

CREATIVE
ARTS
BUSINESS
TECHNOLOGY

Course Information

Visual Communication MA

22
/ 23



MA Visual Communication

MA Visual Communication at UCA Canterbury is designed to prepare graduates for professional practice and academic careers. Graduates will enter the professional world with a confident design voice and an outstanding body of work. They will become creative leaders developing careers within the broad field of visual communication, they are likely to work within one or more of the following specific areas – print media, editorial content, book arts, social media, interaction design, motion design, web design, environmental/exhibition design and advertising.

To reflect and support a diverse and globally focused range of students this course is front-loaded with skills workshops in areas such as printmaking (inc. screen printing/letterpress etc.), digital print, digital motion, desktop publishing, web and app design. Alongside the development of skills students learn how to research, analyse and generate ideas through our seminar and tutorial programme. Students are encouraged to discover and develop new skills in order to strengthen and inform their practice, but are also urged to interrogate those very skills in order to understand them and innovate through them.



Awarded by
UCA



Taught by
UCA



Location
Canterbury



Language
English



Duration
Full time – over 1 year



Recognition/Accreditation
Not Applicable



Regulation
The University for the Creative Arts and its courses are regulated by the Office for Students.

This course has been designed in line with national standards and reference points, including the [Master's Degree Characteristics Statement](#)

For further information about how the course is quality assured see UCA's Quality Assurance Handbook

Highlights

This course is located in Canterbury with its diverse student population, high speed rail link to London, ease of access to continental Europe and rich cultural and historic heritage, the course is ideally situated and attracts a varied range of students both nationally and internationally.

Students are encouraged to take part in live briefs and competitions that the staff team develop for each new cohort, these will often offer collaborative working opportunities.

Graduates from this course progress on to employment within the following areas of the creative industries:

- Graphic Design
- Illustration
- Animation/Motion Design
- Art Direction
- Creative Direction
- Exhibition Design
- UI/UX Design
- Digital Journalism
- Publishing
- Advertising

Student Support

We aim to ensure, where possible, personal tutors remain with a student throughout their degree studies to discuss all matters relating to student well-being and academic support. Personal tutors and the Careers & Employability Team will also support students in discussions around their potential or preferred career direction.

Students are further supported by:

- Unit leader for each unit
- School support staff
- Personal academic tutors
- Careers and Employability Services
- Technical support with IT and software
- My UCA - a versatile online learning environment
- Induction and ongoing re-induction sessions
- Student Staff Course Boards
- Library and Learning Resources
- Gateway Services including support for finance, regulations, disability, well-being, accommodation, and international students
- UCA Students' Union

International students receive additional support from our International Office and specialist administrative staff not only when they first arrive but also throughout their programme of study.

Our Commitment

University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): 'Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning, and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy and the learning environment. It achieves its purpose by transforming society.' Equality, diversity and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally importantly is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should treat others with respect and dignity, and value their contributions because of, and not despite, our differences. The Vice-Chancellor is personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike.

Who teaches this course?

The course team is made up of a variety of designers with a diverse range of backgrounds in the Visual Communication industries. All the team hold postgraduate teaching qualifications, and all of our staff hold a masters in the subject. All of the team have worked in the industry prior to coming into teaching. With this comes extensive knowledge of the discipline and a range of experience of the varied design practices that this course embraces.

Visiting lecturers bring a diverse range of perspectives from a vast array of specialisms – from Graphic Design, Illustration and Animation to Virtual Reality and Robotics with this they bring contemporary topics and skillsets to the subject, ensuring that students engage with current trends in design.

What will learning look like?

We believe the most intriguing and successful designers are cultural innovators who through their practice inform, persuade, and entertain. Our graduates develop their voice as authors of their own content and innovators engaged in identifying and solving design problems within cross-disciplinary environments. We approach design as an agent of change – a strategy for positively transforming behaviours in desirable and sustainable ways.

Throughout the duration of this course students will encounter leading visual communication practitioners through our Visiting lecturer and Guest Speaker programme. Your tutors provide weekly support through individual and group tutorials. These run alongside a seminar, workshop and lecture series. There will also be opportunities for creative industry-based project activities and client facing projects that the course team run alongside scheduled course activities.

By the end of the course you will be able to:

- Identify and rigorously investigate specific sources using appropriate research methods leading to new concepts or insights into existing Visual Communication practice.
- Demonstrate a comprehensive and critical understanding of Visual Communication and its underlying principles.
- Demonstrate experimentation, risk taking, problem solving and deduction in relation to both ideas and materials in order to advance your practice.
- Demonstrate advanced skills and processes appropriate to Visual Communication and present work in a highly sophisticated manner appropriate to the audience and context.
- Demonstrate commitment to the subject, engagement and attendance with the course, appropriate planning, organisation, critical reflection and self-directed project management.

Our approach to employability is to:

Provide opportunities within the curriculum for students to develop a specialist focus and application to direct their work in preparation for career progression within the communication industries closely aligned to visual communication practice or further study.

Provide a diverse and supportive programme of study that encourages the development of individual technical and conceptual potential and a passion for design as a communication strategy and problem-solving tool.

Develop critical, practical, professional and social perspectives in which to work and to contextualise the visual communication subject area.

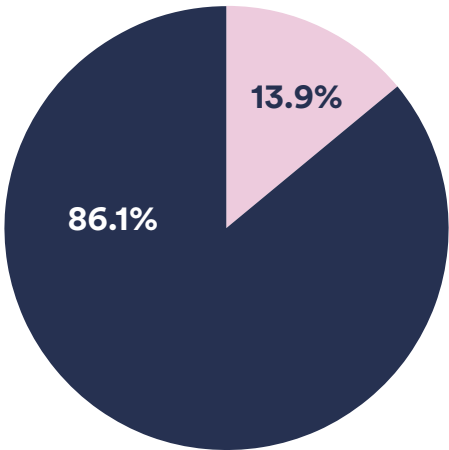
Enhance the employability of graduates by providing a range of direct industry experience, knowledge and skills that are applicable to a wide range of graduate careers in the communication industries.

MA VISUAL COMMUNICATION																																													
Academic Year 2022/23 (Full-time Autumn starts)																																													
ENROLMENT AND INDUCTION WEEK	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
	CVC7001 Defining Your Practice [60 credits] [15 weeks]															CVC7002 Context and Method [30 credits] [15 weeks]															CVC7004 Realisation and Dissemination (Final Project) [60 credits] [15 weeks]														
																CVC7003 Project Development [30 credits] [15 weeks]																													

MA VISUAL COMMUNICATION																																													
Academic Year 2022/23 (Full-time February starts)																																													
ENROLMENT AND INDUCTION WEEK	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
	CVC7001 Defining Your Practice [60 credits] [15 weeks]															CVC7002 Context and Method [30 credits] [15 weeks]															CVC7004 Realisation and Dissemination (Final Project) [60 credits] [15 weeks]														
																CVC7003 Project Development [30 credits] [15 weeks]																													

Overall methods of assessment	Written exams	Practical exams	Coursework
Level 7	0%	0%	100%

Study hours



Structured

Independent

Placement or Live Professional Activity

Additional Course Costs

The course will pay for materials used during induction and workshops. There will be some costs incurred during the course for materials needed to complete personal projects.

Professional quality Digital Printing (A4 up to large format A0+ sizes) is available through our print bureau at much reduced prices from those available commercially. There is also a very competitively priced shop where you can purchase notebooks, sketchbooks, art materials, mounting materials, papers, etc.

Equipment/materials recommended

We recommend that you bring at least one 1TB hard drive to back up your work.

A laptop (Mac or PC) and a digital stills camera for research purposes are both recommended.

We would recommend that you purchase a laptop/computer capable of running Adobe Creative Cloud programmes. However, if this is problematic in any way, you are not required to own your own computer for this course - as we have access to extensive Mac suites on campus.

Visits

Visits to galleries, museums and production studios and facilities can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs.

We do make an overseas trip and other study visits – these will be planned in consultation with students and are always optional. Students will be asked to pay for these visits themselves but trips are not mandatory. We will also offer one day field trips within the UK and students will be asked to make a small contribution towards the cost of these.

This course has been designed in line with national standards and reference points, including the [Higher Education Credit Framework for England](#) and the [Master's Degree Characteristics Statement](#)

For further information about how the course is quality assured see [UCA's Quality Assurance Handbook](#)
