our colour should come from our environment.

Our secondary palette is used as accent colours only, bringing additional layers of vibrancy to our brand.

## Primary palette

CMYK 0 0 0 100  
RGB 0 0 0  
HEX 000000

CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF



## Secondary palette

CMYK 0 0 0 40  
RGB 166 166 166  
HEX A6A6A6

CMYK 0 0 0 65  
RGB 118 118 118  
HEX 767676

CMYK 80 72 0 4  
RGB 118 85 195  
HEX 7655C3

CMYK 60 0 40 0  
RGB 37 184 157  
HEX 25B89D

CMYK 1 87 76 0  
RGB 226 60 58  
HEX E23C3A

CMYK 89 18 0 0  
RGB 0 120 255  
HEX 0078FF

CMYK 0 63 72 0  
RGB 248 122 70  
HEX F87A46

CMYK 0 25 100 0  
RGB 255 187 80  
HEX FFBB00

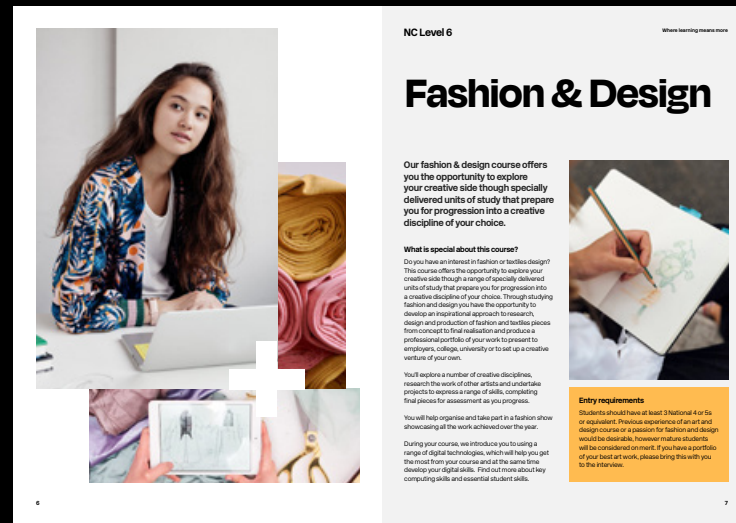
**Brand palette**

It is important our colour palette is used in the correct proportions when applied across designs. Our primary palette, which includes the use of photography (represented by the hatched area), makes up approximately 85% of our visual identity, while our secondary palette, used as accent colours only, makes up approximately 15%. We should refrain from using three or more colours at any one time. In this instance, less is more.

**Proportions**



**Correct usage** ✓



**Incorrect usage** ✗



## Photography

The imagery we use - and how we use it - is rooted in our brand identity; created to embody our brand ethos, 'Where learning means more'. We have developed a photography strategy with three key image themes; place, people and subjects.

By celebrating the geography, locations, people, courses and specialisms of each individual partner, we celebrate their unique identities and their contribution to UHI as a partnership.

*Please note, images used within this document are currently for reference purposes only.*



## Photography

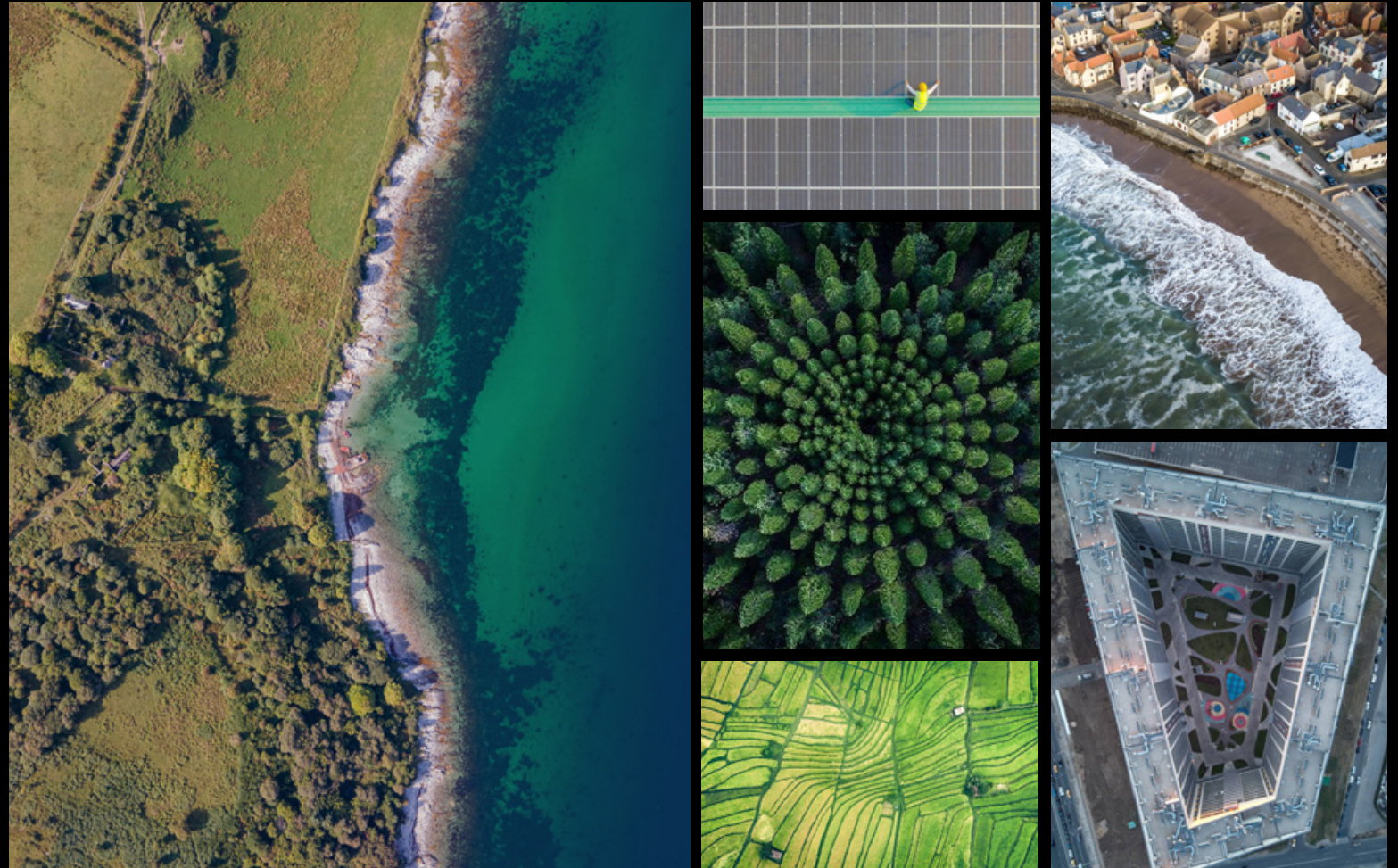
Aerial photography. The wider perspective. It shows more. It shows the richness, character and breadth of our places, within a campus that spans half of Scotland.

Images should be taken from a 'bird's eye' view, either top down or at an angle, showing the size and presence of the environment.

Imagery can include people, and show both rural and urban environments, as well as large, open interior spaces.

Images should be sharp, crisp and in full focus. They should look natural, without artificial colour casts or tilt shift lenses/blurs.

## Place





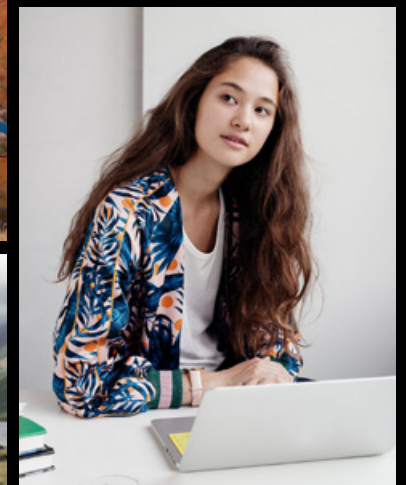
## Photography

Portrait photography. The personal view. It shows more. It brings to life the wider context and variety of activities.

Our images should show the unique experiences our students have studying at UHI, both in work and in play, capturing real moments of interaction. It should feel natural, engaging and active, with people looking at home in their chosen environment.

Lighting will depend on the environment and where subjects are photographed, however it's important lighting always remains natural, as true to life as possible, without special effects such as coloured gel lighting or heavy filters applied in post production.

## People



## Photography

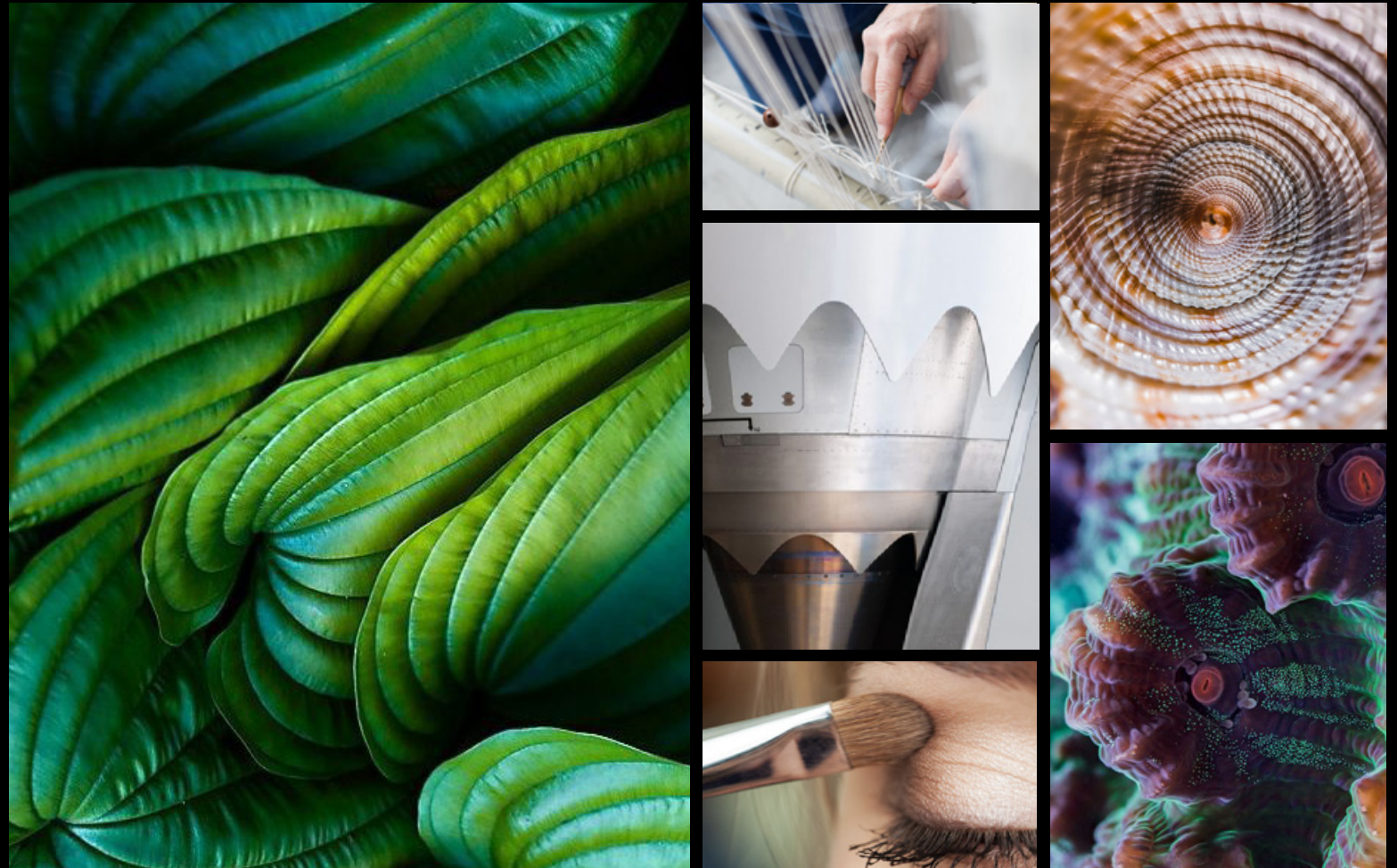
Macro photography. The micro view. It shows more. It shows the detail, richness and depth of our courses and specialisms. Every specialism and course is connected to its place.

Don't be afraid to use imagery that is abstract. This is what makes our photography more interesting and more intriguing than other colleges and universities. Our photography should spark the imaginations of ourselves and of our students, immersing us in the subject we're showcasing.

Due to the style of this photography and its focal range, a shallow depth of field is very common. This can be a great opportunity to draw attention to a specific area in the image, as well as allowing us to place our brand marque and/or text (see following pages) on blurred areas, ensuring maximum legibility.

Some subjects may require images that are less abstract. When choosing images for this purpose, it's important we always try to maintain as similar a style as possible, getting as close to the subject as we can.

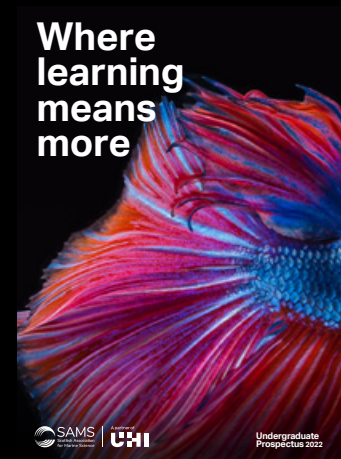
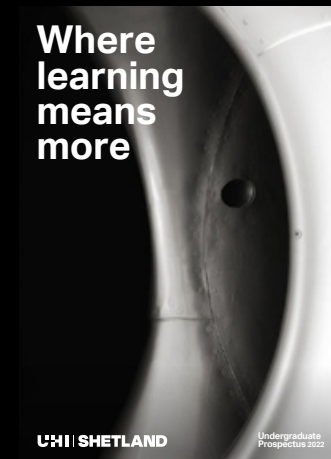
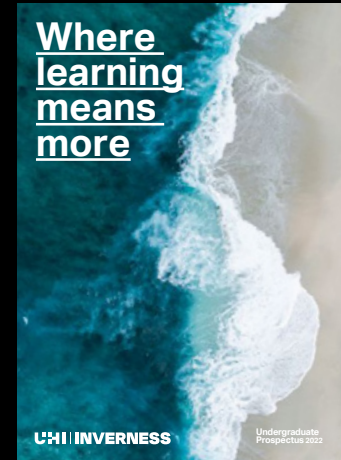
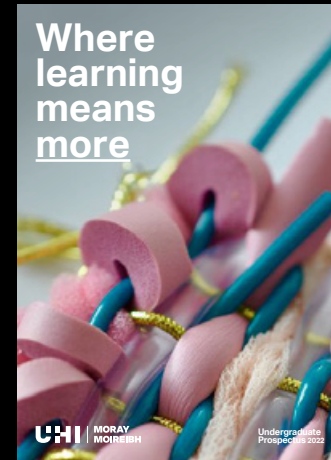
## Subjects



## Photography

We recommend using full-bleed photography across our suite of prospectus covers. This will ensure - along with our photography and typography - that our suite of prospectuses are consistent, coherent and impactful across our entire brand, while allowing each partner to showcase their own personality and offer.

## Example treatment



### Photography and our symbol

Our key photography themes have been developed to do specific jobs, and can be used separately. However, by combining themes we are able to tell richer stories about life and learning at UHI.

When choosing which images to use, we should consider the collage as a whole, thinking about the composition and colour of each one. The images focal point should vary across images, from left to right, top to bottom and centre. Aim to use images that have similar tones and colours in them, as shown. This will ensure images work well together and complement one another.

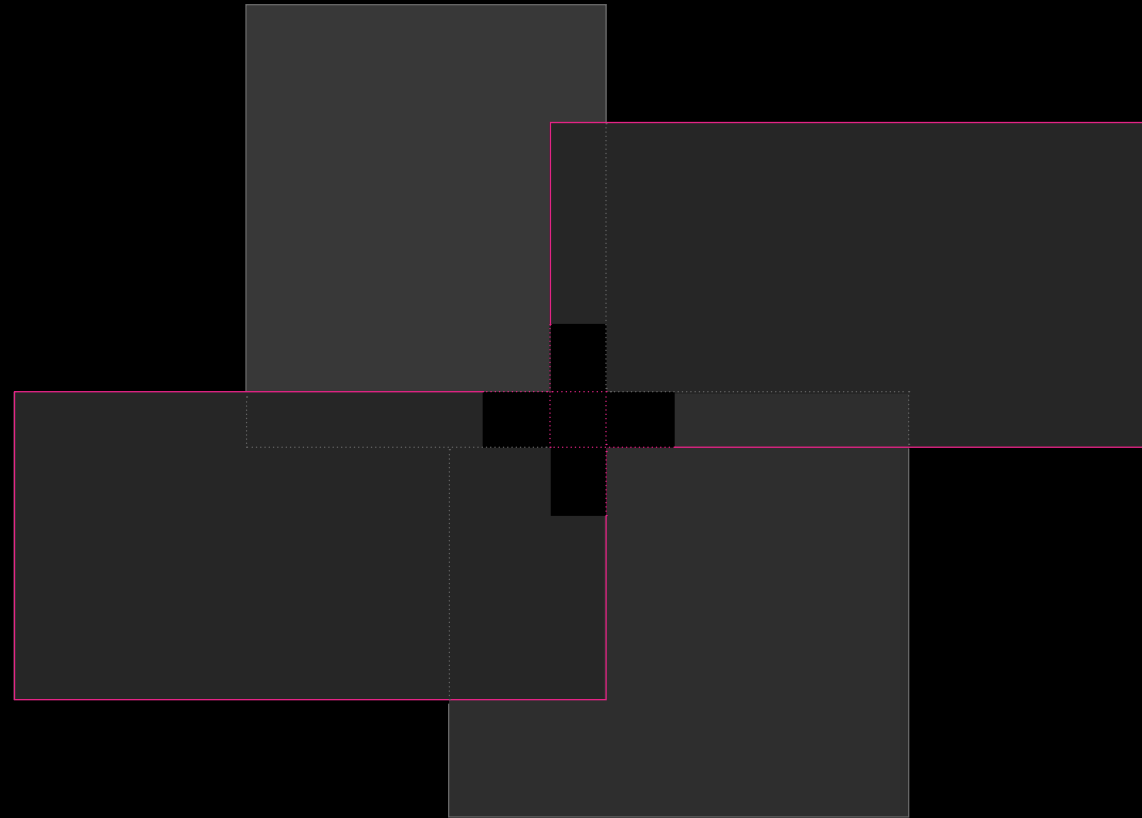
### Positioning



### Photography and our symbol

When using multiple images together, they should be layered on top of one another and positioned around our symbol. This is used as a guide for aligning our images, which should all connect with some element of it.

### Alignment



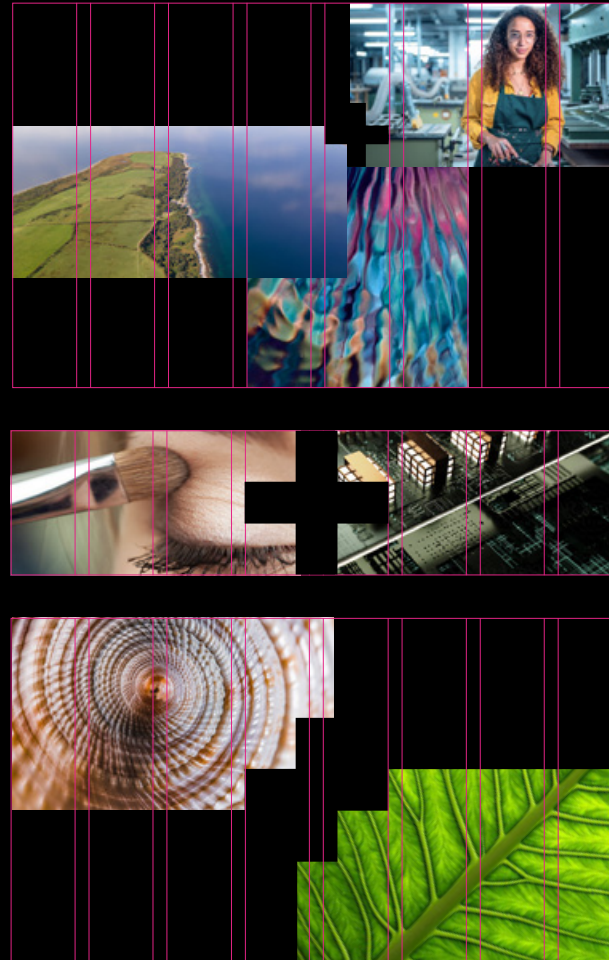
### Photography and our symbol

Our eight column grid system is also used to help us size and position our symbol around photography. This allows us to create a range of flexible layouts while creating consistency across all of our designs.

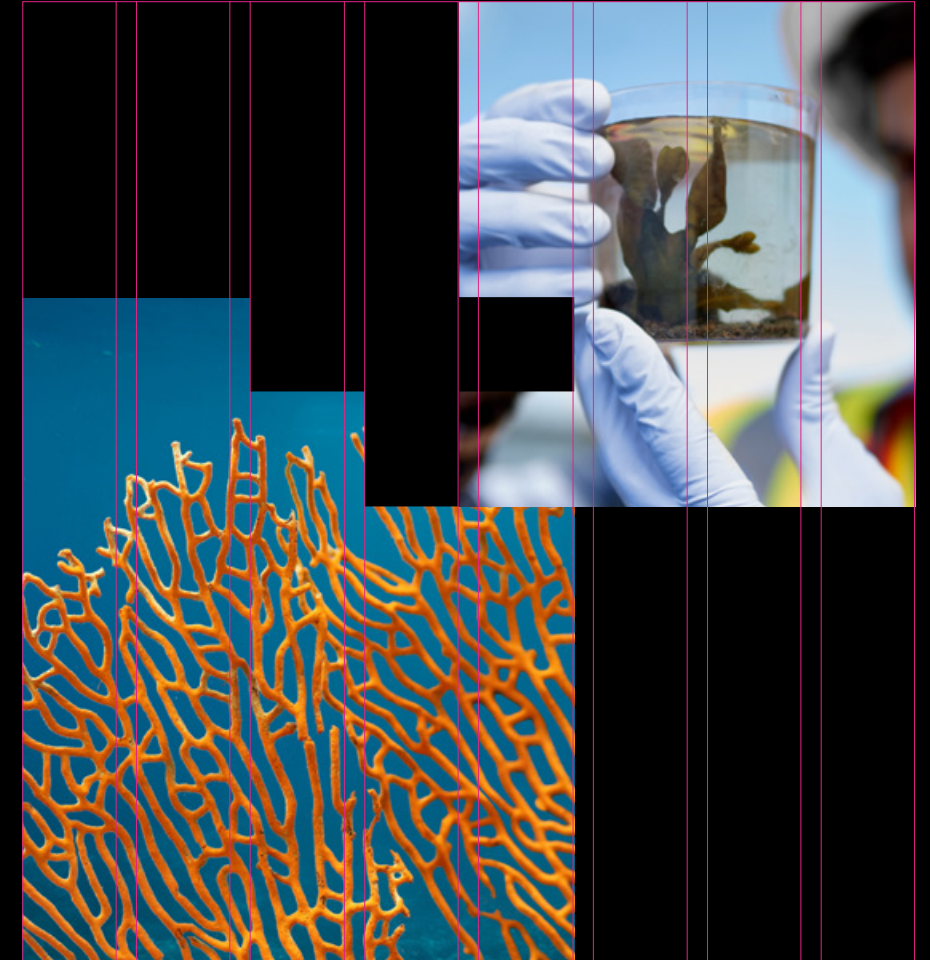
When using our symbol with photography, it should never appear smaller than the width of a single column, and should always be smaller than the smallest image used (1). Our symbol has no maximum size as this will be determined by the size of area it is used on (2).

As with our brand marque, the symbol can be used in either black or white, however it must always match the background it is being placed on.

1



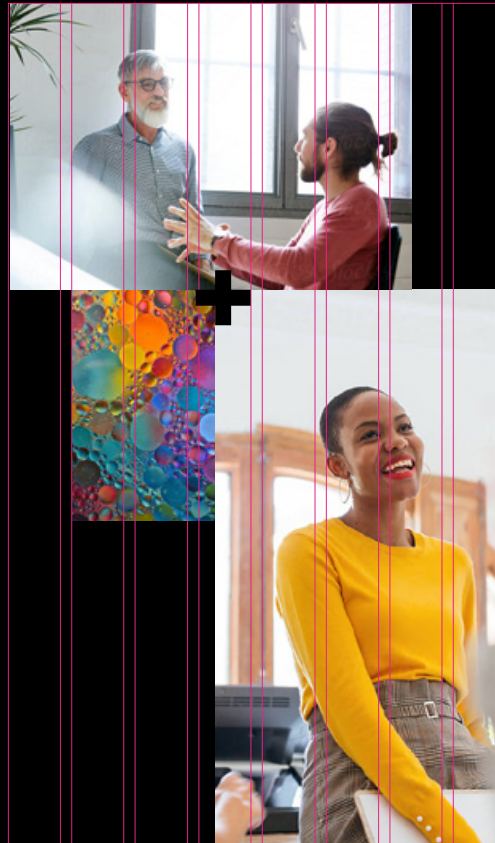
2



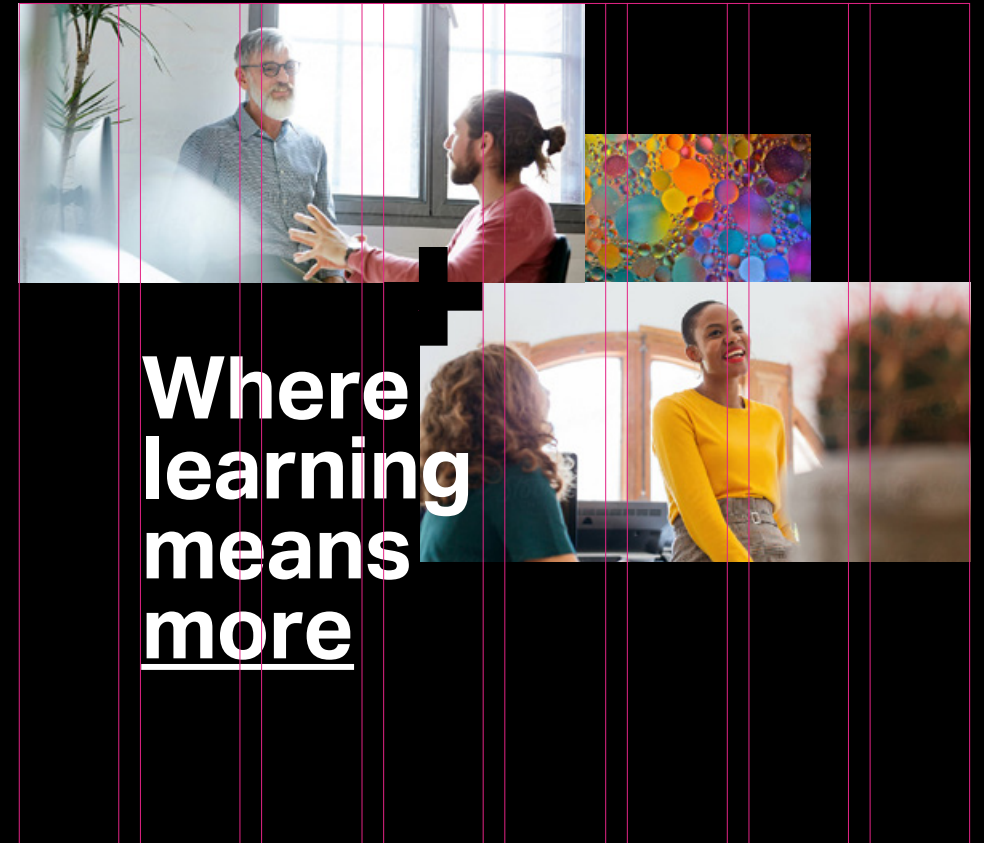
### Photography and our symbol

Our grid system also allows content to easily be adapted across portrait, square and landscape formats. Headlines and bodycopy should also align with our grid, and can be placed over photography helping us create an identity that feels free and full of energy.

### Portrait

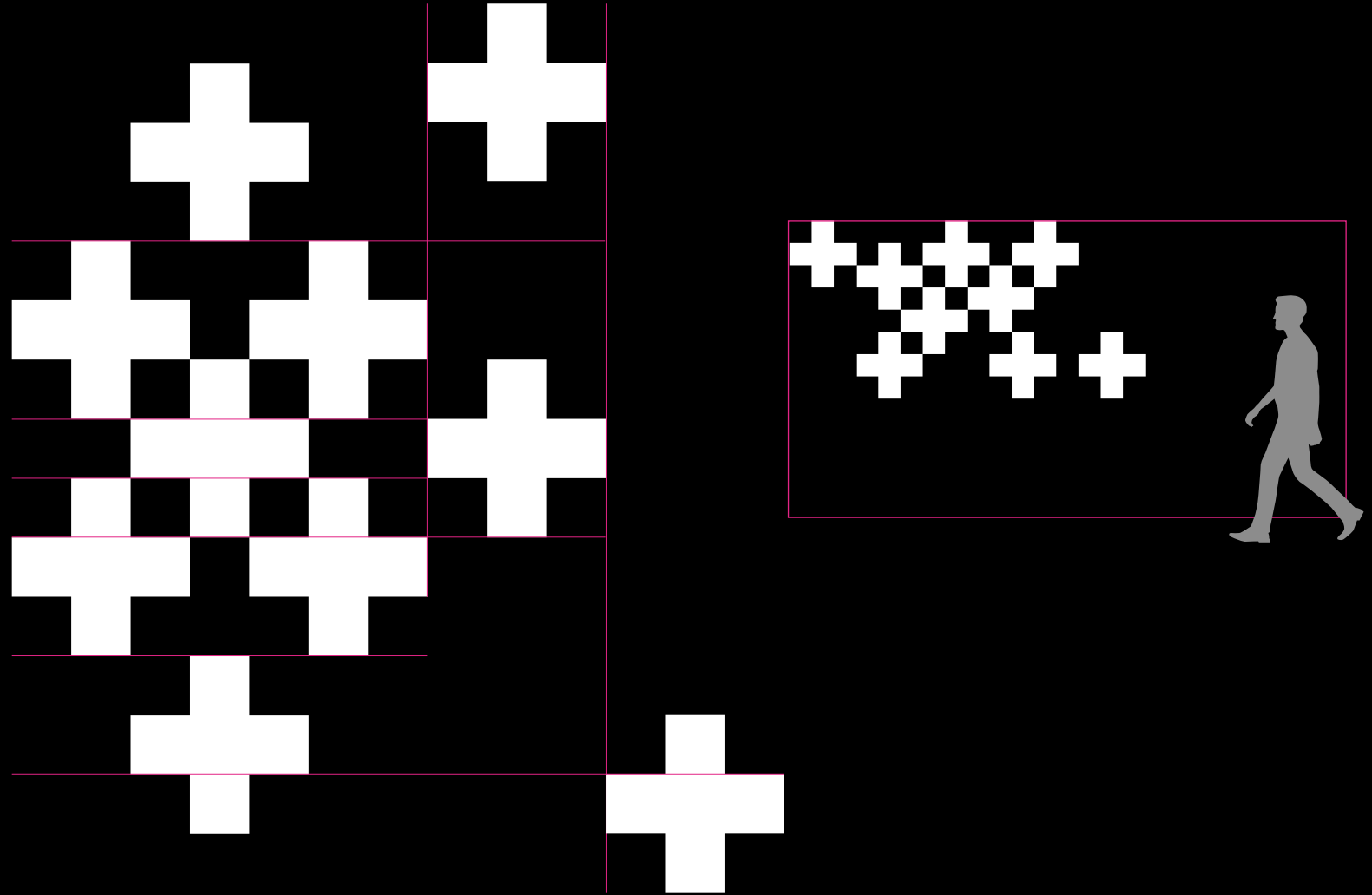


### Landscape



### Photography and our symbol

Our symbol can be used to create a range of patterns for use in print, digital and film. When creating or applying patterns to our designs, there should always be an element of freedom and energy to them. This can be achieved by placing one or more symbols away from the others. When doing this, symbols should always be placed in a way that allow them to align with one another.

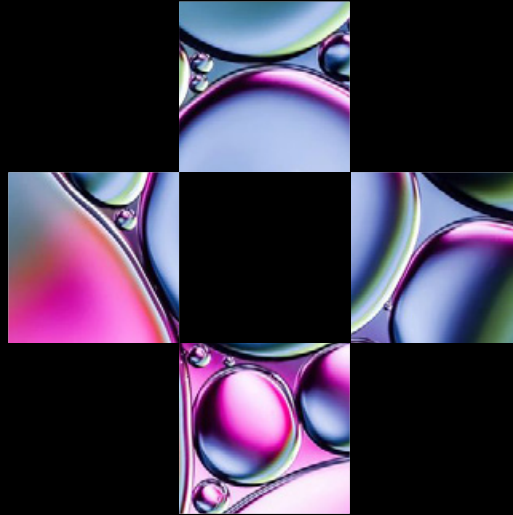




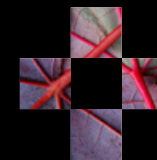
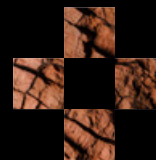
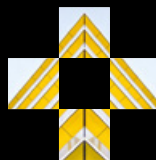
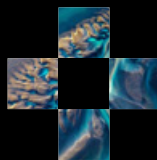
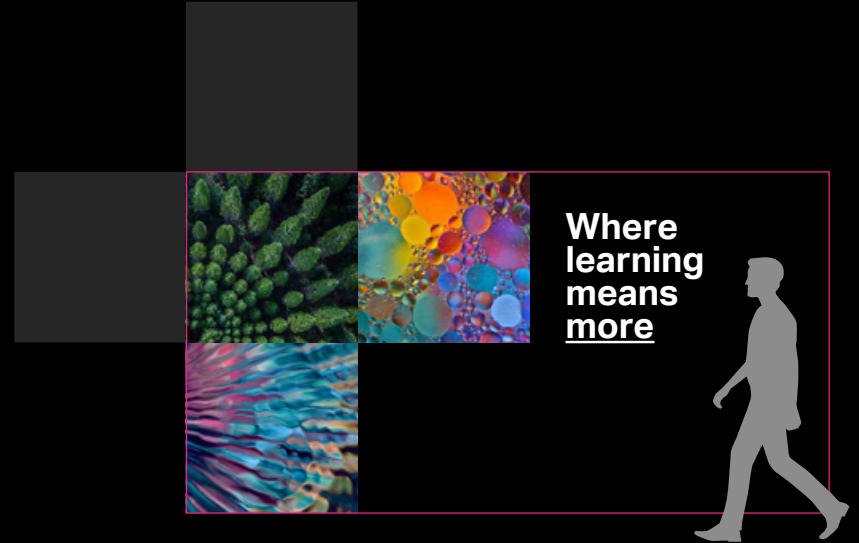
### Photography and our symbol

We can also place macro photography within our symbol to represent courses, subjects, specialisms and experience. These can be used in print, digital and film, such as an environmental supergraphic on-campus, a graphic device within a publication, or animated idents on social media. It can be made-up of a single image (1) or several images (2), and also be used in full (1) or in part (2). The symbol should never appear out of context, such as on its own when representing the university.

1



2



## Signage

In-depth signage guidelines will be created in due course, however for any interim work created we recommend the following.

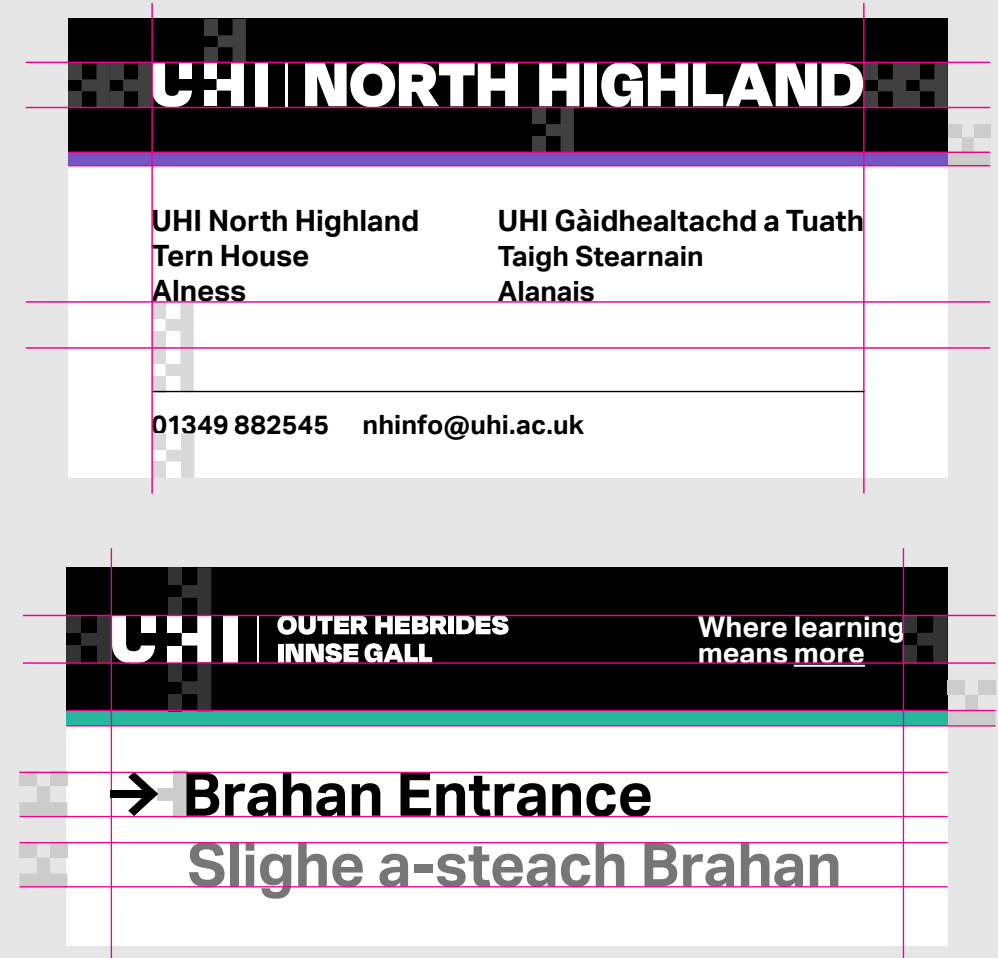
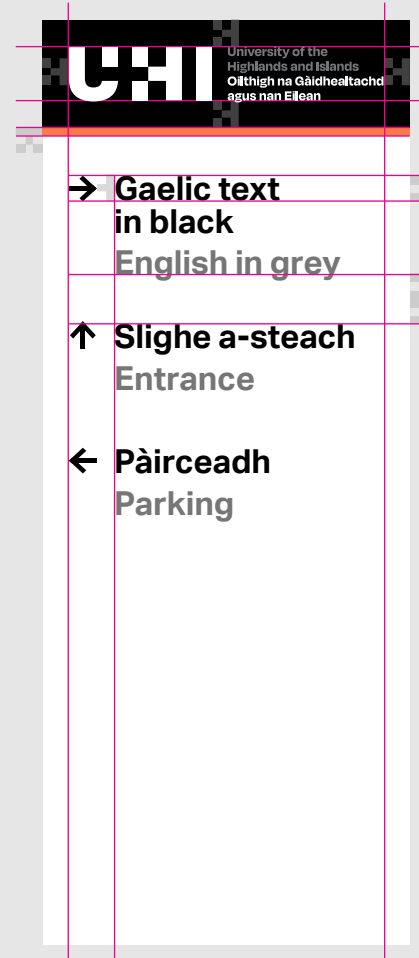
The letter 'H' from our marque is used to measure the space between elements, such as text and arrows, as well as the distance these elements will appear from the edge.

The letter 'H' is also used to determine the height of the coloured bar, which should be equal to the thickness of stem in the letter 'H' when turned on its side.

Text or arrows should align flush with the 'U' in our brand marque. Aktiv Grotesk should be used for text and directional information. We recommend using bold wherever possible.

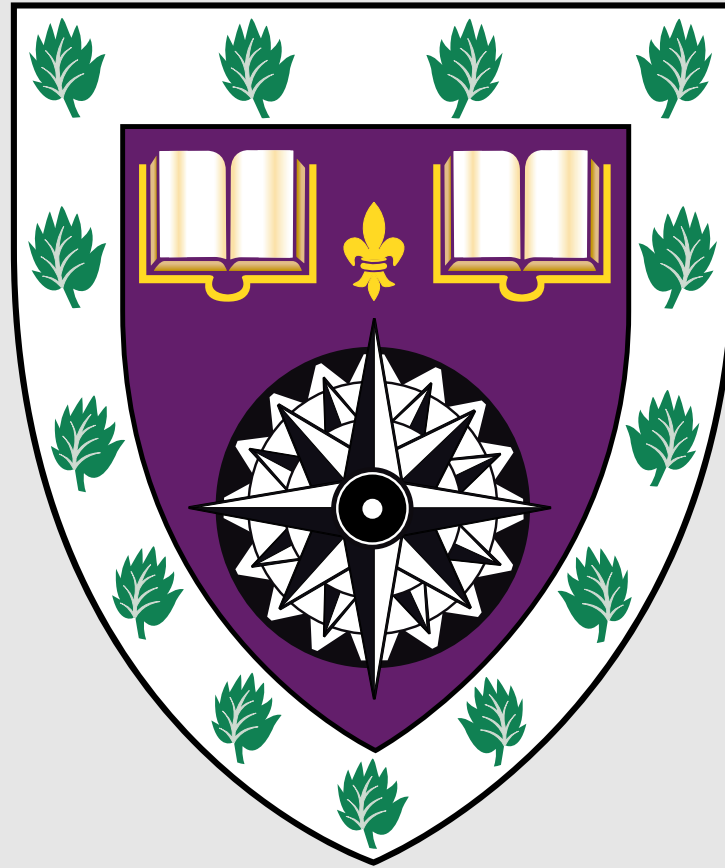
When English and Gaelic text appears together, Gaelic should be coloured black and placed above the English translation, which should be coloured grey.

Signage may include our marques with or without our strapline, which can also be used as a stand-alone feature.



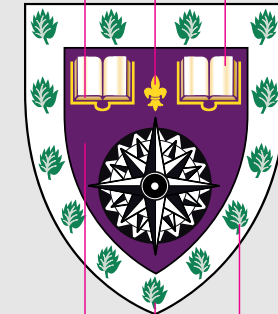
## Coat of Arms

The university coat of arms is intended for official documents such as certificates, and is not to be used for general promotional material.



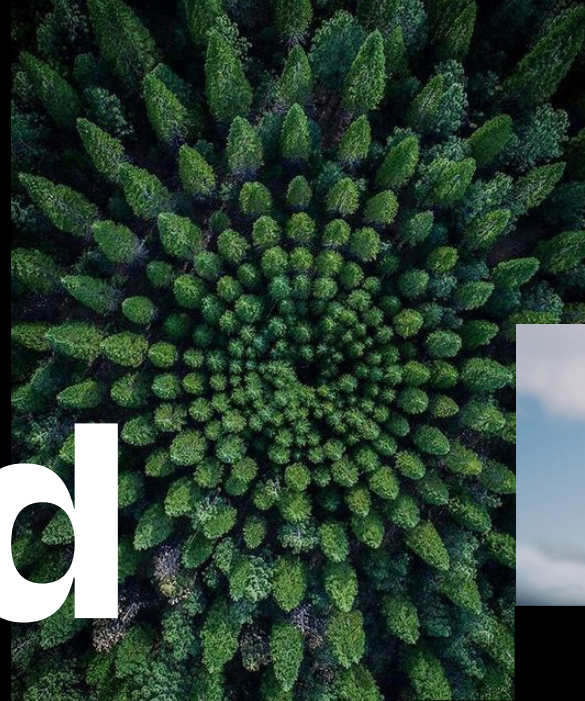
## Pantone references

1255c 122c 1205c



260c 3425c 421c

# Our brand in action



The following examples are for illustrative purposes only



Where  
learning  
means  
more



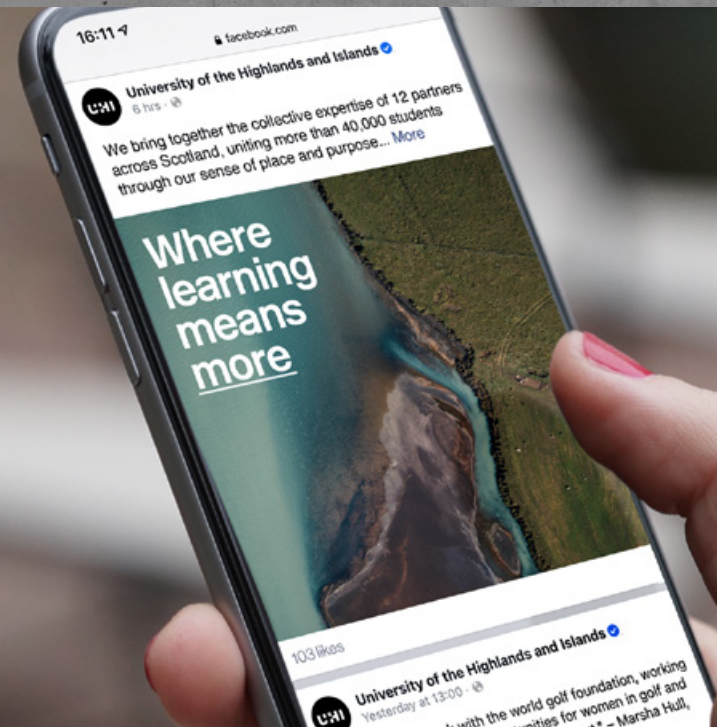
Undergraduate  
Prospectus 2022

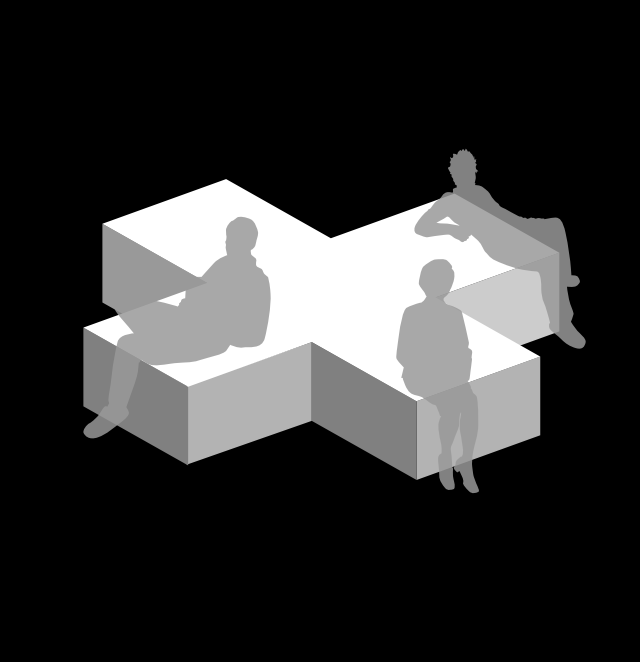
Level 2  
**Environmental  
Science**

Where  
learning  
means  
more

**UHI | ARGYLL**  
Where learning means more

**UHI | SHETLAND**  
Where learning means more





**UHI** Gaelic +

Where learning means more

**UHI** SHETLAND  
PERTH  
INVERNESS  
ARGYLL  
WEST HIGHLAND  
MORAY  
NORTH HIGHLAND  
OUTER HEBRIDES  
**ORKNEY**  
SABHAL MÒR OSTAIG  
HIGHLAND THEOLOGICAL COLLEGE  
SAMS +

Where learning means more

**UHI | ARGYLL** +

**More than a college**

With an extensive choice of courses available on a flexible basis, why not fit your studies around what's truly important - you.

What would you like to study?  
Search

**UHI | ARGYLL** +

What would you like to study?  
Search

Moray College UHI is a hub of learning and achievement for the Moray area and beyond, providing you with practical skills for life and employment, and professional and academic qualifications that can lead you to a successful, rewarding career.

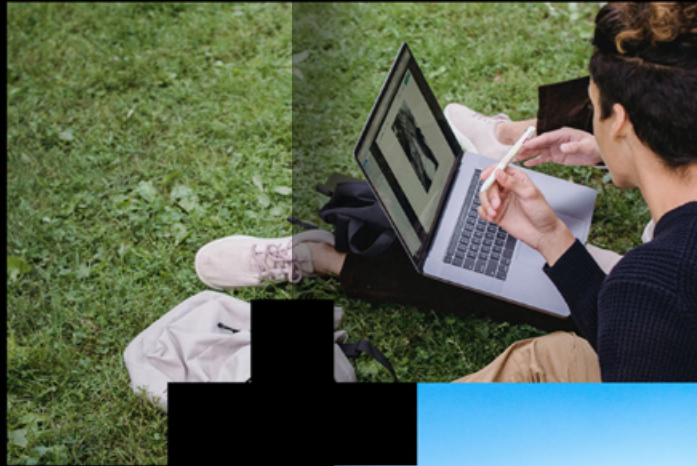
Find out more

News & Events



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dapibus, nibh vitae faucibus vulputate, erat diam facilisis magna, ac feugiat metus sapien ut augue. Cras sit amet neque et ipsum pharetra iaculis. Orci varius natoque penatibus et magnis.



## Why choose Creative Industries?

The Highlands and Islands region has a rich musical and cultural offering. Study with us and you will be in an exceptional place to develop your creative career. Our exciting courses have strong industry links, giving you the chance to connect with like-minded people.

With state-of-the-art facilities, practical experience, industry input, and professional recognition, our portfolio of courses are designed to equip you with the necessary skills to prepare you for a dynamic career in this thriving industry.

We have a course for you – whatever your creative interests.

The university has established an excellent reputation as a dynamic and innovative destination to study, creating strong links with the sector and ensuring students have the skills and connections needed to succeed.

Alex Smith, Spotify

My placements with Score Draw Music and DrMusic provided an in-depth insight into the worlds of film scoring and music publishing, and the opportunity to make lasting contacts, opening up exciting new avenues for my career in music.

Barry Nesbet, BA (Hons) Applied Music

I had the opportunity to work with Fashion Designer Kirsteen Stewart and I'm currently doing an internship at Stone Fleet Jewellery.

Rachael Wood, Fine Art Textiles

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## Fine Art BA (Hons)

[www.uhi.ac.uk/Creative](http://www.uhi.ac.uk/Creative)

If you want to study contemporary art and develop your creative skills in a vibrant and challenging environment, then the BA (Hons) Fine Art degree is for you. You will be taught by a highly experienced team of visual practitioners, who will support you to explore and experiment with a range of fine art media such as drawing, painting, digital imaging, photography, spatial studies, and printmaking. You will also have the support of academics who will help you to write about your own practice and the work of other artists, while establishing an awareness of industry and sector professionals.

### Features

- From year two you will have your own studio space
- A highlight of your studies will be exhibiting your work to the public as part of a professional practice module in the third year and during the degree show at your final year
- Recent cultural and environmental trips will enrich your experience
- Strong links with the cultural sector including galleries, museums, and arts organisations

### Study method

Face-to-face and online synchronous activities

Hybrid work

Online study

Work-based learning

Self-paced learning

Blended learning

Hybrid work

Work-based learning

Self-paced learning

Blended learning

Hybrid work

Work-based learning

Self-paced learning

Blended learning

Hybrid work

Work-based learning

Self-paced learning

Blended learning

Hybrid work

Work-based learning

Self-paced learning

Blended learning

### Structure and entry

UCAS Code: A100

Year 1 Certificate

Highland, OCE

A levels: CC

The degree should include English or a recognised Art Access course with evidence of ability in another coursework, for example, a self-directed study or art history.

Alternatively, a relevant Scottish Baccalaureat Programme (Baccalaureat) or University of the Highlands and Islands Diploma (level 3), will be considered, see website for full details.

Year 2 Degree

Advanced entry may be possible with a relevant Certificate of Higher Education (CHEd) or a relevant Certificate of Higher Education (CHEd) with a 3 in the Graded Unit

Advanced entry may be possible with a relevant Diploma, HND or Certificate of Higher Education (CHEd) with a 3 in the Graded Unit

Year 3 BA

Advanced entry may be possible with a relevant Certificate of Higher Education (CHEd) with a 3 in the Graded Unit

Year 4 BA (Hons)

You must also submit a portfolio of visual work, which clearly demonstrates your capacity to cope with the demands of the course, and attend an interview

Other entry routes may be available, see website for full details

For more information on the course, visit [www.uhi.ac.uk/Creative](http://www.uhi.ac.uk/Creative)

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UHI | ARGYLL  
HTC  
INVERNESS  
MORAY  
**NORTH HIGHLAND**  
OUTER HEBRIDES  
SABHAL MÒR OSTAIG  
SAMSS  
SHETLAND  
WEST HIGHLAND

If you have any queries regarding the visual application of our brand contact:  
**marketing@uhi.ac.uk**

If you have any queries regarding textual and verbal references of our brand contact:  
**communications@uhi.ac.uk**

## Let the northern land shine

“Though the tides brush out our ripples in the sand, the northern land again will shine with the aurora dancing above our thought.”

*'Let the Northern Land Shine' (2011) Dr Meg Bateman's evocative poem brings to life UHI's mission, and its place in one of the most beautiful and diverse parts of the world.*

## Gu lasadh an taobh tuath

“Ged a sgapas cuairteagan ar beatha sa ghainmhich, lasaidh an taobh tuath uair eile is na fir-chlis a’ dannsadh os cionn ar smuaintean”

*'Gu lasadh an taobh tuath' (2011) Obair inntinneach An Àrd-Ollamh Meg Bateman a' toirt beò rùn an oilthighe, agus àite ann an aon de na pàirtean as brèagha agus eadar-mheasgte air an t-saoghal.*

**Thanks  
Moran-taing**

**UHI**