ual: london college
of communication

MA Graphic Branding and Identity
Programme Specification 2018/19

Course AOS Code	05224	No. of Terms	4
FHEQ Level	Level 7 Masters	QAA Subject Benchmark	Art and Design

Course Credits	180
Term Duration	10 Week(s)
Valid From	September 1st 2018
Programme	Branding and Design Innovation
JACS Code	W213 - Visual communication

PSRB	
No PSRB Assigned	

Work placement offered	No

Collaboration	
No collaboration	

Course Entry Requirements	The course team welcomes applicants from a broad range of backgrounds, from all over the world. MA Graphic Branding and Identity attracts students who apply direct from an Honours Degree course or those with other equivalent qualifications. The course team also welcomes students with relevant experience or those who may have previously worked in industry. Entry Requirements (Home/International/EU) Applicants will be considered for admission who have already achieved an educational level equivalent to an Honours Degree in a field relevant to graphic design, product design or architecture. This educational level may be demonstrated by one of the following: • Possession of the qualifications named above. • Possession of equivalent qualifications. • Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required. (As indicated by at least three years' experience which has led to a demonstrable level of expertise in the understanding and use of graphic design). • A combination of formal qualifications and experiential learning which, taken together, can be demonstrated to be equivalent to formal qualifications otherwise required. Alternative Entry Routes • We welcome applicants with relevant professional and vocational qualifications, or from mature students who do not have formal qualifications but may have relevant experience in industry.

	• If you do not have the required qualifications, but do have professional experience you may be eligible to gain credit for previous learning and experience through the Accreditation of Prior Experiential Learning AP(e)L system. • Your experience is assessed as a learning process and tutors will evaluate that experience or currency, validity, quality and sufficiency. Language Requirements (International/EU) • 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. • You can check you have achieved the correct IELTS level in English on the Language Requirements page. **http://www.arts.ac.uk/lcc/courses/support-for-international-students/** Deferring an offer: Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2019/20 place deferred to 2020/21. International applicants should first meet any offer conditions and pay the deposit in order to defer. In all cases, deferred places will be held for one year. Making a deferred application: Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2020/21 instead of to 2019/20. Immigration regulations prevent International applicants from making a deferred application. .
Selection Criteria	Sufficient prior knowledge and experience of and/or potential in a specialist subject area to be able to successfully complete the programme of study and have an academic or professional background in a relevant subject. Also to show a willingness to work as a team player, good language skills in reading, writing and speaking, the ability to work independently and be self-motivated Critical knowledge of and enthusiasm for the subject area 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 sonic,

| | visual and networked culture and be able to engage in and contribute to critical discussion.

In the project proposal a description of the area of interest, field of study and the particular focus of their intended project. This should include an overview of how you intend to go about producing the project and the methodology

Portfolio should be conceptual and research based, you must show your thinking and making process and a curious nature to explore, test and experiment. |

Introduction and Outline

Summary and Aims

Introduction to Course

What is MA Graphic Branding and Identity? To be remembered you need a distinctive and memorable story not a logo. What this course focuses on is a brand's point of difference and this is communicated through story. If you want to create logos and apply them to stationery, pens, bags and clothing that is merchandising - it's a common mistake made by many. In fact, many companies operate without any logo whatsoever. Graphic Branding is visually translating strategy by communicating brand stories graphically: a course for designers to visually decipher, critically discourse and challenge the field of branding. Driven by intelligent enquiry and evaluation. The programme explores the thinking underlying brands and looks at how that thinking can drive the designer's creative expression. This MA Graphic Branding and Identity course aims to bridge the craft and technical, conceptual and the strategic with research methodologies and design and communication approaches. The ambition is to question and refine graphic branding techniques not from a marketing or brand management perspective but from a brand designer's perspective. The role of the designer should be at the heart of critical and strategic decision-making. The designer's own processes and project involvement should be more than executional. This practice-based course aims to empower designers through critical reflection and research to work with key people on these key decisions. To join the process and add value the designer must show confidence in their understanding of brand creation from all perspectives - to think strategically but interpret visually. This course is the only MA course in the United Kingdom that fully engages the practice-led designer in critical strategic and theoretical debate from a designer's understanding and point of view. Why study MA Graphic Brand and Identity? The main reason for MA study of Graphic Branding is simply to understand, refine and develop your own practice within the subject of brand design and visual brand communication. Through various smaller projects, research approaches and academic proposals you will build toward a final major project. You will rigorously investigate and question your field of study and through doing so reflect and improve your own design methodology, approaches, stratagems and communication skills. Letterpress, 3D workshops, printmaking and photography work as integral parts of learning and should 'assist' you in realising your solutions to either posed or self initiated projects or briefs. Students can select and customise their own skills package. Software and digital skills are primarily delivered by online learning packages and supplemented by support from specialist technicians in the dedicated computer facility. Students are encouraged to explore a wide range of media and to mix and match traditional methods of making with digital and interactive elements. Projects are not media or technology-specific but solution-led. What to expect on the MA Graphic Brand and Identity Course? This MA course focuses on the role of graphic language and identifiers within branding. The aim is to produce versatile and creative practitioners who understand design within a theoretical and commercial context. It addresses the subject from a broad perspective, covering individual, social and cultural groups, national and international opportunities and conceptually exploring corporate and commercial themes. The MA Graphic Branding and Identity practitioner will look critically at themes of branding and design and develop these into a field of study. From the development of a research question the designer will explore graphic and sensory elements that make up a contemporary visual identity. The emphasis is on practical design, supported by theoretical components and the application of clear research methodologies. Developing a deeper knowledge of branding and graphic design will underpin understanding and develop graphic expressions and propositions in response to a body of research activities and a final submission of an independent personal project that investigates these principles, and tries to answer a branding question, issue or problem. The application of rigorous methodology and strategies for brand and graphic communication thinking allows individual and personal interests to be explored through focused study in a chosen area of graphic design or graphic branding. The course will facilitate students who can adapt and lead the ever-changing branding industry by cultivating and developing the skills and knowledge to question, design and develop their own responses and ideas

on branding in a globally diverse, culturally challenging field of study. You will explore the ways in which an underlying brand strategy can be developed and how it is communicated, how that strategy can drive the creative direction of a brand and, more importantly, how that creative thinking expresses itself coherently. What is a typical student profile for MA Graphic Brand and Identity? A student from MA Graphic Branding and Identity would be confident continuing their study either through a commercial or professional path or through PhD using and utilising skills and techniques acquired through their own personal development on the MA Graphic Branding and Identity course. Graduates from the MA Graphic Branding and Identity course often return to employment within the wider graphic brand design profession, though their understanding of their own practice and position in relation to that profession will have been shaped and matured through their engagement on the programme at LCC. Some graduates move on to further study at Doctoral level, having identified research questions that they feel better placed to address through their learning on the course. In either case, graduates will have been empowered and able to place themselves and their work within a wider professional and academic context. We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship. Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life. The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond. Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Outline of Curriculum

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits, with the maximum unit size being 60 credits. The MA course structure involves 5 units, totalling 180 credits. If you are unable to continue or decide to exit the course, there are two possible exit awards; a Postgraduate Certificate will be awarded on successful completion of the first 60 credits and a Postgraduate Diploma will be awarded on successful completion of the first 120 credits. In order to be awarded a Master's Degree you must successfully complete 180 credits. The final award classification is comprised of the marks from the final major project unit only. Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit. For more detailed information regarding your course's contact hours please check Moodle and 'My Contact Hours', which can be accessed through https://mycontacthours.arts.ac.uk/ In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page https://mytimetable.arts.ac.uk/timetable_navigate/

Distinctive Features

	Distinctive Features
1	The course itself has benefitted from its far-reaching international appeal. The MA GB&I course encourages the diverse cultural and personal experience of its students and alumni and relays this experience directly to the study of branding and how brand communication may differ from country to country, culture to culture.
2	The course is branding focused but from the perspective of the designer not the marketer or brand manager. This is the only MA course in the UK that is fully committed to MA branding study from the practice-led approach over theory or science approach.
3	The course acknowledges previous experience and will have a practice-led approach to branding design; this enables students to prepare for future employment or to engage in the extension of study to MPhil/Doctoral level. This unique way of working has helped to broaden the recognition for students globally and has positioned the course and LCC nationally as a distinctly specialist centre where learning is promoted through the focus of design.
4	It will benefit students who have identified a particular area of graphic branding on which to base their focus for study at 'M' level and who need to develop and enhance their critical ability and research methods in specific subject-related areas.
5	Curriculum development, learning and teaching within this single subject. The Design School is informed by established staff research, professional practice and strong industry links.
6	Students are able to participate in the MA Lecture Programme alongside students from other graduate courses in the Design School.
7	LCC Graduate School Community: The course is part of the wider LCC graduate school community that offers access to cross-disciplinary visiting speakers and Graduate community events
8	The course forms part of an established MA community in the school that utilises staff expertise within the school. Where possible synergies are found within the courses such as the MA lecture series.
9	Situated in the Design School at London College of Communication, this MA Graphic Branding & Identity (MAGB&I) course resides within the Graphic Communication programme. This will offer opportunities for discourse across both undergraduate and postgraduate amongst staff and students
10	The Design School at LCC is well placed both in terms of its industry links and geographically to extend its subject and practice links for the benefit of all its students.
11	The opportunity of collaboration with professional and industry practice or diverse academic courses as a 'live' project experience within specific collaborative units will enrich the student experience and help understand theory in practice.
12	Individually tailored and additional lecture and workshop series focused for the student studying Branding. The following are an example of past speakers at LCC: Pentagram Wolff Olins Wieden + Kennedy Hat-Trick Design Our Design Agency FutureBrand

	Mint Digital Bartle Bogle Hegarty Williams Murray Hamm Elmwood Mother Poke Blue Marlin Interbrand
13	Recently appointed practitioners in residence - UAL Chair for Communication Design Nick Bell, Founder and Creative Director at Nick Bell Design; Alex Bec & Will Hudson, Directors at It's Nice That and Visiting Fellow at London College of Communication; Matt Rice, Creative Director at Sennep; Fred Deakin, Professor of Interactive Digital Arts UAL; and Scott King, UAL Chair of Communication - will contribute to the Design School's rich discursive landscape - with opportunities for participants to make contact, seek guidance, build a rapport, etc.

Years

Year 1

Credits   180   **Percentage** 21
                                                         of Scheduled
                                                         Learning

Exit Awards Postgraduate Certificate (Exit Only)
                 Postgraduate Diploma (Exit Only)

Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Equip you - the designer with the necessary skills to interpret strategy and brand stratagems into brand expression and visual communication.
Aim	Enable you - the designer to explore and enhance your own practice with traditional craft and diverse technologies and techniques e.g. letterpress, screen-printing, bookbinding, lithographic and digital printing, photography, 3D workshop.
Aim	Provides the opportunity to study brand expression and brand/visual communication techniques. The course will equip you with a wider understanding of creating brand solutions for diverse markets and cultures. The course enables you to look at brand impact in a wider, more diverse context.
Aim	Provide students with industry-focused experience and practice through the Collaboration Unit and industry in-course talks/lectures and workshops.
Aim	Provide a framework for academic discussion, personal practice and personal development, allowing you to speculate on new and effective approaches to the subject and to engage with problems and insights at the forefront of branding and identity design practice
Aim	Enable you to develop a critical, analytical, systematic and comprehensive knowledge and understanding of branding and identity design practice and to study the theoretical, ethical and professional contexts in which your practice is situated.
Aim	Equip you with the knowledge, abilities and methods - creative, conceptual, theoretical, analytical, technical and organisational - that enable you to propose, research, develop and complete a self-directed practice-led project.
Aim	As a visual communicator your practice will appreciate, explore, interrogate, even challenge the existing forms of the subject through independent and collaborative enquiry, and communicate this learning and insight through a series of smaller practice-led projects and the Final Major Project.
Aim	Equip you with the necessary transferable skills to assist you in determining your professional and/or academic future.
Outcome	Develop and create research proposals to a professional standard and speculate on new and effective approaches to the subject **(Research); (Analysis); (Subject Knowledge); (Communication and Presentation);**
Outcome	Critically apply theoretical knowledge of Graphic Branding and Identity and evaluate contemporary discourse on the subject of visual communication **(Analysis); (Subject Knowledge); (Experimentation); (Technical Competence); (Communication and Presentation);**
Outcome	Apply design research methodologies in formulating concepts and ideas **(Experimentation); (Technical competence); (Communication and Presentation); (Personal and professional development); (Collaborative and/or Independent professional working);**
Outcome	Utilise a broad range of research and analytical strategies to practical and theoretical work in a range of media and formats **(Analysis); (Subject**

	Knowledge); (Experimentation); (Technical competence); (Communication and Presentation); (Collaborative and/or Independent professional working);
Outcome	Present a portfolio of research and a self-directed final major practical project or thesis which has been rigorously planned, is academically informed, and offers outcomes and applications that meet professional standards. **(Research); (Collaborative and/or Independent professional working); (Personal and Professional Development); (Subject Knowledge).**

Course Diagram | MA Graphic Branding and Identity

Autumn Term (Term 1 | 10 Weeks)	Spring Term (Term 2 | 10 weeks)	Summer Term (Term 3 | 10 weeks)	Undergraduate Summer Period (14 weeks)	Autumn Term (Term 4 | 11 weeks)

Autumn Term (Term 1 | 10 Weeks) — week 0, week 1, week 2, week 3, week 4, week 5, week 6, week 7, week 8, week 9, week 10

Spring Term (Term 2 | 10 weeks) — week 11, week 12, week 13, week 14, week 15, week 16, week 17, week 18, week 19, week 20

Summer Term (Term 3 | 10 weeks) — week 21, week 22, week 23, week 24, week 25, week 26, week 27, week 28, week 29, week 30, week 31, week 32, week 33, week 34, week 35

Undergraduate Summer Period (14 weeks)

Autumn Term (Term 4 | 11 weeks) — week 36, week 37, week 38, week 39, week 40, week 41, week 42, week 43, week 44, week 45

Freshers Week

Unit 1 Brand & Design Principles (40 credits)

Unit 2 Field of study report (20 credits) **S**

Christmas Break

S

Unit 3 Major Project Proposal (40 credits)

Unit 4 Collaborative Unit (20 credits) **S**

Easter Break

Unit 3 Major Project Proposal Cont. (40 credits) **S**

Unit 5 Final Major Projects or Thesis (60 credits)

PG Summer Break Independent Study / Writing Up Period

Induction Week

PG Overlap Period with new year intake Sept 2018

Unit 5 FMP or Thesis Cont (60 credits) **S**

S = Summative Assessment Point (Your Assignment Brief will give you details on the deadline date, time and how to hand in your assignment)

Formative assessment points will be indicated by your tutor in your unit handbooks or assignment brief