

MA Design for Art Direction

Programme Specification 2020/21

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Branding and Design Innovation (L064)
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2020
Course Entry Requirements	<p>The MA Design for Art Direction course welcomes proactive, contextually aware and curious thinkers from a broad range of backgrounds, from all over the world.</p> <p>Applicants may come from a range of disciplines such as graphic design, photography, moving image, set design, curating, art practice and related fields with an Honours degree course in a relevant field, or have other equivalent qualifications.</p> <p>The course team also welcomes students with relevant technical/ practical background experience who show a commitment to critical thinking and ambitious project development, as well as those who may have previously worked in industry, or non-traditional backgrounds, or be already in employment.</p> <p>Educational level may be demonstrated by:</p> <ul style="list-style-type: none"> • Honours degree at 2:1 or first-class • Possession of equivalent qualifications; • Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required; • Or a combination of formal qualifications and experiential learning which, taken together, can be

demonstrated to be equivalent to formal qualifications otherwise required.

APEL (Accreditation of Prior Learning)

Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- OR a combination of these factors

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

Language requirements

All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.

- IELTS 6.5 (or equivalent) is required, with a minimum of 5.5 in each of the four skills.
- If your first language is not English, you can check you have achieved the correct IELTS level in English on the [Language Requirements page](#).

For further details regarding international admissions and advice please visit the [International Applications page](#).

Selection Criteria

Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:

- Sufficient prior knowledge and experience of and/or potential in area of visual communication and

	<p>project management to be able to successfully complete the programme of study and have an academic or professional background in design</p> <ul style="list-style-type: none"> • Willingness to work as a team player, good language skills in reading, writing and speaking, the ability to work independently and be self-motivated • Enthusiasm for the subject area of art direction and capacity for research-led design, intellectual inquiry and reflective thought through: contextual awareness (professional, cultural, social, historical); evidence of research, analysis, development and evaluation (from previous academic study and employment) and a grounded understanding of the world of visual and multi-disciplinary networked culture as well as the ability to engage with and contribute to critical discussion • Portfolio of diverse examples of visual communication that is conceptual and research-based, evidencing your thinking and making process in variety of media, whilst demonstrating your curiosity to explore, test and experiment • Whilst candidates are not expected to demonstrate particular software skills their suitability will be evaluated on evidence of diverse use of medium in generating visually compelling outcomes effectively communicating with audiences (portfolio) and evidence of project management demonstrating ability to manage time, negotiate outcomes, work to deadlines, and take responsibility for deliverables (CV).
<p>Scheduled Learning and Teaching</p>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	20
Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide an open and socially connected structure to support your practice, research and self-awareness appropriate to your future within the field of design for art direction.
Aim	Support you in obtaining a critical and informed understanding of the historical, theoretical, ethical and professional contexts in which art direction is situated.
Aim	Enable you to engage and negotiate with various stakeholders to provide art direction responses with a view to communicating and sharing information effectively, inclusively and purposefully.
Aim	Promote the value of risk taking as a valid, worthwhile and productive venture within and alongside your academic and professional development informed by responsible design practices.
Aim	Provide opportunities for you to discuss your practice, skills and interests within a supportive environment.
Aim	Provide opportunities for you to acquire the knowledge, methods – creative, practical, conceptual, theoretical, analytical, technical and organisational – that enable you to initiate, research, develop and complete self-directed projects that reflects originality, inclusivity, critical analysis, evaluation, academic rigor and promote socially just and sustainably sound design decisions.
Aim	Foster your career building in art direction practice or further study at PhD level.
Outcome	Critically implement tools, mediums, insights and expertise of an art director in response to diverse projects informing global visual cultures that demonstrate responsible design practice; (Knowledge, Realisation, Process)
Outcome	Speculate on new and effective approaches to the subject and practice of art direction to challenge the status quo promoting change in support of social justice and planetary well-being; (Enquiry, Knowledge)

Outcome	Critically employ historical, theoretical, ethical and professional knowledge of art direction in formulating concepts, ideas and outputs to tackle real-world problems; (Knowledge, Process, Realisation)
Outcome	Present critical and coherent arguments and support for particular visual research methodologies and design propositions that reflect responsible design practices; (Enquiry, Knowledge, Process)
Outcome	Employ, and appreciate the issues/benefits of relevant digital and analogue tools and processes in producing innovative design outputs, taking into consideration the potential reusability, lifespan and waste impact of these; (Realisation, Process)
Outcome	Produce, analyse and reflect upon a diverse body of self-initiated research and experimentation that demonstrates a facility for managing and communicating complexity to diverse audiences; (Realisation, Process, Communication)
Outcome	Communicate and work responsibly with collaborators effectively to achieve research and design goals. (Process)
Outcome	Operate as independent learners through critical engagement in art direction major project that is rigorously planned, theoretically informed and delivered to professional standards, reflecting responsible design practices committed to social justice and minimising environmental impact (Enquiry, Knowledge, Realisation, Process, Communication)

Distinctive Features	
1	The essence of art direction is the orchestration of multidisciplinary practice to achieve a creative goal. The MA Design for Art Direction distinguishes itself from competitor courses by the way it creates this multi-disciplinarity through combinations of photography, copywriting, environmental design, digital environment design, editing, picture editing, set making, and dressing, lighting design and typography. Moreover, the course takes a holistic view of the creative industries and looks for the potential to work between sectors as further way to enhance the multidisciplinary theorising and practice.
2	In any project there is a complex set of relationships between practitioners, stakeholders and clients. The art director often finds themselves in the centre of this matrix. Developing strategies with which to negotiate and navigate that position are at the core of the course. This kind of collaboration capitalises on the unique cross course fertilisation opportunities provided by LCC and by using the Design School's technical expertise to see projects through from planning, strategy to execution and completion.
3	The course utilises the visual communication practice as the focal point for the formulation of the response to social, political and technological change navigated by citizens and end users, rather than single discipline specific frameworks. This learning and teaching approach raises your awareness of the culture's needs and desires for fresh content, delivering it in sophisticated visual ways that are sensitively and thoughtfully designed.
4	This course understands a need for graduates to be interdisciplinary, trans-disciplinary, and cross-disciplinary in terms of their outputs and research. To participate in the collaborative development of cross-disciplinary project work in partnership with external academics is expected, enabling experience of building a project around mutual interests, diverse skills and in response to often competing priorities, highlighting this as a significant distinctive feature of this course.
5	This course sits within the Branding and Design Innovation Programme alongside other postgraduate courses in Design Management and Cultures, and Graphic Branding and Identity and undergraduate courses in: Design for Branded Spaces, Design for Art Direction, Graphic Branding and Identity, Design Management and Cultures and the year in industry programme Diploma in Professional Studies. You will benefit from access to both the production resources in these areas and a broad range of industry speakers from these disciplines. The Design School is a well-established school within LCC and you will benefit from the wider-ranging network of industry connections and opportunities to collaborate with creative

	professionals, to help you develop your design and project management skills so inherent in art direction.
6	The course is part of the wider LCC Graduate community, offering access to a broad range of cross-disciplinary visiting speakers, graduate community events and technical and skills-based workshops. You would also benefit from initiatives such as the Graduate School the Design School lecture series and an evolving roster of events and exhibitions.

Course Detail

MA Design for Art Direction takes a holistic approach to the creative industries. Through its multi-disciplinary nature, the course encourages the discovery of the potential to work across sectors in order to produce campaigns that educate and innovate for commercial, cultural and non-profit sectors.

Across five units, you'll consider the politics and ownership of the different means of communication, alongside the role of publishing platforms, examining how these allow for creative work to engage with users in flexible ways.

You'll develop cross-disciplinary research projects, through the intersections of art, design, science and technology, and learn to present these ideas in educational and engaging ways.

Reflecting on the role of the creative studio as a powerful instrument for broadening the public imagination, you'll learn to communicate the cultural, social and political moment through the sophisticated aesthetics of visual communication.

What can you expect?

Lectures and workshops in production, treatments, pitching will help you to better define your practice and the type of tools you can use. This includes learning how to develop and write treatments and proposals, how to respond to briefs and how to structure your work and communicate the results that you want.

The course will also equip you with practical skills, insight and understanding to communicate with and get the best from collaborators and other creative practitioners.

Mode of Study

MA Design for Art Direction is in Full Time mode which runs for 45 weeks over 15 months. You will be expected to commit 40 hours per week to study.

Course Units

In 2019 UAL declared a Climate Emergency and pledged to 'make sustainability a required part of the student learning experience'. In response to the climate and ecological crisis the Design School set in place an ambitious Sustainability Action Plan to fully embed responsible practices within the curriculum and in everything we do. As part of this initiative we have updated our course handbooks against a set of social and environmental sustainability principles to ensure that learning outcomes reflect the urgent need to equip students with the understanding, skills and values to foster a more

sustainable planet. Our aim is to change the way students think and to empower them to work towards a sustainable future.

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits. The MA course structure involves five units, totalling 180 credits.

Critical Perspectives and Research Methods (20 credits)

This unit equips students with practical and theoretical skills that situate art direction within a broader field of practice, culminating in a designed Literature Review as the end submission.

Defining Design for Art Direction (40 credits)

Within the scope of this unit, students define the meaning of art direction within their own practice through a variety of creative briefs and practical workshops. Producing manifestos, designs, campaigns and showcasing this within an academic portfolio.

Specialist Practices for Art Direction (40 credits)

Students will explore their self-driven ideas, using specialist tools to create unique ways of working within the field of art direction. Working on longer-form briefs, students will develop campaigns that are thoroughly researched and delivered. This unit has an emphasis on emerging digital techniques and play.

Collaborative Project (20 credits)

This unit builds upon the inherently collaborative nature of the profession. Students explore different ways to collaborate, including interdisciplinary projects within UAL, and live projects working with professional partners and institutions outside of the course.

Final Major Project (60 credits)

The Final Major Project is an opportunity for the student to deploy all of the skills learned throughout the year in a self-directed project. This project will be driven by them and their interests and could be in an area that they wish to continue with upon graduation.

Learning and Teaching Methods

- Practice-based workshops
- Workshops
- Seminars
- Lectures
- Academic tutorials

- Personal tutorials
- Online blended learning
- Self-directed learning
- Speakers and visits
- Assessed assignments

Assessment Methods

- Reflective Visual/Written
- Research Proposals
- Portfolios – practical
- Critical contextual written statements
- Peer to Peer assessments
- Practical Projects
- Reflective reports

Reference Points

The following reference points were used in designing the course:

- The College Learning and Teaching Strategy
- The College Assessment Strategy
- The UAL and College approach to Personal and Professional Development
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Art and Design subject benchmark statement
- Consultation with leading design practitioners and educators operating within LCC, UAL and external to the institution
- Consultation students and alumni

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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