POWERING POTENTIAL

University of Hertfordshire UH

School of Creative Arts

Our vision is to transform lives, and power the potential of not just our students and staff, but our wider community. Our students graduate with excellent skills aligned with the needs of employers and industry, enhancing their career prospects. We co-design, implement and grow business ideas and ventures, making our expertise accessible to market and powering businesses across the region.

Professor Quintin McKellar CBE
Vice-Chancellor

Ranked among the top 10% of Universities for **local growth and regeneration**

Research England

Ranked 16th in England for **social mobility impact**

Institute for Fiscal Studies 2021

We jumped 12 places in the 2023 Complete University Guide league table, and **climbed 16 places to 74th** in the 2023 Guardian University Guide

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One of 17 universities awarded the **Race Equality Charter Mark**

Ranked in the top ten in all areas of the survey

Postgraduate Taught Experience Survey 2022

One of only 20 universities awarded **University Enterprise Zone status**

90% of our research has been judged as **'internationally excellent'** or **'world leading'**

Research Excellence Framework 2021

Welcome to the University of Hertfordshire

Set across two campuses and our Bayfordbury Observatory, we're just 20 miles from London.

As an innovative, enterprising university, focused on transforming lives, we care about our staff and students and provide them with the opportunity to succeed no matter what their background.

With our heritage in Britain's pioneering aeronautical industry, we have been an innovative force in education since the early 1950s, and our focus on students' employability and transferable skills can be traced back to our aeronautical origins.

We drive economic growth through cutting-edge research, creative and innovative thinking, skills development, bespoke training, and facilities that help businesses achieve their potential. All of our activities are underpinned by our core values; we are friendly, ambitious, collegiate, enterprising, and student-focused in everything we do.

We have just under 32,000 students studying over 550 undergraduate, postgraduate and research degrees in the UK. We also have more than 6,500 students taking courses outside the UK through international partnerships and franchise arrangements.

Our teaching is delivered across seven academic schools: Creative Arts, Health and Social Work, Hertfordshire Business School, Hertfordshire Law School, Life and Medical Sciences, Physics, Engineering and Computer Science, and Social Sciences, Humanities and Education.

de Havilland Campus

Our history

1952 - 1959 Hatfield Technical College

1952 saw the opening of a new Technical College in Hatfield, with HRH Prince Phillip, Duke of Edinburgh performing the opening ceremony. With its roots in Britain's pioneering aeronautical industry, the College soon established itself as an innovative force in education, awarding our first BSc (Engineering) qualifications to external students of the University of London in 1959.

1960 - 1968 Hatfield College of Technology

In 1960, the institution was renamed Hatfield College of Technology and began to invest in computer science, buying the College's first digital computer in 1963 – a National Elliott 803B digital computer, at a cost of £24,010. In 1965, the college became recognised for 13 Honours Degree courses, including Computer Science and Civil Engineering, with BA (Hons) Business Studies coming a year later.

1969 - 1991 Hatfield Polytechnic

In 1969, the College was designated as Hatfield Polytechnic, and by 1970 had formed the best equipped and staffed Computer Centre in education. In 1975, the Polytechnic was reorganised into five schools of study and a centre for Management Studies.

1992 - Present University of Hertfordshire

Hatfield Polytechnic became The University of Hertfordshire on 29 June 1992. In 2003 the de Havilland Campus, a £120 million project, was opened by HRH Prince Philip, the Duke of Edinburgh. In 2016, he visited the campus to open the £50 million Science Building. Our Enterprise Hub was opened in 2021. Today, we have a student community of just under 32,000 on UK based programmes across our campuses.

Executive team

As Chief Executive, the Vice-Chancellor exercises considerable influence upon the development of University strategy, the identification and planning of new development and the shaping of the University ethos. The executive team – the Deputy Vice-Chancellor, Secretary and Registrar, Executive Director for Business, International, Marketing and Recruitment, Pro Vice-Chancellor Education and Student Experience, Pro Vice-Chancellor Research and Enterprise, and the Group Finance Director all contribute to this aspect of work.

Professor Quintin McKellar CBE
Vice-Chancellor and Chief Executive

Quintin has been the Vice-Chancellor and Chief Executive of the University since 2011. His responsibilities include the day-to-day running of the institution, the delivery of strategic and operational plans, performance, its internal structure and organisation, and its interface with external bodies and agencies. In 2015 he was elected as a Board member of Universities UK (UUK), and in 2020 was elected as UUK Vice-President (England and Northern Ireland). In 2021 he was elected as a Board member of Advance HE. He was made Commander of the Order of the British Empire (CBE) in 2011 for services to science.

Professor Julie Newlan MBE
Deputy Vice-Chancellor

Julie was appointed Deputy Vice-Chancellor in February 2022. She was previously Pro Vice-Chancellor for Business and International Development.

She is engaged in all strategic and operational decisions which underpin the positioning and success of the University, and will be leading the University's strategic plan.

Julie has overall responsibility for University planning, including the development of all academic areas through the respective deans, staff development, international and regional partnerships and developments, recruitment, induction and retention of students, student experience and student outcomes.

Sharon Harrison-Barker
Secretary and Registrar

Sharon was appointed in January 2020. She was previously the Academic Registrar, Head of the Student Centre and Faculty Registrar for the Business School and has worked in various further and higher education institutions. She achieved an MBA in Higher Education Management from the University of London in 2010.

Sharon is responsible for the management and operation of the Board of Governors and the Academic Board, compliance with University policies, regulations and procedures, legal matters of the University and its wholly owned subsidiaries, health and safety, internal audit, equality, registry, human resources, library and computing services, the office of the dean of students and professional staffing.

Jo Stuart
Executive Director for Business, International, Marketing and Recruitment

Jo was appointed in March 2022, and oversees the work of Marketing Communications, Business Development, and the International Office.

She joined the University in 2018 as the Director of Marketing and Communications and over the last four years, Jo has worked tirelessly to transform the University's marketing and communications function by embedding insight and data-led decision-making across all marketing and communications activities.

Jo previously worked in the Financial Services sector, bringing with her 20 years' experience in senior leadership roles across product development, marketing, communications and sales.

Dr Mairi Watson
Pro Vice-Chancellor (Education and Student Experience)

Mairi joined the University in May 2020 as Pro Vice-Chancellor Education and Student Experience. She leads strategy and performance, as well as policy development and delivery, in learning and teaching, student experience, quality assurance and student union relationships. Mairi is a Chartered Fellow of the Chartered Management Institute and regularly contributes to external events on the leadership of educational change in challenging contexts.

Professor John Senior
Pro Vice-Chancellor (Research and Enterprise)

Appointed in 2006, John is responsible for leading University research and the delivery of research degrees, chairing the University Research Committee, developing international research partnerships in Australia, China, Malaysia, and Vietnam, and overseeing the Doctoral College, which is a community of more than 700 research degree students.

From 2003 to 2006 John was the University Director of Enterprise and Knowledge Transfer as well as being a Dean of Faculty.

He has an international research profile in the field of optical fibre communications and networking, is on the Executive Committee of the Engineering Professors Council and chairs the Research and Enterprise Network for Universities (RENU).

Alistair Moffat
Group Finance Director

After a career in senior positions in the transport industry, Alistair was appointed Group Finance Director in 2009. He has responsibility for all aspects of financial management within the University Group, including financial control, statutory reporting, treasury, tax, insurance, procurement and commercial financial support for the academic community.

His role incorporates Board responsibility for the management of the University's estate and sport. He is a director of UH Holdings Limited, which oversees the commercial subsidiaries in the Group, and is a director of our subsidiary companies.

Alistair was joint chair of the London and South-East British Universities Finance Directors' Group (BUFDG) from 2016-2021.

Our vision and strategic plan

Our vision to transform lives reflects the ambition and inspiration that is central to the University. It is built on the belief that whatever your background, wherever you are from, higher education can be a transformational experience. And whoever you are, the application of university research can impact your life. We are committed to having a positive transformational impact on every member of our University community.

Students and staff contributed to the development of our strategic plan which informed our focus on transforming lives. It reflects the values of ambition and inspiration that are central to the University. Our three key themes of opportunity, community and flexibility also grew out of this engagement and reflect both what is important to the University, but also how we will approach challenges in the coming years.

The 2020-2025 strategy builds on our strengths and embeds our focus on employability, enterprise, and business partnerships. It looks at future challenges – modern technologies, the changing world of work, and increasing interconnectivity across the globe – all areas our students presented to us in 2018 as future challenges.

Scan or click below to find out more about our strategic plan

go.herts.ac.uk/strategic-plan

Education and student experience

We deliver high-quality and distinctive education that transforms lives by providing opportunities to develop students' skills for life, working in partnership with our student community, and delivering flexible education with clear career pathways.

We do this through the expertise of our academic staff who design and deliver our courses. More than 70% of our staff hold professional recognition through Fellowships of the Higher Education Academy in teaching and learning compared to 54% across the sector.

We are proud of our 14 Principal Fellows and 80 Senior Fellows of the HEA, and our 10 National Teaching Fellows and 22 Professors and Associate Professors in Teaching and Learning.

Our Widening Access work targets primary- and secondary-aged learners, while our Student Success work supports learners currently studying at the University. Students are selected based upon where the data indicates gaps in equality of opportunity in relation to access, success or progression.

We are proud of our strong record in increasing access and participation at Herts. This is evident in our student population and the proportion of students from underrepresented backgrounds.

> "I had such a wide variety of placements – they were all so different! My mentors were lovely, and the classes were great. I think my favourite thing though was the change I felt between my first and last placements. When I was standing in front of the whole class, teaching lessons I had planned myself, feeling confident in a way I couldn't have imagined during my first placement – that was amazing!"
>
> Rebecca Shelford
> BEd (Hons) Primary, 2021

Research

Our research transforms lives and addresses fundamental global and societal challenges.

The University has made the biggest jump in research impact results across the higher education sector, according to the recent 2021 Research Excellence Framework (REF) assessment released in May 2022.

We are ranked in the top 25% nationally at 32nd, the highest position for a post-92 university, and a huge rise of 61 places compared to the previous REF in 2014, the biggest rise of any university.

> **Highlighting the real-world benefits to wider society, 90% of our research was classified as having 'outstanding' (4*) or 'very considerable' (3*) impact. In certain subject areas this was even higher, with Psychology obtaining a 100% 4* research impact rating.**

Held every 6-7 years, REF is a nationwide assessment of the quality and impact of research at UK higher education institutions, based on evidence submissions that detail research outputs, real-world impact and benefits, and the institution's research environment.

Research culture at the University is defined by a strong spirit of enquiry, innovation and enterprise, and feeds into teaching and learning to enrich our students' experience.

We collaborate on inter-disciplinary projects not only with our colleagues, but also with international agencies, industry, the public sector, and other universities around the world. Our partnerships always have the shared aim of improving people's lives.

> From monitoring air quality to protect public health, to enhancing health in care homes and communities during the pandemic, our research has impact.
>
> The work of an expert team of researchers from the University of Hertfordshire has been used to fundamentally improve how care homes and the NHS work together. By the end of 2020, the national Framework for Enhanced Health in Care Homes had been rolled out nationally to cover around 11,300 care homes and 410,000 care home residents.

Scan or click below to find out how our amazing research makes a difference to people's lives

go.herts.ac.uk/herts-research

Enterprise

The University is an institution with enterprise at its core. Within our University Enterprise Zone we have formed clusters of excellence that respond to regional and national demands, providing students and businesses with access to funding and specialist business start-up, innovation and growth support.

In our interactions with the wider community, we aim to foster and create a collaborative environment and entrepreneurial culture that is connected, inclusive, ethical, and inquisitive.

One of the ways we support start-ups is through our start-up challenge award - Flare Ignite. It offers student entrepreneurs the support, advice and training they need in areas like proposal writing, planning, finance and marketing, and the opportunity to win up to £3,500 to get their business idea off the ground and bring it to life.

Scan or click below to find out how our enterprise team can help you

go.herts.ac.uk/enterprise-zone

Kim won the 2021 Flare Ignite Social Impact award. She is a budding entrepreneur who wants to improve the lives of families with children who have special educational needs and disabilities (SEND).

"What I learnt as a student has provided the foundations for my career and I will always be grateful for the University's support throughout my studies. It's because of this support that I felt confident and comfortable enough to enter the Flare Ignite competition as a graduate and challenge myself to make SENDplan a reality."

Scan or click below to hear more about Kim's SEND plan
go.herts.ac.uk/kim

We offer expertise in apprenticeships. Apprenticeships play a crucial role in boosting the economy and are an effective way for businesses to develop a motivated, skilled, and qualified workforce, either by upskilling existing employees or recruiting new talent. The apprentice will gain a recognised qualification while earning a salary and gaining relevant industry experience.

Global engagement

We provide international opportunities for staff and students, building a diverse community on our campus, and increasing flexible programme delivery for the overseas market.

With more than 100 international partnerships across five regions, and partnership models including franchise, dual awards, fly-in faculty, academic support, supported distance learning and recognition and articulation agreements, we are passionate about providing students around the world the opportunity to study for a University of Hertfordshire award.

We are proud to be a participant of the QE-TNE scheme. The scheme independently measures quality across the UK's Transnational Education sector and promotes continued evaluation, improvement, and collaboration on a global scale.

In 2019 we launched our largest scale transnational education partnership with a new institution, Global Academic Foundation in Egypt. Students can study a University degree in multiple subject areas, including Business, Computer Science, Engineering, Mass Communications, Pharmaceutical Science and Physiotherapy. Located in the centre of Egypt's new administrative capital New Capital City, 20km east of Cairo, our campus is one of the first institutions to open in New Capital – a purpose-built capital city the size of Singapore.

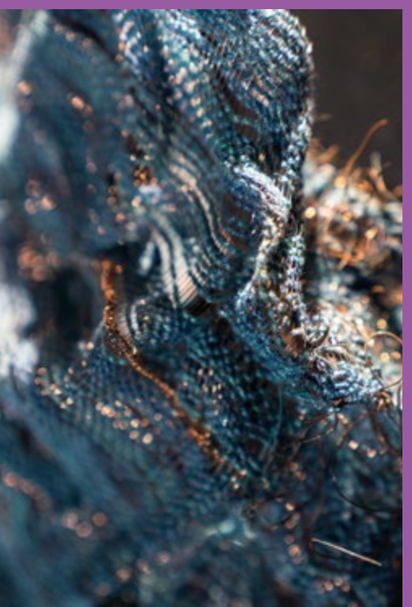
Scan or click below to find out more about our international partners

go.herts.ac.uk/partners

School of Creative Arts

Subject areas

Architecture
Art and Design
Fashion
Film, Digital and Animation
Music, Performance and Production
Photography



I want our students to love their time here. We encourage them to be free to explore, experiment and create amazing work in an inspirational, supportive, friendly and ambitious art school environment, then to go on to glittering careers and achieve their dreams.

Dr Mairi Watson
Interim Dean of the
School of Creative Arts

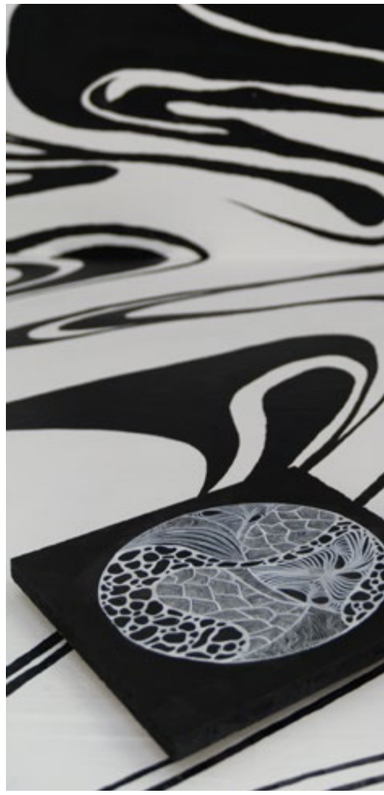
100% overall student satisfaction for Photography

National Student Survey 2022

Ranked 1st in the UK and 20th in the world for Top 50 Creative Media and Entertainment Schools and Colleges

2022 Rookie Awards

Won three student awards at the 2021 TIGA UK Games Education Awards



Our vibrant School of Creative Arts provides an inspiring and supportive environment for our students and staff to thrive. Our film, media, design, visual arts, music and art therapy courses are led by talented artists, experienced lecturers and industry experts. The School houses exceptional facilities, including television and photography studios, sound control rooms and post-production suites.

Fundamental to the success and delivery of our courses are our 'live projects', which are based on industry led professional briefs and help us place our students in the world of work enabling them to gain valuable industry experience before graduating.

No less fundamental is our world leading and internationally excellent research in the fine arts, in architecture, in art and design history, in media studies, heritage, and zero carbon design. Working with our team of Doctoral students, our experts lead the way in building our understanding of the challenges of past, our present and crucially our future!

To help our students build professional connections, they have the opportunity to visit our partners from around the world. This support has led to national and international recognition and industry placements with companies that include Ted Baker, Sony, Tesco, Norman Foster and partners and Warner Brothers.

Our experts are changing lives

Dr Silvio Carta

ARB

Silvio is a trained architect, and Head of Art and Design. His research focuses on the application of technology and computational design to improve the physical environment to encourage positive societal change. He applies AI, automation and intelligent systems technology to the design of both interior and urban spaces. A recent care home project using AI and automation has focused on detecting and minimising airborne transmission of pathogens — of particular relevance in the Covid-19 pandemic. Silvio's research uses AI to measure the resilience of communities and to visualise their path to net zero and helps build a compelling vision for the future — building smart cities that are financially and environmentally resilient by design, and helping people respond to crises and live comfortable, happy and sustainable lives.

Dr Shaun Borstrock

Shaun is Associate Dean of Business, Innovation and Projects, and is Head of the Digital Hack Lab, In Pursuit of Luxury and Creative Ideas in the School of Creative Arts. He is interested in design led innovation where design comes first — not as a service to fulfil a business strategy but as a visionary path where design is considered to be an intrinsic part of decision making. This invites a new kind of multi and trans-disciplinary collaboration from around the world. He also works as an independent consultant to luxury brands and associations around the globe. He is a regular keynote speaker at events around the world as an authority on luxury branding and fashion, consumerism and brand strategies. Shaun's research explores how technology is changing the perception of the hand made in the context of how luxury brands have grown as a result of being able to supply historically hand crafted products en-masse through technological innovation.

Professor Lubo Jankovic

Lubo is Professor of Advanced Building Design at the School of Creative Arts, and Director of the University-wide Centre for Future Societies Research, in which over 90 academics and researchers investigate complex ways of making our future world a better place. As Director of Zero Carbon Lab, he leads interdisciplinary research that combines design thinking and advanced computer modelling methods to seek solutions to open problems in the urban environment. In his impact driven research and engagement with policy makers, he has worked with local authorities in Hertfordshire on the development of the climate emergency response policy and the buildings decarbonisation policy, helping them with a strategy to achieve net zero emissions. He has also worked on urban modelling nature inspired net zero building design, the Architecture of biologically grown buildings to achieve buildings with net zero emissions within the first half of this century. He has published widely on the results of his research and is working on a third edition of his book 'Designing Zero Carbon Buildings: Embodied and Operational Emissions in Achieving True Zero', to be published by Routledge in 2024.

Scan or click on the link below to find out more about Lubo's research
go.herts.ac.uk/lubo

Sam Jury

Sam, leads the Art Sci Lab with artist and theorist, Dr Alana Jelinek. Sam's research includes the impact of slow violence and trauma in post-conflict situations, and she is working with University of Hertfordshire psychologists on a project exploring repetition with those who have Tourette's Syndrome. She is currently Principal Investigator on AHRC Network Grant, Visual Arts and Theatre Collaboration — New Models for Art Practices in post-conflict situations and won the prestigious Arts and Humanities Research Council Research in Film Award in 2019.

Professor Grace Lees Maffei

Grace is Professor of Design History, and Director for DHeritage, the Professional Doctorate in Heritage. She is Chair of the Editorial Board of the Journal of Design History (Oxford University Press) and founding co-series editor of Cultural Histories of Design (Bloomsbury). Grace's research on the mediation of design encompasses national identity, globalization and domesticity. She is author of Design at Home: Domestic Advice Books in Britain and the USA since 1945 and co-author with Nicolas P. Maffei of Reading Graphic Design. She edited Writing Design: Words and Objects and Iconic Designs: 50 Stories about 50 Things and co-edited Made in Italy and Designing Worlds with Kjetil Fallan (University of Oslo, Norway) and Design and Heritage, and The Design History Reader with Rebecca Houze (Northern Illinois University, USA). Grace led the Theorising Visual Art and Design Research Group at Hertfordshire from 2004 to 2018.

Our inspiring alumni

Bre McDermott-King

BA (Hons) Music Industry Management, 2018

International Product Manager at AWAL

Bre is an International Product Manager at music label AWAL, working with marketing teams around the world to execute campaigns for independent artists.

Bre previously worked in International Marketing at Sony Music UK, where she also headed up their diversity and inclusion committee, HUE UK – a title that won her a no.14 position on the Yahoo! Finance x The EMpower 100 Ethnic Minority Future Leaders 2021 list.

> “There was something about Hertfordshire's culture on campus and culture amongst the students that I was really drawn to. I was actually set up and ready to go to another university who had a similar course, but had a last-minute change of heart, so applied for Herts through clearing. To this day, I'm not quite sure what gave me such conviction to change my mind, but I trust that it was all meant to be and I'm SO happy I did it.”

Jamal Green

BSc (Hons) Music Composition and Technology in Film and Games, 2020

Music Composer, TOEM

Music composer Jamal is part of the team that won Best Debut Game at the BAFTA Games Awards 2022.

TOEM was developed by Something We Made Games in 2021 for Nintendo Switch, PlayStation 5 and PC. It is entirely hand drawn, with players embarking on an expedition to uncover mysteries.

> “I've been waiting for that feeling we got backstage after we won to wear off, but I guess it won't! You only get one shot at winning Debut Game and that makes it so much more exciting!
>
> Now is the best time to remain level-headed and pragmatic about the future, but I also want to remain ambitious, and I'd like to return to the BAFTAs to take home the award for Best Original Score — and why not throw in a Grammy and an Oscar for good measure.”

Since graduating, Jamal’s career highlights include composing for the action-packed platform game Skelattack in 2020 and being featured on Sony Masterworks & Milan Records Black Music Month.

Research

At the School of Creative Arts, we carry out research that transforms lives addressing fundamental global, societal and cultural challenges. How, for example, do the arts help us glean insights into the sciences, how might we design our cities and homes more sustainably, how does our past impact on the present and what should we do to protect it? Our artists and musicians, our art and design historians, our architects, planners, AI experts, filmmakers and media experts are working with our local, national and global communities to answer some of these questions to help us understand our place in an increasingly uncertain world.

Art Sci Lab

Our Art Sci Lab brings together artists, performers, musicians and filmmakers and scientists working in everything from speculative physics, material and life-sciences to the social sciences to explore ways in which the arts can give us new insights into the sciences and how science can help us see the arts in a new light. We work with curators, scholars, scientists, policy makers and industry to help us explore a range of different cultures and perspectives. As with everything we do, we are committed to sharing and co-creating our research to benefit society.

The Games and Visual Effects Research Lab

Our Games and Visual Effects Research Lab brings together the expertise of a wide range of film, media, VR, augmented reality, animation and special effects specialist to develop new and more efficient ways of harnessing and combining technologies to support the local film and media industries. G+VERL’s unique environment offers teams of students and multi-disciplinary researchers state-of-the-art computing technology to help facilitate and increase research and development for the VFX and games Industries. G+VERL is part of a multi-disciplinary centre of excellence for research, and for business and social engagement, in the creative industries and the broader creative economy.

Scan here or click on the link below to find out more about our research expertise

go.herts.ac.uk/herts-research

Future research plans

The School of Creative Arts aims to build on our formidable track record of world-leading and internationally excellent research, and sharing that research with the world at large. We secured major investment from the Arts and Humanities Research Council to work with stakeholders in heritage, in the arts, film and media, and we plan to work with local agencies and organisations to support the development of film and media industries both locally and globally. Climate emergency is a touchstone in all our work, and our architects and data scientist responsible for our Zero Carbon Lab and our Future Societies Research Centre will build on our work with local councils to collaborate to find sustainable ways to live.

Future aspirations

We continue to transform the economy and our communities through driving expertise in business, innovation and skills and offering flexible ways for businesses to work with us.

Supporting small businesses

Propeller Creative

Through our internal design agency (Propeller Creative), we provide our local businesses and new small businesses in the University's Enterprise Zone with the opportunity to work with our talented students, graduates, staff, and external industry experts.

The agency works across multiple design disciplines, which provides businesses with the flexibility to take on unusual or large-scale projects that cross boundaries. From branding to interior architecture, film production and interactive experiences Propeller Creative draws on the experience and expert knowledge housed within the School to create inspirational, professional design solutions. For more information: **propeller.herts.ac.uk/about-us**

Digital Hack Laboratory

The Digital Hack Laboratory is a research unit that investigates the impact technology is having on creative practice. The diverse expertise of the team enables specific research areas to be tackled while realising the opportunity for innovation, encouraging change through new thinking offered by digital technologies. For more information: **herts.ac.uk/digitalhacklab/digital-hack-lab**

Media production

Video, audio, and high-quality image skills are important for all small companies but many do not have the funds to make use of the huge potential that digital media platforms and apps offer. We provide technical support, equipment hire, and training for small business to help them produce materials and develop their in house skills.

University of Hertfordshire
Hatfield, UK
AL10 9AB

+44 (0)1707 284000
herts.ac.uk

/uniofherts
@UniofHerts
@UniofHerts

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