Course Specification
MA Graphic Design

1. General information

Course Title	MA Graphic Design
Awarding University	Leeds Arts University
University at which course is delivered	Leeds Arts University
Relevant benchmark(s)	Master's Degree Characteristics (2020), Sector Recognised Standards
Date of most recent review	20 April 2023
Date of next review	2027-28

Awards	**Credits**	**Duration**	**Mode of study**
MA Graphic Design	180	1 year / 2 years	Full time / Part time
PGDip in Graphic Design *	120		Full time / Part time
PGCert in Graphic Design *	60		Full time / Part time
*Exit Award only			

2. Course Aims

This course aims to:
This course encourages innovative and experimental practices and a deeper understanding of process, methods, and techniques. Through scholarship and critical engagement with theoretical creative practice contexts the course aims to embed the design principles of research skills, ideas development, concept building and problem analysis into practice. You will be supported to develop and consistently sustain the application of critical, analytical judgements, informed by theoretical material and self-directed research to the production of a body of investigative creative practice work. You will establish effective approaches to problem analysis and self-critique and employ initiative and personal responsibility. The course will assist you to develop appropriate skills and qualities that are needed for employment. The course aims to help you to establish ethical approaches to graphic design practices in production and representation, and further develop communication skills through verbal, written and visual language of images. This course aims to support and promote an independent, analytical, proactive and negotiated approach to your practice.

3. Distinctive Features of the Course

The Leeds Arts University environment engenders an atmosphere of academia and creativity as the only specialist arts university in the North of England. The suite of postgraduate specialist courses creates an attitude of learning and an environment of creativity from a wide range of creative pathways. The postgraduate community and culture is one of practice research and community of inquiry which has the potential for collaborative working across the subject areas.
MA Graphic Design is informed by developmental planning of the research project and the mix of closely tutored, specialist, research-based negotiated learning, experimentation and independent practitioner research. It encourages an exploration of design creativity in which critical thinking is an essential tool for understanding and articulating the student's practice. The course encourages highly motivated and independent critical thinkers and creatives and the development of

transferrable academic, practical and professional knowledge. It will encourage you to demonstrate an understanding of contemporary visual culture enabling the progression to individual professional practice, the creative industry or PhD study.

4. Course Structure

4a. Module Framework

Level 7	Credit points	ECTS	Learning hours
Product, Range and Distribution	30	15	300
Design Industry	30	15	300
Design Practice	30	15	300
Research Methods	15	7.5	150
Business Planning	15	7.5	150
Visualising Research	15	7.5	150
Digital Marketing	15	7.5	150
The Dissertation	30	15	300

4b. Course Map / Structure

Full Time Mode				
Trimester 1 (September – December)		Trimester 2 (January – April)		Trimester 3 (April – July)	
Product, Range and Distribution (30 credits)		The Dissertation (30 credits)		Design Industry (30 credits)	180 Credits
Visualising Research (15 credits)	Business Planning (15 credits)	Research Methods (15 credits)	Digital Marketing (15 credits)	Design Practice (30 credits)	

Part Time Mode					
	Trimester 1 (September – December)		Trimester 2 (January – April)		Trimester 3 (April – July)	
Y1	Product, Range and Distribution (30 credits)		Research Methods (15 credits)	Digital Marketing (15 credits)	Design Industry (30 credits)	90 Credits
Y2	Visualising Research (15 credits)	Business Planning (15 credits)	The Dissertation (30 credits)		Design Practice (30 credits)	90 Credits

5. Course Learning Outcomes

On successful completion of the following learning outcomes, you will be eligible for the award of MA Graphic Design.

CLO 1 **Research**	Create specialised work outputs, which are informed by current practice, research and scholarship	Product, Range and Distribution (30) The Dissertation (30) Design Industry (30) Research Methods (15)

		Visualising Research (15)
CLO 2 **Analysis**	Use, analyse, critique and evaluate a range of research methods, as you develop your specialist, subject and professional knowledge and practice.	Product, Range and Distribution (30) Design Industry (30) Research Methods (15) Visualising Research (15)
CLO 3 **Subject Knowledge and Understanding**	Evidence an in-depth knowledge and understanding of your specialist, subject and professional practice, including that of contemporary critical and conceptual debate, and practical developments.	The Dissertation (30) Research Methods (15) Business Planning (15) Visualising Research (15) Digital Marketing (15) Design Practice (30)
CLO 4 **Experimentation**	Experiment with techniques, ideas and approaches to advance your specialist, subject and professional practice.	Product, Range and Distribution (30) Design Industry (30) Design Practice (30)
CLO 5 **Techniques and Processes**	Choose, apply and evaluate a range of techniques and processes appropriate to your practice.	Product, Range and Distribution (30) Design Industry (30) Research Methods (15) Business Planning (15) Visualising Research (15) Digital Marketing (15)
CLO 6 **Personal and Professional Development**	Work with autonomy, initiative and professionalism as you evaluate, revise and disseminate your practice.	The Dissertation (30) Design Practice (30) Research Methods (15) Business Planning (15) Visualising Research (15) Digital Marketing (15)

6. Learning and Teaching Strategies

The learning and teaching methods and strategies included in this course are aligned to the descriptor for master's degrees as defined by the Office for Students in the *Sector Recognised Standards* document (February 2018). Further information is available by following this link: https://www.officeforstudents.org.uk/publications/securing-student-success-regulatory-framework-for-higher-education-in-england/.

The *Characteristics Statement [for] Master's Degrees* (February 2020) has also informed the design of the award. In particular, the document notes the following:

… all master's degree graduates have in-depth and advanced knowledge and understanding of their subject and/or profession, informed by current practice, scholarship and research. This will include a critical awareness of current issues and developments in the subject and/or profession; critical skills; knowledge of professional responsibility, integrity and ethics; and the ability to reflect on their own progress as a learner. Further information is available here: https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf

Therefore, the learning, teaching and assessment strategies on this course have been designed to enable the student to become effective practitioners and researchers; to develop critical and analytical skills and to develop and evidence in-depth knowledge and understanding of their subject area. They also encourage and facilitate an experimental approach to practice and research and allow the student to extend their specialist technical knowledge. They are designed to support and facilitate personal and professional development and allow the student to work with initiative and autonomy.

Teaching and Learning:
Teaching and learning strategies include the following approaches:

- Lectures and presentations
- Seminars and discussion groups
- Independent research and self-directed study
- Demonstrations including technical demonstrations and workshop inductions
- Peer group presentations and collaborative practice
- One to one tutorials
- Group tutorials and 'crits'
- Individual presentations
- Live projects

Assessment:
Assignment submissions are made in response to set briefs. The content of the submission is usually negotiated with your tutor, and related to, or derived from, your research interests.

The briefs and assignment requirements are informed by the module content and may include for example, subject specialist art-based practice work, written submissions, presentations, business and research plans, research books, sketch books and/or work books.