

Programme Specification



1. Programme title	<i>MA Graphic Design</i>
2. Awarding institution	Middlesex University
3a. Teaching institution	Middlesex University
3b. Language of study	
4a. Valid intake dates	<i>January Start date</i>
4b. Mode of study	<i>FT/PT for each intake</i>
5. Professional/Statutory/Regulatory body	N/A
6. Apprenticeship Standard	
7. Final qualification(s) available	MA Graphic Design PG Dip Graphic Design PG Cert Graphic Design <i>Please include all named exit awards</i>
8. Year effective from	January 2022 - 2023

9. Criteria for admission to the programme

Appropriate qualifications or experience:

- we celebrate inclusivity and diversity and welcome applicants without the normal qualifications but who have extensive and substantial work experience in appropriate fields.
- a good undergraduate degree (normally a 2:2 or better) in a subject-specific or related design subject, or a recognized, equivalent professional qualification.
- applicants with a good undergraduate degree in an unrelated subject but with substantial professional experience within the field of graphic Design, and able to demonstrate an aptitude for working in the subject at postgraduate level.

In all cases, admission to the programme is dependent on:

- evidence of subject-related knowledge and skills, and of critical subject engagement, demonstrated through an annotated digital portfolio of relevant academic and professional work submitted in a suitable format.
- sufficient command of the English language. Applicants for whom English is not their first language must provide evidence of attainment to an IELTS overall score of 6.5 or higher (with no component less than 6.0), or equivalent qualification.
- at least 2 supportive academic, and/or where relevant, professional references.

10. Aims of the programme

The programme aims to:

- The opportunity to study on a Graphic Design Masters programme to pursue a self-authored, practice-led design enquiry and provides an engaging and challenging academic environment that supports an exploratory, reflective, and critical approach to advanced research and practical knowledge within the creative industries. (research)
- Facilitate the attainment to build design specialism within graphic design practice, and the development of design strategies for the full and appropriate realisation of independent, in-depth, ethically responsible, and impactful design. To contribute to research themes within the course and be part of a growing alumni collective. (Practice)
- Extend individual projects through collaborative working partnerships and links to outside organisations and across faculties within the university, through cross-disciplinary, and media investigation. To contribute to research themes within the course and contribute to the growing alumni collective. (collaborate)
- Facilitate students in finding their own voice and visual language, while also locating their work and disciplinary specialism within national and international professional and academic contexts. With the opportunity to exhibit work, collaborate with subject experts and participate in group conferences, live projects, and research opportunities. (Communicate)
- Expand individual skills appropriate to extending their practice further and pursuing a career in, the creative industries or high-level research and scholarship. Access to networking opportunities, world-leading research, and expertise through the Art & Design Research Institute (ADRI) on campus. (Employability)

For earlier exit awards, achievement of aims will be as follows:

for the Diploma, all aims stated above will be achieved in full, with the exception of the completion of Major Project outcomes; for the Certificate exit award, aims will be achieved at an initial core, but not specialist, level.

11. Programme outcomes*

The programme Learning Outcomes are based on 7 core teaching, learning and assessment strands:

On completion of this programme the successful student will have gained the following knowledge and ability:

- 1. Research:** Advanced approaches and methodologies in creative design thinking, professional practice, and research. To determine a research issue (question or problem) and appreciate the contribution research makes. To execute through both collaborative and individual endeavour.

Teaching/learning methods

Students gain knowledge and understanding through:

- technical tuition
- participation in workshops, lectures, seminars, Q&A sessions and, peer feedback, group discussions and tutorials
- self-directed studies
- ongoing processes of thinking through making work

Assessment methods

<ol style="list-style-type: none"> 2. System Thinking: A range of complex interrelationships and discursive thinking between creative visual explorations, design theory, research outcomes and ideation. To assess and evaluate the validity of thinking and design evidence through analysis, argument and critical reflection in self-directed learning, organisation, and management. 3. Ideation: How the principles and strategies of creative design practice can be applied at an advanced design level, using appropriate rational and methodology. To investigate, articulate, position, stage and find solutions to relevant topics considering the impact and audience. 4. Making: Materiality and making, influencing specialist processes, developing advance or specialist skills, relative to ecological and socio-economic implications. The role investigation and testing play in problem solving, risk taking and testing of ideas and materials in the realisation of concepts 5. Communication: Clarity of intentions or purpose; skills in the advanced representation methods and media; awareness and adoption of appropriate practices, levels of delivery, to address the needs of diverse audiences 6. Practice / Collaboration: The socio-economic, cultural, historical, and ethical contexts and roles of creative practice, and key contemporary issues related to Graphic Design Practice. To apply critical and reflective strategies in creative practice with contextual understanding, for effective industry engagement and career development. 	<p>Students' knowledge and ability is assessed by:</p> <ul style="list-style-type: none"> - a range of submitted coursework, including visual and written research work, presentations, and digital submissions. - submission of a portfolio of coursework, including written and visual elements. - a series of finished public facing outcomes and final design outcomes. (eg publications, campaigns, website, structural packaging, interactive platforms, animations and digital outcomes.
---	--

<p>7. Employability: Self-evaluation and personal career development and employability opportunities related to advanced level professional practice. To effectively manage – explore, develop, realise, and evaluate - a complex creative design and/or research project to impact on the industry and enhance opportunity for advanced career development.</p> <p>For PGDip, learning outcomes of 1, 2, 3, and 4 will be achieved. For PG Certificate, learning outcome of 1, 2 and 3 will be achieved.</p>	
8.	

12. Programme structure (levels, modules, credits and progression requirements)

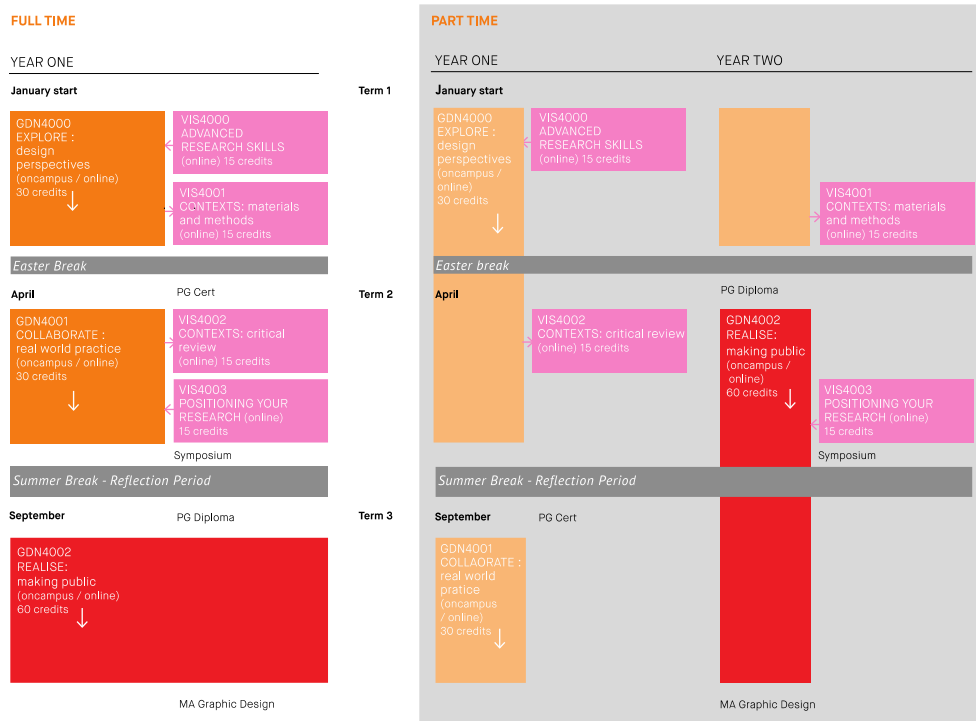
12. 1 Overall structure of the programme

MA Graphic Design offers the opportunity to fully submerge the student as designer within the discipline of graphic design and be part of the well-established, award winning Graphic Design Department. Problem-solving, system thinking, real world insight, co-design practice, to prototyped solutions and placing design outcomes is central to explore the contemporary design practice within Graphic Design. Students are encouraged to develop a one-year project strengthened through collaborative networks and external partnerships. Students come from a wide range of design and creative backgrounds, all with their own individual skill set, experience and cultural background. The course welcomes students from other design disciplines to add to a diverse working collective, working across project areas of typography & information design, brand identity & campaigns, editorial and book design, structural packaging, environmental and sustainable design, UX design and digital experiences, with the opportunity to develop design writing, design insight and design analysis.

The course offers the opportunity to study online and on campus, supporting greater flexibility and expanding it's international and regional design community reach.

Students undertake two 30 credit modules, four 15 credit Visual Cultures modules and a final 60 credit module at Level 7:

- GDN4000 Explore: Design Perspectives (30 credits)
- VIS4000 Advance Research Skills (15 credits)
- VIS4000 Contexts: Materials and Methods (15 credits)
- GDN4001 Collaborate: Real World Practice (30 credits)
- VIS4002 Contexts: Critical Review (15 credits)
- VIS4003 Positioning your research (15 credits)
- GDN4002 Realise: Making Public (60 credits)



On successful completion of 60 credits (**GDN4000, VIS4000 & VIS4001**) students are eligible for a Postgraduate Certificate exit Award, and on successful completion of 120 credits (**GDN4000, VIS4000 & VIS4001, GDN4001, VIS4002 & VIS4003**) for a Postgraduate Diploma exit Award. Students must complete the 120 credits for the Postgraduate Diploma before commencing the final 60 credit module that leads to the MA award.

Each 30 credit module requires a total of 300 hours of study (comprising taught sessions, the guided use of campus resources and independent study), supplemented by contributions from visiting academics and professional practitioners. Students should expect to commit a minimum of 36 hours/week (full-time) or 18 hours/ week (part-time) to their studies. Contact teaching and input from visitors is front-loaded in the first two stages and consists of studio sessions, lectures, seminars, workshops, group, and individual tutorials. Learning in these stages leads progressively towards self- directed study in the final stage, which is supported through periodic individual and group supervision and access to campus resources and facilities.

All the preliminary modules are intended to provide students with the context, knowledge, and skills necessary for the initiation, development, and realisation of a significant self- directed project in the **GDN4002** module, the final submission for which is a substantial creative design project and/or research presentation including a comprehensive design project research publication.

12.2 Levels and modules

Level 7

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Term 1 GDN4000 Explore: design perspectives VIS4000 Advance Research Skills VIS4001 Contexts: Materials and Methods</p> <p>Term 2 GDN 4001 Collaborate: Real World Practice VIS4002 Contexts: Critical Review VIS4003 Positioning your research</p> <p>Term 3 GDN4002 Realise: Making Public</p> <p>PART – TIME part-time students must take all the following modules:</p> <p>Term 1 & 2 GDN4000 Explore: design perspectives VIS4000 Advance Research Skills VIS4002 Contexts: Critical Review</p> <p>Term 3 & 4 GDN 4001 Collaborate: Real World Practice VIS4001 Contexts: Materials and Methods VIS4002 Positioning your research</p> <p>Term 5&6 GDN4002 Realise: Making Public</p>	No Optional Modules	<p>GDN4000 - 30 credits</p> <p>VIS4000 - 15 credits</p> <p>VIS4001 - 15 credits</p> <p>GDN4001 - 30 credits</p> <p>VIS4003 - 15 credits</p> <p>VIS4002 - 15 credits</p> <p>GDN4002 - 60 credits</p> <p>GDN4000 - 30 credits</p> <p>VIS4000 - 15 credits</p> <p>VIS4003 - 15 credits</p> <p>GDN4001 - 30 credits</p> <p>VIS4001 - 15 credits</p> <p>VIS4002 - 15 credits</p> <p>GDN4002 - 60 credits</p> <p>60 credits are required for the award of PGCert in Graphic Design. 120 credits are required for the award of PGDip in Graphic Design</p>

12.3 Non-compensatable modules	
Module level	Module code
7	<i>GDN4000</i>
7	<i>VIS4000</i>
7	<i>VIS4001</i>
7	<i>GDN4001</i>
7	<i>VIS4002</i>
7	<i>VIS4003</i>
7	<i>GDN4002</i>

13. Information about assessment regulations

The programme assessment scheme complies with the regulations set out in the University Regulations at <http://www.mdx.ac.uk/>. Further information on assessment is also available on the Your Study pages of UniHub at <http://www.unihub.mdx.ac.uk>

Given the developmental nature of the work and the importance of collaboration and group work attendance is a requirement throughout, for all modules. All modules are graded on the University 1–20 Marking Scale, and attracts graded credit which determines the level of the MA Award (Pass, Merit or Distinction) *.

Self-deferral is not permitted on any module. Students seeking to defer should consult a Progression & Support Advisor and Assessment Officer.

14. Placement opportunities, requirements and support (if applicable)

N/A

15. Future careers / progression

The MA Graphic Design programme provides the opportunity to develop an advance level portfolio and design confidence achieved through design insight, reflective practice and developing postgraduate skills as autonomous learners. It offers the opportunity to work in-depth on a self-directed project that could lead to publication, research activities, commissioned work, or employment in the creative industries. Graduates go on to careers in Graphic Design, Illustration, Advertising, branding, Publishing, UX designers, sustainable design, design for positive impact and design bodies. The nature of the programme offers the opportunity to build specialist design skill, design thinking and methodologies, at an advanced level for progression into industry, to a higher academic qualification such as doctoral research.

MA Graphic Design is part of a vibrant school that has a strong national and international reputation, with graduates winning design awards and exhibiting work nationally. Ma Graphic Design students have contributed to projects within the faculty research unit and the Institute of Contemporary Art, RAF museum, exhibited work at Dutch Design Week, 100% Design &

Free range and attended conferences such as Typo Berlin, Offset Dublin and are encouraged to develop collaborative industry and expert links within their master's project to foster networking opportunities.

16. Particular support for learning (if applicable)

- Excellent facilities including printmaking workshops, photographic studios, darkrooms and digital media facilities. Along with Laser cutting, prototyping, casting, welding, metal working, wood construction, plastics, vacuum forming and ceramics. Each area has dedicated technical staff providing support and inductions.
- Graphic Design studios provide studio space, studio printers, studio computers with up-to-date software, live streaming facilities and presentation screens.
- Students are supported in their learning by staff in LR (Learning Resources) in addition to the academic and technical staff within the programme.
- Learning resources include specialist books, journals, videos, DVD's, slides, special collections, (online & on campus)
- Library resources centre provide online research tools, a specialist dedicated librarian, bookable group study spaces and a research repository.
- Online learning resources will be delivered through our distance learning tools and 24-hour web support through our innovative online platform.
- Online platforms will support learning activities, provide collaborative online spaces, to provide discussion forums, tutorial discussion, weekly updates, events, mentoring systems and a visual wall to share work in progress.
- Students have access to the Adobe creative suit, along with digital media support and the ACI online learning and making resource.
- Optional cultural field trips, online conference, and symposium
- Opportunity to exhibit postgraduate work, industry talks and undertake live project

17. JACS code (or other relevant coding system)

W210

18. Relevant QAA subject benchmark(s)

Art & Design, 2019
Communication, Media, Film and Cultural Studies, 2019
History of Art, Architecture & Design, 2019

19. Reference points

The UK Quality Code for Higher Education - [Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies \(FHEQ\), October 2014](#): Level 7
[QAA Qualification Characteristics Statement](#), 2020
[Knowledge into Action, Middlesex University Strategy 2031](#)

Middlesex University Centre for Academic Practice Enhancement (CAPE) guidance and [Academic Planning Framework 2020-21](#)

[Middlesex University Regulations 2020-21](#)
[Middlesex Learning and Quality Enhancement Handbook \(LQEH\)](#)

20. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum map for *MA Graphic Design*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding	
1.	Research: Advanced approaches and methodologies in creative design thinking, professional practice and research. To determine appropriate research questions and needs and identify effective means and methodologies for meeting them, executed through both collaborative and individual endeavour.
2.	System Thinking: A range of complex interrelationships between creative design theory, research and the social role of creative practice. To assess and evaluate the validity of research and design evidence through analysis, argument and critical reflection in self-directed learning, organisation and management.
3.	Ideation: How the principles and operation of creative design practice can be applied as an advanced research activity and methodology. To investigate, articulate, frame, test and direct, relevant topics of enquiry and complex ideas and proposals in research and design practice.
4.	Making: Materiality and its multi-sensory influence in the role in investigating and testing the validity of supposition and design speculation in contemporary graphic design. To specify, review and critical reflect on materials and making technologies relative to ecological and socio-economic implications.
5.	Communication: Advanced representation methods and media. To articulate, synthesise consolidate, and communicate complex concepts, and creative approaches and proposals in design, enabling advanced development of personal practice.
6.	Practice: The socio-economic, cultural, historical and ethical contexts and roles of creative practice, and key contemporary issues related to Graphic Design Practice. To apply critical and reflective strategies in research and creative practice, for effective industry engagement and career development.
7.	Employability: Self-evaluation and personal career development and employability opportunities related to advanced level professional practice. To effectively manage – explore, develop, realise and evaluate - a complex creative design and/or research project to impact on the industry and enhance opportunity for advanced career development.

Programme outcomes						
1	2	3	4	5	6	7
Highest level achieved by all graduates						
7	7	7	7	7	7	7

Module Title	Module Code by Level	1	2	3	4	5	6	7
Explore: Design Perspectives	GDN4000	x	x	x	x	x		
Writing a Research Project	VIS4000	x	x			x	x	
Context: materials and methods	VIS4001	x	x			x	x	
Collaborate: Real World Practice	GDN4001	x	x	x	x	x	x	x
Context: Critical Review	VIS4002	x	x			x	x	
Positioning Your Research	VIS4003	x	x			x	x	x
Realise: Make Public	GDN4002	x	x	x	x	x	x	x