

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any minor modification or local developments).

Awarding Body	University of the Arts London (UAL)
Teaching Institution	Central Saint Martins
Final Award	MA Applied Imagination in the Creative Industries
Relevant QAA Benchmark Statement	
Date of production/revision	November 2016

This section is available to provide any introductory information on the course. It might include explanation of the position of courses which form a named pathway within an 'umbrella' programme.

Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to develop and apply your imagination so that you will be able to move beyond your conditioned assumptions about the creative process and its potential to inform positive change.

Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome should be detailed below.

The outcomes that you will have demonstrated upon completion of the course, are:

- new knowledge about your specific subject, informed by research strategies that utilise your interventions (such as artefacts, events or processes) as a primary means of confirming what is not yet fully known;

- an ability to express research questions in ways that can be experienced, rather than read about;
- an ability to convert questions into understanding;
- self-direction, originality and informed decision-making in instigating, managing, concluding and articulating outcomes at Masters level;
- an ability to work, contribute and participate effectively and responsibly as an individual and as part of a team

Learning and Teaching Methods:

Provide a summary of the relevant learning and teaching methods for the course.

The primary means of learning for each student is through studio practice. This is supported and developed through:

- Unit and project briefings;
- Set and self-initiated project briefs;
- Inductions, lectures and seminars;
- Collaborative workshops and interdisciplinary study teams;
- Peer learning;
- Individual and personal tutorials;
- Self and peer assessment;
- Guest speakers and presentations: staff to students; students to peers, and students to staff;
- Formative advice and feedback through group discussions, reviews and critiques;
- Team working;
- Individual SWOT analysis;
- Diary keeping;
- External testing and review;
- Independent Study

Assessment Methods:

Provide a summary of the relevant assessment methods for the course.

Holistic assessment of achievement as demonstrated through:

In Unit One

- Team led and individually based project presentations and contributions to seminar presentations throughout the unit; the presentations should communicate clearly and with conviction: (i) the broad subject and key question (project) being explored; (ii) your personal and strategic motives for choosing this project.

In Unit Two

- a visual presentation that documents and demonstrates the research strategy, testing, analysis and decision making of your project proposal as explored in your Major Project, to include a critical overview and SWOT analysis.
- visual and written Major Project diary/diaries critically charting the evolution of the major project, evidencing reflective practice, detailing biographic and other secondary sources used, and establishing links between the primary research and charted learning, including theoretical models which underpin the methodology used.
- 1,250 – 1,500 word evaluation;
- participation and contribution to staged progress evaluations, including at least one formal presentation of the research and learning journey and the evidence of new knowledge thus gained. Participation and contribution to staged progress evaluations.

Reference Points

List any policies, descriptors, initiatives or benchmark statements used in the development of the course.

The following reference points were used in designing the course:

1. FHEQ Level Descriptors (Level 7)
2. University Strategy for Student Learning

3. External Industry advice and guidance

Programme Summary

Programme structures, features, units, credit and award requirements:

List the course details that constitute the agreed student entitlement for this course. This should include unit titles and credit, types of learning, learning hours per week and details of tutorial support.

The course may be taken either full-time (45 weeks) or part-time (90 weeks over 2 years). The difference between the two modes of study is that full-time students are involved in more intensive study, and, because they are not engaged in full-time employment, test their ideas, research and working methods within the College environment with their peers as well as seeking out external verification and challenge.

Part-time students spend less time in formal peer interaction but are expected to test their ideas within their own professional practice as well as with each other as much as is possible. For part-time students, the developmental process is necessarily slower and less intense during the first year but timetables are constructed to provide maximum opportunity for preparatory critical engagement. The course programme acknowledges the different pressures of your work/life balance that part-time students typically experience by maximising the potential of the first year to provide reassurance and verification, thus enabling the second year to focus on consolidation.

The Course has two Units. Unit One: Imagination (60 credits) and Unit Two: Application, (120 credits). Unit One runs for 15 weeks full-time, 30 weeks part-time. Unit Two follows after the completion of Unit One and runs for 30 weeks full-time, 60 weeks part-time. The structure of the course anticipates and supports your development and academic progress and follows a similar pattern for both modes. As already explained, the course pedagogy is informed by the concept of a journey: Unit One is specifically concerned with preparing for the journey of discovery located in the second Unit. Unit Two is predicated on making the journey

and reflecting upon the discoveries that have been made and how best to give them dimension.

The main purpose of Unit One is to enable you to challenge your world-view and reconsider your values. This is achieved by immersing you in a series of short team based projects, designed to capture and challenge contemporary global agendas so that you use each other's primary sources of knowledge and challenge.

Each project typically allows team rotation enabling you to work and learn from each other. The Unit is designed to broaden and deepen your understanding of the nature, practice and potential of research and the process of giving questions and ideas dimension.

This strategy of 'learning through doing' in an interactive group-dynamic aims to provide you with experiences that fall outside of your own discipline and cultural knowledge base. This will help you to evolve new questions and open you to a much wider sphere of possibility that will inform your decisions about your major project. Proposals for research questions are developed through a process of self-directed secondary research and critical evaluation by tutors and peers. We encourage you to establish a question that will challenge and sustain your interest for the whole of Unit Two: a question that is likely to lead to new knowledge that you can apply to your real world objectives.

Unit Two commences with the clarification of your question, motivation and methods. We require you to create a question to frame your research mission and to give that question form through a series of interventions that enable you to take your question into the real world in order to ascertain evidence of resistance and support.

The journey is fully documented in a series of diaries in which you record what you have done, why you did it and what you have learnt.

The MA journey is completed with a presentation that comprises evidence of the journey taken and the knowledge gained. The Unit 2 deliverables include your

presentation, your diaries and a 1,250 – 1,500 word evaluation of the knowledge that you have gained.

Please note that we do not require you to have high levels of craft skill. Some students commission others to make their artefacts; others adopt a low cost strategy of customization. We do not directly assess craft skill or design solutions. But any artefacts which you employ in your research will need to be created with sufficient skill or imagination to engage the interest and attention of experts and other relevant stakeholders.

Distinctive features of the course:

Identify and list those characteristics that distinguish your course from other, similar courses. Refer to both the student experience on the course and future possible career opportunities.

- Multi-disciplinary team-working is at the heart of the learning and teaching experience;
- Inclusive curriculum and timetabling of full and part- time modes;
- No project is ever repeated;
- A course ethos that pursues the definition of better questions, not finite answers.

Recruitment and Admissions

Admission Policy/Selection Criteria

Summarise relevant details contained in the validation papers i.e. list the methods used in selection such as interviewing. Selection criteria should be fully listed.

MA Applied Imagination in the Creative Industries is aimed at graduates with a suitable background in any creative discipline. This includes all the established areas of design, but also the fine arts, performance art, curation and art business, journalism, advertising and marketing, management, economics – and potentially also science and technology.

We are looking for talented, ambitious and open-minded students who enjoy working with others, but who are also capable of planning and completing a self-directed major project. Above all, we are looking for creative thinkers who wish to channel their talents in order to achieve their personal goals – and are ready to accept the challenge of a student-centred curriculum in which they are able to define and pursue their own programme of study. Our cohort reflects this recruitment policy, and represents a very broad cultural, educational and professional mix.

Our students come from all over the world and we celebrate and include their diverse cultural knowledge in our quest to create alternative paradigms. Students draw on each other's professional and diverse cultural experience to provide critical and constructive insights that open up new ways of thinking and doing.

Student selection criteria

Applicants to MA Applied Imagination in the Creative Industries will be selected on the basis of the following criteria:

- A BA qualification or equivalent level of skills and knowledge in your own discipline
- A Personal Statement and Study Proposal
- Self motivation, ambition and a commitment to the postgraduate programme
- A readiness to engage in collaborative and reflective practice, and in externally-targeted action research
- A readiness to engage with students from a very wide variety of cultural, educational and professional backgrounds

Interviews

Interviews, which normally last up to 40 minutes, focus on your background and interests. You don't have to bring examples of your work unless you feel they'll help you demonstrate your interests.

Entry Requirements

List the entry requirements relevant to the course.

Minimum entry requirements

MA Applied Imagination entry requirements are:

- Honours degree
- Evidence of experiential learning equivalent to a degree; or

- 3 years relevant professional experience.

For the part-time mode you'd need to be working in a design-related profession. Your research interests, professional experience and personal goals are more important than the quality of your portfolio.

English language requirement

All classes are conducted in English. If English is not your first language, we strongly recommend you send us an English language test score together with your application to prove your level of proficiency. If you have booked a test or are awaiting your results, please clearly indicate this on your application form. When you have received your test score, please send it to us immediately. The standard English language requirement for entry is IELTS 6.5 with a minimum of 5.5 in any one paper, or equivalent. For further information visit the English Language requirements page.

Applicants who will need a Tier 4 General Student Visa should check the Visa and Immigration page which provides important information about UK Border Agency (UKBA) requirements.

Admission Procedures

The selection procedures for the course must adhere to the Equal Opportunities Policy of UAL.

The selection procedures for the course adhere to the Equal Opportunities policy of the University of the Arts London. Applications are normally made directly to the University and are evaluated on the basis of the entry requirements and the selection criteria.

Applications for this course are initially assessed on the application form and information requested which is determined annually and may include one or more of the following:

- Personal statement
- Curriculum vitae
- Project or study proposal
- Portfolio
- Written assignment

Following initial consideration applicants may be invited to attend portfolio review and / or interview.

Course Diagram

Insert a course diagram which includes; units and their credit values, plus credit values per year/level, category of units (i.e. core or specialist), progression routes, years/levels of the course, any other relevant characteristics that distinguishes the course

MA APPLIED IMAGINATION Postgraduate framework Full-time mode (45 weeks)

	Spring term										Easter		Summer term									
Week no	1	2	3	4	5	6	7	8	9	10	11		12	13	14	15	16	17	18	19	20	21
	UNIT ONE (Imagination) 60 Credits															UNIT TWO						
Focus and activities	<i>Phase I: Group working skills & 'unpacking'</i>					<i>Phase II: Action research & feedback</i>					<i>Phase III: Identifying aims & methodologies</i>					<i>Identification of question, testing methods, and stakeholders</i>						

	Independent Summer Study Period														Autumn term										
Week no	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	
	UNIT TWO (Application) 120 credits																								
Focus and activities	<i>Self-directed study, stakeholder research, further development of testing and iteration strategies</i>														<i>Testing & iteration; critical reflection; collaborative practice with PT2 Mode</i>					<i>Critical reflection on research journey; final show with PT2 Mode</i>					

MA APPLIED IMAGINATION Postgraduate framework Part-time mode (90 weeks)

	Spring term										Easter					Summer term										
Week no	1	2	3	4	5	6	7	8	9	10	11						12	13	14	15	16	17	18	19	20	21
	UNIT ONE (Imagination) 60 Credits																									
Focus and activities	<i>Phase I: Group working skills & 'unpacking'</i>										<i>Phase II: Action research & feedback</i>															
	Independent Summer Study Period															Autumn term										
Week no	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45		
	UNIT ONE (Imagination) 60 Credits															UNIT TWO (Application) 120 credits										
Focus and activities	<i>Phase III: Identifying aims & methodologies</i>															<i>Self-directed study, stakeholder research, further development of testing and iteration strategies</i>										
	Spring term										Easter					Summer term										
Week no	1	2	3	4	5	6	7	8	9	10	11						12	13	14	15	16	17	18	19	20	21
	UNIT TWO (Application) 120 credits																									
Focus and activities	<i>Self-directed study, stakeholder research, further development of testing and iteration strategies</i>																									
	Independent Summer Study Period															Autumn term										
Week no	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45		
	UNIT TWO (Application) 120 credits																									
Focus and activities	<i>Self-directed study, stakeholder research, further development of testing and iteration strategies</i>															<i>Testing & iteration; critical reflection; collaborative practice with FT Mode</i>					<i>Critical reflection on research journey; final show with FT Mode</i>					