

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA DESIGN, INNOVATION & BRAND MANAGEMENT

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2017/18]

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		
Final Award Title and Type	MA		
Course Title	Design, Innovation & Brand Management		
Course Location and Length	Campus: Epsom	Length: 1 year	
Period of Validation	2016/17 to 2020/21		
Name of Professional, Statutory or Regulatory Body	N/A		
Type of Accreditation	N/A		
Entry criteria and requirements ²			
<p>Minimum requirements</p> <p>A good honours degree (normally 2.1 or above) or equivalent qualification in your chosen subject or a related discipline <i>and/or</i> Relevant work experience, demonstrating your ability to study at postgraduate level.</p> <p>If your first language is not English a certificate is required as evidence that you have an average IELTS score of 6.0 or equivalent. If you are applying as an international student from a country outside the EU and require a visa to study in the UK, you will also need a minimum of 5.5 in each individual component. You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.</p> <p>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).</p> <p>Your portfolio</p> <p>For this course, we'll 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.</p>			
Overall methods of assessment ³	Written	Practical	Coursework:

¹ Regulated by the Higher Education Funding Council for England

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As confirmed for the KIS course stage data: the overall percentage in terms of Written exams; Practical exams and Coursework

	exams:	exams:	
Stage 1	0%	0%	100%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Stage 1	30.6%	69.4%	0%
General level of staff delivering the course ⁵	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.		
Mode of Study	Full-time	✓	Part-time
Language of Study	English		
Subject/Qualification Benchmark Statement: Reference has been made to the QAA 'Master's degree characteristics, Draft for Consultation, December 2014' document QAA1021 – Dec 2014 and 'Master's degree in Business and Management' June 2015.			
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. All students are registered for a particular award. Exit awards are available to students in line with 6.7 of the Common Credit Framework.

Unit codes and titles	Level	Credit value	Elective/ Core	If elective is this the most popular
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⁴ As confirmed for the KIS course stage data: the overall percentage by stage

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

				student choice?
EDIB7006 Design, Innovation & Brand Management: Practice and Process	7	40	Core	
EDIB7007 Design, Innovation & Brand Management: Research Methods and Context	7	40	Core	
EDIB7008 Design, Innovation & Brand Management: Professional Practice	7	40	Core	
EDIB7009 Design, Innovation & Brand Management: Major Project	7	60	Core	

Section B - Course Overview

MA Design, Innovation & Brand Management in Epsom is ambitious, student-led, focused, and fosters strong connections between practice and theory providing you with the knowledge and skills to manage complex brands and lead organisations whose focus is on continually generating original, exciting and valuable services, products and solutions within a global context.

This broad postgraduate programme encompasses a wide range of practices and processes including; Brand Identity and Awareness, Marketing, Brand and Operational Management, Consumer Behavior and Competitive Analysis, Advertising Campaign Commissioning, Copy and Report Writing, Project Management and Freelance Entrepreneurialism.

The course seeks to provide you with a transformative learning experience developing professional knowledge and understanding in a manner suited to the needs of working professionals, encouraging you to use critical reading and research as the basis for product and service development as well as reflection on your own working practices. The programme is designed to develop your capability to lead change and innovation in the creative field of Design, Innovation and Brand Management. You may wish to start your own business or reach a senior management position within an existing creative company. This course focuses on developing graduates to become more in tune with the commercial pressures of the business environment while understanding the value facilitating Design, Innovation and Brand engagement can have in generating competitive advantage.

Learning and teaching across modules is specifically designed to meet the real life needs of the professionals on the programme whilst assessment assignments are designed to enable participants to focus on issues, which they or their organisations are facing directly. 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. The units have been specifically designed to develop higher-level specialist skills and insights into the changing 'Brandscape' of contemporary design practices.

The course is delivered through four complimentary units:

Design, Innovation & Brand Management: Practice and Process

During this unit, you will examine the advanced specialist tools, methods, concepts and processes relevant to Design Innovation and Brand Management practice through a series of projects, workshops and advanced technical sessions that relate you your own research and aspirations. You will be encouraged to explore and challenge the scope of the expanding discipline through a range of projects, both set and self-initiated. It will enable you to position yourself within the discipline in reference to your prior experience and aspiration and critically evaluate the development of your Major Project.

Design, Innovation & Brand Management: Research Methods

This unit enables you to undertake a focused and rigorous investigation into the purpose and process of research at postgraduate level within the field of Design, Innovation & Brand Management. It is broad in scope and may be offered through shared delivery with other postgraduate courses in the School of Communication Design.

Design, Innovation & Brand Management: Professional Practice

This unit is designed to enable you to develop a framework within which to develop your Major Project, by undertaking a rigorous investigation into existing practice within the field of study. You will be encouraged to research, question, challenge, debate and address key debates that relate to Design, Innovation, Branding and Brand Management. You will seek to define what these terms mean in different contexts.

Design, Innovation & Brand Management: Major Project

The Major Project is the culmination of your studies and will form an exposition of the central ideas and concepts developed throughout your MA. As such it is an opportunity to resolve previous projects and demonstrate evidence of advanced conceptual, theoretical and technical capability over a period of self-directed study. The body of work you produce through this unit should draw upon your experience prior to this MA, the work you have developed throughout the course and your ambitions for work or further study on graduation.

The focus of each unit is not solely on the development of business understanding or managerial skills providing participants with the opportunity to step back from their day-to-day routines, look at wider industry innovations and disciplinary developments and reflect upon their professional role or business practice in relation to these wider contexts.

Design led workshops are available throughout the course, reinforcing and building upon your previous knowledge and introducing new ways to enrich practice, using some of the excellent silkscreen, letterpress, photographic and 3D facilities (as well as state-of-the-art computer technology) we have to offer.

Face-to-face teaching and learning is supported through online learning materials on our Virtual Learning Environment myUCA. We believe in equipping you with the practical and technical skills to shape the future of the discipline through either practice or postgraduate research. You will be supported by visits from many prominent creative practitioners and are actively encouraged to build your own professional networks.

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 closely combines 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 Technical Competence and Understanding

Demonstrate advanced skills and processes appropriate to Design, Innovation & Brand Management and present work in a highly sophisticated manner appropriate to the audience and context.

CLO6 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.

The course is overseen by the Course Leader for Graphic Design and primarily delivered by a 0.6 FTE lecturer supported where appropriate by a diverse team of lecturers; all subject specialists, academics and researchers. They are supported by a broad range of visiting practitioners and lecturers.

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 national Subject Benchmarks in Art & Design 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