

# Programme Specification and Curriculum Map

<b>1. Programme title</b>	<b>MA Graphic Design</b>
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Programme accredited by</b>	
<b>5. Final qualification</b>	MA Graphic Design
<b>6. Academic year</b>	2020/2021
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full or part-time

## 9. Criteria for admission to the programme

- Appropriate qualifications or experience:
  - a) A good honours degree in Graphic Design or a relevant art and design subject– or recognized equivalent professional qualification.
  - b) Applicants with a good honours degree in a non-art and design subject and substantial experience working within the field, or able to demonstrate an aptitude for working in art and design at this level may be considered.
  - c) Applicants without the normal qualifications but who have extensive and substantial work experience in appropriate areas may be considered through accreditation of prior learning (APEL).

In all cases, admission is dependent on

- Evidence of subject-related skills (through submission of a portfolio of work or equivalent, as hard copy and/or PDF or PowerPoint files).
- Sufficient command of the English language – those applicants for whom English is not the first language must demonstrate evidence of attainment by an IELTS overall score of 6.5 or higher (with no component achieving less than 6), or equivalent. Applicants with less than six in any component score are strongly recommended to undertake the University's Pre-sessional English Language Course.
- Supportive academic/professional references.
- An appropriate personal statement which outlines in general terms an area of interest that would provide the focus of study and with reference to the following guideline headings:
  - a) an area of interest or a provisional title.
  - b) background experience directly or indirectly relevant to the proposed area of study.
  - c) consideration about how your research might be done (even though this may change later) and any possible outcome(s).
  - d) an indication of the resources considered necessary to undertake a successful investigation.
  - e) evidence of an initial exploration in the area of the project and reference to research and practice that has already been carried out by the applicant and/or others.

Please note that applicants with visual impairment may find aspects of the programme excessively challenging.

## 10. Aims of the programme

The programmes aims to:

- Provide an advanced academic environment that encourages and promotes a reflective approach to masters' level and build greater understanding of the field of Graphic Design, insight and users testing processes in design practice to establish depth of research in a professional capacity.
- Enable students to produce an advanced, coherent body of work that investigates, analyses and reflects on current issues with Graphic Design, developed to demonstrate how design can be extended against a professional context, everyday problem, social context or emerging cultural theme.
- Identify and understand a variety of practical design working methods and extended processes to problem solved topical issues within Graphic Design to build effective communication.

- Establish a systematic investigative approach to the design process and reflective practice against a subject interest or brief that draws on research methodologies and explores critical interrelationship between theory and practice.
- Examine ideas through group discussions to critically evaluate, present forward thinking work and test ideas against specific audience to build a context to project work.
- Create knowledge about the implantation of particular strategies for learning central to the foundation of scholarship in practice, research and professional capacity in Graphic Design

<b>11. Programme outcomes</b>	
<p><b>A. Knowledge and understanding</b> On completion of this programme the successful student will have advanced knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. Key concepts and ideas in creative thinking and different graphic design research methodologies.</li> <li>2. The range, social significance and history of contemporary graphic design practice and the social role of the creative practitioner.</li> <li>3. Current, individually related practice at the forefront of the contemporary graphic design field and the interrelationship between theory and practice.</li> <li>4. The processes of individually relevant creativity and their role in investigating and testing the validity of supposition.</li> <li>5.</li> </ol>	<p><b>Teaching/learning methods</b> Students gain knowledge and understanding through workshops, lectures, seminars, tutorials, group discussion, peer feedback and self-directed study.</p> <p><b>Assessment Method</b> Students' knowledge and understanding is assessed by coursework, including design research reports, presentations and written dissertation. The criteria for assessment are both generic across level 7 as well as specific to the module.</p>
<p><b>B. Cognitive (thinking) skills</b> On completion of this programme the successful student will evidence advanced ability to:</p> <ol style="list-style-type: none"> <li>1. Articulate relevant questions and present complex concepts and ideas in research and contemporary practice of individual relevance.</li> <li>2. Assess the validity of evidence through rational disputation and the application of advanced research skills.</li> <li>3. Demonstrate a capacity for critical reflection, identifying appropriate graphic design research needs and considering the means and methodologies for meeting them.</li> <li>4. Synthesise and implement advanced knowledge regarding the utilisation of particular strategies for learning when developing their own practice.</li> <li>5.</li> </ol>	<p><b>Teaching/learning methods</b> Students learn cognitive skills through workshops, weekly seminars, presentations, group discussions, tasks, coursework and self-directed study.</p> <p><b>Assessment Method</b> Students' cognitive skills are assessed by coursework, including participation in weekly seminars, project work, presentations, tasks, design reports and dissertation. The criteria for assessment are both generic across level 7 as well as specific to the module.</p>
<p><b>C. Practical skills</b> On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Manage (plan, organise, monitor, progress and complete) a complex conceptual design and research project.</li> </ol>	<p><b>Teaching/learning methods</b> Students learn practical skills through workshops, weekly seminars, coursework, tasks, industry and cultural visits and self-directed study.</p>

<ol style="list-style-type: none"> <li>2. Apply current graphic design problem solving, conceptual and technical skills at an advanced professional level.</li> <li>3. Implement appropriate, current and forward thinking design application through traditional and creative technological applications.</li> <li>4. Show principles and advance level of communication and individual skills that respond appropriately to a given problem, social context or design.</li> </ol>	<p><b>Assessment Method</b> Students' practical skills are assessed by course work, including participation in weekly seminars, project work, presentations, design reports and dissertation. The criteria for assessment are both generic across level 7 as well as specific to the module.</p>
<p><b>D. Graduate Skills</b> On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply reflective practice strategies in developing advanced self-managed learning and professional practice.</li> <li>2. Make use of a group as a creative resource in collaborative learning practices and team endeavours.</li> <li>3. Carry out advanced work by connecting individually relevant theory with practice.</li> <li>4. Communicate effectively utilising a variety of method, applicable to individual and future professional context.</li> <li>5. Identify next stage career opportunities and build from establish industry and professional networks established.</li> <li>6. Plan for effective career development.</li> </ol>	<p><b>Teaching/learning methods</b> Students acquire transferable postgraduate skills, depth of knowledge and debate emerging territories within design through weekly seminars, coursework, cultural and professional visits, presentations, industry talks and self-directed study.</p> <p><b>Assessment method</b> Students' postgraduate skills are assessed by coursework, including participation in weekly seminars, project work, design reports, and presentations. The criteria for assessment are both generic across level 4 as well as specific to the module.</p>

<p><b>12. Programme structure (levels, modules, credits and progression requirements)</b></p>
<p><b>12. 1 Overall structure of the programme</b></p>
<p>MA Graphic Design gives you the opportunity to fully submerge your self within the discipline of graphic design and be part of the well-established, award winning Graphic Design Department. We take a problem solving approach to Graphic Design to explore contemporary design practice through design thinking, insight and co-design processes, prototyping ideas, methods of design analysis and through building expert collaborative networks and external partners. Students come from a wide range of design and creative backgrounds, all with their own individual skill set, experience and cultural background. A diverse working collective, working across project areas of typography &amp; information, brand identity &amp; campaigns, new technology &amp; digital experiences, design writing &amp; insight analysis, sustainability &amp; environmental issues, structural packaging and book design.</p> <p>Students undertake four 30 credit modules and a final 60 credit module at Level 7:</p> <ul style="list-style-type: none"> <li>• ART4300 <i>Developing Practice</i> (30 credits)</li> <li>• ART4001 <i>Critical Debates</i> (30 credits)</li> <li>• ART4002 <i>Advanced Research</i> (30 credits)</li> <li>• ART4033 <i>Vision and Authorship</i> (30 credits)</li> <li>• ART4034 <i>Major Project</i> (60 credits)</li> </ul> <p>The MA Graphic Design programme is undertaken in a single calendar year (October to November) comprising three 15 week stages. In Part-time mode the programme is undertaken over two calendar years comprising six 15 week stages. At present, there is a single entry point in October.</p>

On successful completion of 60 credits (ART4300 and ART4001) students are eligible for a **Postgraduate Certificate** exit award, and on successful completion of 120 credits (ART4300, ART4001, ART4002 and ART4023) for a **Postgraduate Diploma** exit award. Students must complete 120 credits for the Postgraduate Diploma before commencing the final 60 credit module, that leads to the **MA** award.

Each 30 credit module requires a minimum of 300 hours of study (comprising taught sessions, the guided use of campus resources and independent study), supplemented by contributions from visiting academics and professional practitioners. Students should expect to commit a minimum of 36 hours/week (full-time) or 18 hours/week (part-time) to their studies. Contact teaching and input from visitors is front-loaded in the first two stages and consists of studio sessions, lectures, seminars, workshops, group and individual tutorials. Learning in these stages leads progressively towards self-directed study in the final stage, which is supported through periodic individual and group supervision and access to campus resources and facilities. The ART4001 *Critical Debates*, and ART4002 *Advanced Research* modules are shared by all postgraduate Art & Design programmes, and delivery is made collectively all subject cohorts, and is intended to develop an active and engaged cross-disciplinary postgraduate culture and community. The ART4300 *Developing Practice* and ART4033 *Vision and Authorship* modules are taught in subject-specific groups with the opportunity to see and respond to work across all the art and design postgraduate programmes at key formative and summative assessment points. All the preliminary modules are intended to provide students with the context, knowledge and skills necessary for the initiation, development and realisation of a significant self-directed project. The ART4034 *Major Project* module, is taught in subject specific groups working towards a final submission of a substantial creative art, design and/or research project together with a comprehensive project report and a verbal presentation.

## 12.2 Levels and modules

**Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.**

Level 7:

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Full time Students must take all of the following:            Term 1            ART4300 (30 Credits)            ART4002 (30 Credits)            Term 2            ART4001 (30 Credits)            ART4033 (30 Credits)            Term 3            ART4034 (60 credits)</p> <p>Part time Students must take all of the modules, the order of which to be confirmed by the Programme Leader.</p>	N/A	<p>Successful completion of            Term 1            ART4300 (30 Credits)            ART4002 (30 Credits)            PG Cert.</p> <p>Term 2            ART4001 (30 Credits)            ART4033 (30 Credits)            PG Dip.</p>

## 12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
(7)	ART4300
(7)	ART4001
(7)	ART4002
(7)	ART4033
(7)	ART4034

### 13. A curriculum map relating learning outcomes to modules

See Curriculum Map attached

### 14. Information about assessment regulations

Please refer to the Middlesex University Regulations at <http://www.mdx.ac.uk/regulations> or the Your Study pages on UniHub: <http://www.unihub.mdx.ac.uk>

The modules ART4300, ART4001, ART4002, ART4033 are graded on Pass/Fail. The final module ART4034 Major Project is graded on the University 1–20 marking scale, which determines the level of the Award (Pass, Merit or Distinction). For complete assessment regulation details, please refer to the University Regulations. Self-deferral is not allowed on any of the modules – students seeking to defer must consult the Assessment Administrator.

### 15. Placement opportunities, requirements and support (if applicable)

N/A

### 16. Future careers (if applicable)

The MA Graphic Design programme provides an insight into the benefits of reflective practice, aiding postgraduates to develop as autonomous learners. It offers the opportunity to work in-depth on a major self-directed project that could lead to publication, commissioned work or employment in a design agency. Graduates can go on to careers in Graphic Design, Illustration, Advertising, Publishing, New Media and the creative and cultural industries. The nature of the programme, also offers a fundamental skill at an advanced level for progression to a higher academic qualification such as doctoral research.

### 17. Particular support for learning (if applicable)

- Open access to Graphic Design studios with Apple Mac computer facilities.
- A range of workshops and technical staff and facilities provide the technical input for the realization of any studio-based materials required for the research projects.
- Reprographics and large format digital output, digital media workshops, open access Apple Mac computer facilities, a letterpress workshop, print workshop, laser cutter printing and binding facilities.
- Superb technical facilities include the Digital Darkroom and reprographics area, 80 workstations, Hasselblad Flextight scanners, Epson printers (all colour-managed), Black and White Darkroom (up to 5x4 large format), Colour C type darkroom (up to 5x4 large format) and 4 Photographic Studios (Colorama backdrops, Full height cove, electronic flash and tungsten lighting). Loan of equipment: cameras, digital and film up to 10x8, location lighting kits.
- Library facilities and resources, including specialist books, journals, videos, DVDs, slides, special collections, and computer programmes. There is a fine collection of Graphic Design books, journals and videos/DVDs of recorded programmes on the work of Graphic Designers.

### 18. JACS code (or other relevant coding system)

W640

### 19. Relevant QAA subject benchmark group(s)

Art and Design  
History of Art, Architecture and Design

## 20. Reference points

- Relevant University Regulations <http://www.mdx.ac.uk/regulations/>
- QAA Subject Benchmark Statements for Art and Design
- QAA Subject Review Report 9Q231/99 (Art and Design)
- QAA Subject Overview Report Q013/2000 (Art and Design)
- Middlesex University Corporate Plan
- School of Art and Design Plan
- Learning and Teaching Policy and Strategy Student, Staff, External Examiners and Graduates feedback and comments

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations.

### Programme learning outcomes

<b>Knowledge and understanding</b>		<b>Practical skills</b>	
A1	Key concepts and ideas in creative thinking and different graphic design research methodologies.	C1	Manage (plan, organise, monitor, progress and complete) a complex creative project.
A2	The range, social significance and history of contemporary graphic design practice and the social role of the creative practitioner.	C2	Apply graphic design problem solving, conceptual and technical skills at an advanced professional level.
A3	Current, related practice at the forefront of the contemporary graphic design field and the interrelationship between theory and practice.	C3	Implement appropriate, effective and creative technological practice and research knowledge resources.
A4	The processes of creativity and their role in investigating and testing the validity of supposition.	C4	Follow principles and conventions of communication in research and practice.
<b>Cognitive skills</b>		<b>Graduate Skills</b>	
B1	Articulate relevant questions and present complex concepts and ideas in research and contemporary practice.	D1	Apply reflective practice strategies towards self-managed learning and professional practice.
B2	Assess the validity of evidence through rational disputation and the application of advanced research skills.	D2	Make use of a group as a creative resource.
B3	Demonstrate a capacity for critical reflection, identifying appropriate graphic design research needs and considering the means and methodologies for meeting them.	D3	Carry out advanced work by connecting theory with practice.
B4	Synthesise and implement knowledge regarding the utilisation of particular strategies for learning when developing their own practice.	D4	Communicate effectively utilising a variety of methods, applying appropriate and reasoned structures.
		D5	Plan for effective career development.

## CURRICULUM MAP FOR MA GRAPHIC DESIGN

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme outcomes																								
A1	A2	A3	A4	B1	B2	B3	B4	B5	C1	C2	C3	C4	D1	D2	D3	D4	D5							
Highest level achieved by all graduates																								
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7							

Module Title	Module Code by Level																									
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5								
Developing Practice	ART 4300		X	X	X	X		X	X	X	X	X					X									
Critical Debates	ART 4001	X	X	X		X	X	X			X	X			X	X	X									
Advanced Research	ART 4002	X	X	X		X	X				X		X		X	X	X									
Vision and Authorship	ART 4033	X	X	X	X					X		X	X		X	X			X							
Major Project	ART 4034	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					