UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA DESIGN, INNOVATION & BRAND MANAGEMENT

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2020/21]
This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts.[1]
Teaching Body	University for the Creative Arts
Final Award Title and Type	MA
Course Title	Design, Innovation & Brand Management

	Campus:	Length:
Course Location and Length	Epsom	Full-time - 1 year.[2]

Mode of Study	Full-time	✓	Part-time	

Period of Validation	2019/20 to 2021/22
Name of Professional, Statutory or Regulatory Body	N/A
Type of Accreditation	N/A
Accreditation due for renewal	N/A

Entry criteria and requirements[3]

A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.

Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.

Other relevant and equivalent UK, European and International qualifications will be considered.

For applicants whose first language is not English: Average IELTS score of 6.0 (or equivalent) with a minimum achievement of 5.5 for all components, is required.

Applicants who have non-standard qualifications (or who wish work or life experience to be taken into account as part of their application) will be considered on an individual basis, in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Learning policy (APEL).

For this course, we assess your written application. Potential offers will be made based on your application form, predicted qualifications, personal statement and reference. You may be invited for an Applicant Day to further discuss your application.

Overall methods of assessment.[4]	Written exams:	Practical exams:	Coursework:
Course	0.0%	5.6%	94.4%

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[1] Regulated by the Office for Students

[2] Students may enter the course in Autumn (October 2020/September 2021) or February.

[3] This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

[4] As generated by the most popular unit descriptors and calculated for the overall course stage data.

Overall Learning & Teaching hours.[5]	Scheduled:	Independent:	Placement:
Course	23.6%	76.4%	0.0%
	425 hours	1375 hours	0 hours
General level of staff delivering the course.[6]	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or Professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and technicians to provide technical support.		
Language of Study	English		

Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics Statement QAA Master's Degrees in Business and Management
Framework for Higher Education Qualifications (FHEQ)

The course structure

The structure of all of the University's awards complies with the University's Common Credit Framework. The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	If elective is this the most popular student choice?
EDIB7010 - Research and Communication	7	40	Core	
EDIB7011 - Creative Thinking	7	20	Core	
EDIB7012 - Professional Practice	7	20	Core	
EDIB7013 - Product and Prototyping	7	40	Core	
EDIB7014 - Final Project	7	60	Core	

Section B - Course Overview

The next generation of entrepreneurs, innovators, designers, story tellers, brand builders and disruptors will be shaped and empowered during the MA Design, Innovation & Brand Management

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[5] As generated by the most popular unit descriptors and calculated for the overall course stage data.

[6] Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

course.

We believe that everything is changing, and yet everything is the same.

The leaders of tomorrow will be brave, confident and skillful – able to collaborate with diverse talent from all walks of life – and understand an increasingly disrupted future.

This course will enable you to make the complex, simple – through innovation, design and brand management. And yet you will also understand the future landscape of connected experience powered by new platforms and technology such as AI, voice and VR.

We believe that the best way to see the future is to invent it.

Global innovation definitions and approaches will ladder into insight and design centred thinking that enables compelling products, services and communications to be crafted that meet genuine customer need and resonate with audiences. We will land fundamental principles, frameworks and methodologies early on that enable you to be the best version of yourself with regards to Design, Innovation & Brand Management.

We believe in transformation through collaboration.

In future phases you will apply this to industry and personal briefs to encourage the development of your design, collaboration, negotiation, management, communication, visual literacy and presentation skills.

Units encourage the above and include:

- Creative thinking
- Research and Communication
- Professional Practice
- Product and Prototypes
- Final Project

The focus of each unit is not solely the development of managerial skills or business understanding they offer opportunity to step back and look at wider industry innovations and disciplinary developments and reflect upon your professional role or business practice in relation to these wider contexts.

We believe in you.

Section C - Course Aims

Design, Innovation & Brand Management at UCA Epsom aims to:

Encourage the development of creative, confident, informed and contemporary working practices to enable professional employment, postgraduate research and lifelong learning.

Promote in-depth rigorous engagement with the discipline of Design, Innovation & Brand Management through a curriculum that marries practice with theory.

Offer practitioners the opportunity to transition from other creative disciplines to Design, Innovation & Brand Management through curriculum that covers technical, theoretical and conceptual tuition.

Promote informed and focussed independent learning through placing the student at the centre of the learning experience.

Provide an approach to the subject that is experimental, flexible, adaptable, sustainable, and informed by rigorous research.

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge:

CLO1 Research
Identify and rigorously investigate specific sources using appropriate research methods leading to new concepts or insights into existing Design, Innovation & Brand Management practice.

CLO2 Analysis
Methodically and critically analyse and evaluate existing knowledge proposing new hypotheses.

Understanding:

CLO3 Subject Knowledge and Understanding
Demonstrate a comprehensive and critical understanding of Design, Innovation & Brand Management and its underlying principles.

CLO4 Experimentation
Demonstrate experimentation, risk taking, problem solving and deduction in relation to both ideas and materials in order to advance your practice.

Application:

CLO5 Personal and Professional Development
Demonstrate commitment to the subject, engagement and attendance with the course, appropriate planning, organisation, critical reflection and self-directed project management.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

Design, Innovation & Brand Management is a studio-based course, with the environment of dedicated working space strongly impacting upon the overall pedagogic approach. The course is delivered through a series of interconnected units that comprise of a range of project briefs, workshops and written assignments. Scheduled activity primarily consists of group critiques, individual tutorials, workshops and lectures.

We believe in equipping you with the practical and technical skills to shape the future of the discipline through either practice or postgraduate research. Workshops are interweaved throughout the course with access to traditional media practices such as silkscreen, photographic, 3D and lens based facilities together with up to date industry standard computer technology.

The course is overseen and delivered by a 0.6 FTE lecturer supported where appropriate by a diverse team of lecturers; all subject specialists, academics and researchers. Teaching and learning is

supported through online learning materials on our Virtual Learning Environment myUCA. You will be supported by visits from a diverse selection of prominent creative practitioners and are actively encouraged to build your own professional networks.

Assessment Strategy

Assessment is approached as an ongoing process, with emphasis placed upon the feedback that students receive on a day-to-day basis, from both tutors and peers. Work is assessed holistically by portfolio at the end of each unit, allowing for a breadth of work and the consideration of individual strengths and weaknesses. Learning Outcomes and Assessment Criteria are written under the same headings for each unit, allowing students to clearly chart their progress.

At the summative assessment point, students receive a 1:1 tutorial alongside their written feedback which allows tutors to respond to individual student needs and facilitate discussion around their work and future career.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:
- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives