University
for the
Creative Arts

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA GRAPHIC DESIGN

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2018/19]
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	Graphic Design

Course Location and Length	Campus: Epsom		Length: Full-time - 1 year	
Mode of Study	Full-time	✓	Part-time	

Period of Validation	2016/17 to 2020/21
Name of Professional, Statutory or Regulatory Body	N/A
Type of Accreditation	N/A
Accreditation due for renewal	N/A

Entry criteria and requirements[2]

Minimum requirements

A good honours degree (normally 2.1 or above) 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 present a degree with a lower classification, but can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.

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.

Your portfolio

For this course, we'll require you to attend an Applicant Day and bring your portfolio for assessment or submit a portfolio of work online. Further information on how to compile a portfolio and the specific requirements for examples of work to be included will be provided

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[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.

on the Applicant Portal after you've applied.			
Overall methods of assessment[3]	Written exams:	Practical exams:	Coursework:
Course	0%	0%	100%
Overall Learning & Teaching hours[4]	Scheduled:	Independent:	Placement:
Course	30.6%	69.4%	0%
	550 hours	1250 hours	0 hours
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.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA 'Master's degree characteristics, Draft for Consultation, December 2014' document QAA1021 – Dec 2014.			
Framework for Higher Education Qualifications (FHEQ)			

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

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

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

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?
EGRD7006 Graphic Design: Practice and Process	7	40	Core	
EGRD7007 Graphic Design: Research Methods	7	40	Core	
EGRD7008 Graphic Design: Professional Practice	7	40	Core	
EGRD7009 Graphic Design: Major Project	7	60	Core	

Section B - Course Overview

The discipline of graphic design is expansive and constantly changing. It can include Editorial Design, Information Design, Interactive Design, Interface Design, Motion Graphics, Exhibition Design, Environmental Design, Graphic Image Making, Identity Design, Motion Graphics, User Experience Design, Website Design, Coding and Processing.

The aim of MA Graphic Design at UCA Epsom is to equip you with the tools you need to become skilled professional communicators within your own unique area of specialism. We do this through an intensive 12-month programme, which equips you with the practical and technical tools you need to be able to shape the future of the discipline of graphic design. The programme aims to reinforce the importance of applied research and design discourse; foster critical debate and reflection, professionalism and excellence; and introduce sound design principles, processes and methods into your individual practice. You are also invited to consider questions relating to the role of the designer in society and personal and social responsibility.

Our taught practice-led, process-orientated programme draws students from both home and overseas – you become part of a lively international community where ideas and discourse on many varied aspects of visual communication are encouraged and celebrated.

Workshops in old and new technologies are available throughout the course, reinforcing and building on your previous knowledge and introducing new ways to enrich and enhance your 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.

We are fully aware that every graphic designer is unique, and the course team is dedicated to highlighting and enhancing your individual areas of expertise and helping you to achieve your creative potential. Throughout the course there are many opportunities for intensive one-to one tutorials, group critiques and seminars. You will be expected to present your work to the class on a regular basis and take part in a research seminar to introduce your professional practice and final project.

Embedding an attitude of professionalism, creative ambition and passion for the subject is required from day one, and you will have the opportunity to work on live projects and competition briefs alongside the process of scrutinising and critically evaluating your practice and defining what aspects of your portfolio need to be developed to achieve your personal creative goals. We encourage students to foster strong connections between practice and theory and build their professional profile through internships, design competitions and live projects. We also recommend students to make industrial connections in their chosen area of specialism. Visiting exhibitions and galleries and attending outside conferences is considered to be an important part of your professional development.

The course is delivered through four complimentary units, two taught and two largely self-directed.

Graphic Design: Research Methods
This taught unit enables you to undertake a focused and rigorous investigation into the purpose and process of research at postgraduate level within the field of graphic design. It is broad in scope and may be offered through shared delivery with MA Design, Innovation and Brand Management.

Graphic Design: Practice and Process
This primarily taught unit equips you with the advanced specialist tools, methods, concepts and processes relevant to graphic design practice through a series of set projects, workshops and advanced technical sessions that relate to your own research and aspirations. It will foster strong connections between practice and theory to enable you to position yourself within the discipline in reference to your prior experience and future aspirations.

Graphic Design: Professional Practice
This self-directed unit is designed to further embed an attitude of professionalism, creative ambition, academic rigour and passion into your practice by encouraging you to build professional contacts and networks. This unit requires you to develop a framework within which to develop your Major Project by undertaking a rigorous investigation into your existing practice within your particular area of specialism. You will be encouraged to research, question, challenge, debate and address current issues that relate to graphic design and define what aspects of your practice need to be developed to achieve your personal creative goals.

Graphic Design: 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. It is an opportunity to demonstrate expertise in your own area of specialism through a personal project that has developed from your research themes, graphic design and professional practice that explores your aspirations for your future. Your Major Project will 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 will also 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.

Section C - Course Aims

MA Graphic Design 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 expanding discipline of Graphic Design through a curriculum that closely combines practice with theory.

Offer practitioners the opportunity to transition from other creative disciplines to Graphic Design 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 Graphic Design 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 Graphic Design 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 Graphic Design 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

MA Graphic Design is a studio-based course, with the environment of dedicated working space and workshop areas strongly impacting upon the overall pedagogic approach of thinking through the practice of making. 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, designers, 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 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