

ual:

APPROVED

MA Graphic Design Communication

Awarding Body	University of the Arts London
College	Camberwell College of Arts
School	University of the Arts London
Programme	Graphic Design (L066)
Course AOS Code	CAMMAGDCF01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2021
QAA Subject Benchmark	Art and Design
Collaboration	N/A
UAL Subject Classification	Communication and graphic design
JACS Code	W210 - Graphic design
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>The standard minimum entry requirements for this course are:</p> <ul style="list-style-type: none">• BA (Hons) degree or equivalent academic qualifications• Alternative qualifications and experience will also be taken into consideration• Personal statement - within the personal statement you should discuss your professional and academic background. You should provide a clear explanation of your goals whilst on the course and afterwards, and how the course is suited to supporting

these goals. This statement should address one of the 3 research themes. Limit your statement to 500 words

- Portfolio of work

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

Entry to this course will also be determined by the quality of your application, looking primarily at your portfolio of work and personal statement.

APEL - Accreditation of Prior (Experiential) 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
- A combination of these factors

English language requirements

All classes are taught in English. If English is not your first language you must provide evidence at enrolment of the following:

- IELTS level 6.5 or above, with at least 5.5 in reading, writing, listening and speaking (please check our [English language requirements](#))

Selection Criteria

We look for:

- Evidence of creative, expressive and analytical responses to projects
- A willingness to explore graphic design communication beyond traditional thinking and practice
- An eagerness to utilise the university MA community as part of personal creative and professional development
- Sufficiently strong verbal and written skills to fully participate in the course
- An understanding of how context informs practice in a variety of ways, and a willingness to progress this

	knowledge and associated skill set
Scheduled Learning and Teaching	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. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	12
Awards	Credits
Postgraduate Certificate	60
Postgraduate Diploma	120
Master of Arts	180

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	A supportive environment that advances your knowledge and understanding of Graphic Design Communication in responsive ways.
Aim	A learning environment which fosters Design thinking and practice through a sequence of challenge, ideation, production, reflection and dissemination.
Aim	Opportunities to reflect and challenge the role and function of design within current and emerging contexts.
Aim	Opportunities for the development of transferable and professional skills relevant to employment and further study.
Outcome	Realise and present a body of work that demonstrates a high level of creativity and responsiveness relevant to the field of Graphic Communication Design.
Outcome	Analyse and present complex Graphic Design Communication issues and communicate your understanding visually, orally and in writing.
Outcome	Act autonomously with initiative and responsibility for planning and implementing your practice to a professional standard.
Outcome	Locate your practice within current and emerging territories of Design.
Outcome	Comprehensive subject knowledge of contemporary and/or historical ideas and practices, which are culturally diverse and inclusive, which aim to inform your programme of work.
Outcome	Critical engagement with the theoretical debates that inform your area of research.

Distinctive Features	
1	A programme responding to emergent design practices in relation to a culture and society in transition.
2	A curriculum that draws upon the rich diversity of student experiences and global contexts for Design.
3	A postgraduate community of MA Design courses located in a dedicated studio space that aims to share curricula, interdisciplinary ideas, and professional practice events.
4	Endorsements and connections with leading cultural institutions and design organisations in London.
5	A creative campus environment offering a range of workshops, presentations, and library and special collection resources.

Course Diagram

LEVEL 7																																																	
AUTUMN TERM															SPRING TERM															SUMMER TERM															AUTUMN TERM				
BLOCK 1															BLOCK 2															BLOCK 3																			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	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 1 Exploring Emergent Design Contexts and Practices 60 credits														S	Unit 2 Developing a Design Framework: Critical and Practical 60 credits														S	Unit 3 Designing modes for communication and engagement 60 credits														S					
PG Cert Exit Point															PG DIP Exit Point															MA Exit Point																			

S = Summative Assessment Indicative summative assessment weeks are noted in the course diagram. For exact dates please refer to your timetable.

Course Detail

MA Graphic Design Communication at Camberwell aims to align current social and cultural issues alongside emerging design practices. It will provide you an introduction to the debates and methodologies that are at the forefront of contemporary design. You will learn how to challenge and expand this knowledge within your personal design practice.

The course will enable you to become an advanced thinker and versatile practitioner. You will be a designer with the ability to respond to both familiar and unfamiliar challenges.

What to expect

- A practice led course underpinned by critical design thinking and exploration
- To work in a variety of spaces in proximity to technicians, subject experts and your peers
- To contribute to a community of peer learners at master's level with emphasis on the collaborative study components and tasks of the course
- To study themes in contemporary design practice and discourse including habitable and material worlds, environmental ecologies, new desires, aesthetics and the exchange between digital and material cultures
- To develop a rigorous design process. This will provide you with the means to use critical thinking, shape materials and forms, generate and communicate content, develop prototypes and engage with audience testing
- Access to library and special collection resources, shared studios and exhibition spaces
- To seek knowledge from tutors, college wide lectures, UAL postgraduate community events and London's cultural industries
- To have access to Camberwell's shared workshops that include printmaking, photography, film, moving image, digital, plastic, ceramics, wood and metalwork. View the [Camberwell facilities](#)

Mode of study

MA Graphic Design Communication is offered in full-time mode and runs for 45 weeks over 15 months. You will be expected to commit an average of 40 hours per week to your course, including teaching hours and independent study.

Course Units

Unit 1 - Exploring emergent design contexts and practices

This unit is an introduction to your course, the college and the university.

- Inductions to learning resources and workshops
- To be introduced to the 4 key elements of the course - research folder, portfolio of practice, study proposal and critical writing
- To develop your observational, research and analytical skills
- To be introduced to critical thinking within design-based practice

- To be introduced to research methods in design which considers the role, purpose, structure and process of research.
- To look at the impact social, cultural, ethical and economic factors have studio on graphic communication design
- To submit work in progress including an annotated bibliography and a 1500 word project proposal

Unit 2 - Developing a design framework: critical and practical

In this unit you will start to build your individual project proposal. It will be a period of creative exploration and academic discovery.

- To look at existing and emerging design theory and practice
- To develop a design framework from which to work from
- To contribute to a working peer group identified by a shared theme
- To be able to communicate how you situate your practice in relation to other practitioners
- To formulate a clear direction for you practice and writing
- To take part in cross MA Design courses collaborations and learning opportunities
- To submit work in progress and a 3000-word document

Unit 3 - Designing modes for communication and engagement

The final unit of the course will focus on the production and dissemination of your personal project appropriate to the specialist audience and context you have chosen. Additionally, the shared MA Design courses graduate event at the end of the course requires you to organise, design and celebrate the communications of your new design ideas to specialist and non-specialist audiences.

- To refine your outcomes in relation to a specific audience
- To consider the terms communication, engagement, interaction and participation
- To present work at the graduate end of year event
- To submit a professional statement, a resolved body of work, a design publication and a 5000-6000-word document

Note: 120 Credits must be passed before the final unit is undertaken.

Learning and Teaching Methods

- Collaborative field work and practice
- Design briefs
- Independent research and practice
- Individual and group tutorials
- Workshops
- Peer group feedback

- Self-initiated project briefs
- Talks, lectures and seminars
- Technical support and courses

Assessment Methods

- Essays and reports
- MA Graduate event
- Peer assessment
- Student self-evaluation
- Tutorials and mid-year interim reviews

Reference Points

- QAA Subject Benchmark statements
- QAA Framework for Higher Education Qualifications
- CCW Postgraduate Framework

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