Course Specification
Part A

MA Graphic Design
AHT040

Faculty of Arts & Humanities
School of Art & Design

Academic Year: 2021/22
Regulations Mode R

PART A Course Specification
MA Graphic Design

1. Introduction

The Coventry University School of Art and Design is home to a vibrant and long-established FE, undergraduate, postgraduate teaching and learning community. Coventry School of Art and Design has taught art and design for over 150 years. It is a creative and studio-centric learning environment for a wide range of art and design related disciplines. The School has a continually growing Level 7 postgraduate portfolio of courses that embrace visual arts, making, creative processes and the critical and enterprising production of innovative artworks, artefacts and systems for a wide diversity of audiences and in line with specialist interests. MA Graphic Design follows a common framework for delivery and has its own specialist core of learning. There are common aspects of delivery in the postgraduate curriculum (7006AAD, 7008AAD) that provide space for PGT students across the School to collectively engage in a postgraduate community to: share cross-disciplinary experiences, collaborate in project-based learning, experience creative team working approaches similar to that of industry or professional practice, and acquire a consistent set of learning around key skills such as research methods, ethics, professional capabilities and project management.

MA Graphic Design

This course is aimed at applicants who want to enhance their existing professional portfolio and expand and deepen their understanding of current and emerging trends in graphic design practice. Students on the course will explore a range of design methodologies and put them into practice with 'live' collaborative briefs. They will have the opportunity to create valuable links with the professional design community.

This is an ideas-based course and is focused on practical outcomes, which combine visual and written language. This is achieved through intensive and challenging creative briefs, underpinned by sound academic research, self-critical reflection and contextually relevant practice. Students participate in projects that range across many topical and current themes in design. Students also engage and explore graphic design practices, such as typography, photography, copywriting, art direction, animation and interactive design, experimenting with a wide range of digital and analogue media. The course is suitable for applicants who have already undertaken a sustained period of creative practice in education or industry, and who wish to enhance their career as designers or art directors. The course benefits from international cohorts and Collaborative Online International Learning Projects (COIL) which provides an international perspective from the associated peer learning opportunities.

Students will be encouraged to start developing their professional, entrepreneurial, creative and technical skills to enable them to harness radical, original approaches and solutions.

Professional Experience

During semester one, students can apply for the extended route, which offers an opportunity to reflect upon and gain professional experience through three semesters of internship or placement* with a host of different organisations. Students can also undertake or participate in supervised, campus-based University projects. The professional experience supports the development of students' personal and professional skills, such as communication, team-working, self-management, project working and critical reflection to enhance their future employability. This experience will build up on students' previous learning and experiences and encourage them to reflect on their work and skill sets prior to undertaking the final sixty credits of M level study.

Professional experience placements may be paid or unpaid, and this will depend on what is being offered and agreed with the host organisation. Internships can be international, within the UK or may be internal, within the University. Students who secure appropriate campus-based professional experience, may undertake supervised projects, related research and activities designed to offer students the opportunity to develop and integrate curriculum related skills with an understanding of professional practice.

*Internships and placements are subject to competitive application, availability and additional fees.

Course Overview
During **Semester 1** students will focus on collaborative learning experiences and the development of a community of PG learning. It will focus on creative processes and contexts and provide a theoretical and practical introduction to academic standards of research and ethics which are core to level 7 study. This is parallel to the first specialist module where students will personally reflect on prior knowledge, experience and aspirations and think about their future goals.

In **Semester 2** students will critically develop their specialist practice/interests and start to question where personal boundaries and creative activities can be furthered or built upon at PG level. Students will work closely with peers and consider their own practice in a professional context. Importantly students will through negotiation and mentorship begin to develop a research inspired project focus and plan for their self-directed Final Project that takes place in Semester 3.

In the Second Semester students will undertake a transnational development module which is designed to offer skills as encouraged by the Institute of Leadership and Management. This module also offers the choice to tailor professional skills from a menu focussing on leadership, transcultural communications and professional skills.

During **Semester 3** students will work on their self-directed specialist Final Project. They will be required to conduct an in-depth critical investigation which reflects on their own discipline, investigates a specific creative issue or subject, and informs direction for a final project. Students will work to a personally inspired brief that has been negotiated with tutors. The completion of this work will result in creative artefacts, strategies or exhibitable outcomes

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
Master of Arts in Graphic Design <u>Interim Awards</u> Postgraduate Diploma in Graphic Design Postgraduate Diploma of Higher Education (unnamed) Postgraduate Certificate in Graphic Design Postgraduate Diploma of Higher Education (unnamed)	FT 1 Year/2 years with professional experience placement/PT 2 Years		Level 7

3 Awarding Institution/Body	Coventry University.
4 Collaboration	N/A
5 Teaching Institution and Location of delivery	Coventry University.
6 Internal Approval/Review Dates	Date of approval/latest review: February 2019. Date for next review: (Academic year 2024/2025).
7 Course Accredited by	Not Applicable.
8 Accreditation Date and Duration	N/A
9 QAA Subject Benchmark Statement(s) and/or other external factors	This course is informed by the QAA Subject benchmark Statement for Art & Design (2016) and to the QAA document UK Quality Code – Qualification Frameworks (2015) https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16
10 Date of Course Specification	February 2019
11 Course Director	Course Director: Lisa Webb

12 Outline and Educational Aims of the Course

The Educational Aims for this course are to produce graduates who are creative, collaborative, professionally engaged and eager to extend their practice with academic rigour and an enterprising attitude. The goal is to further students' capabilities, knowledge, focus and creative achievement. Students will critically and at times collaboratively explore contexts at the forefront of their discipline areas and be able to challenge and produce new insights, develop innovative ways of working or produce individually inspired, meaningful and imaginative responses.

These aims have been referenced against the QAA Subject Benchmark Statements for Art & Design:

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16

The broad aims of the MA in Graphic Design are to:

1. Create a learning environment in which students can critically and practically advance knowledge and skills in graphic design and associated disciplines whilst engaging with themes, insights and contexts at the forefront of their field of graphic design professional practice;

2. Encourage experimentation and exploration with creative techniques and media related to their own graphic design practice in order to help pioneer imaginative proposals or advance scholarship in their field;

3. Promote the development of the skills required to create complex ambitious artefacts, services and/or projects for diverse audiences and contexts, encouraging critique, analysis and synthesis;

4. Foster collaboration, cross-disciplinary and trans-disciplinary engagement across peer groups, disciplines, courses, communities and international contexts;

5. Enable students to critically reflect on their personal skills and to achieve their goals in the context of a continuously and rapidly-changing and globally-significant professional graphic design environment;

6. Inspire a creative and independent approach to research, learning and analysis and apply this to different contexts and situation both within and beyond the field of graphic design.

13 Course Learning Outcomes

The course outcomes have been mapped against the 6 pillars of the Education Strategy (2015-21):

a) Creativity & enterprise
b) Intercultural & international engagement
c) Community contribution and responsibility
d) Innovation & digital fluency
e) Employability
f) Research-inspired teaching

(Please note the relevant pillar has been referenced against each course outcome)

On successful completion of the course a student will be able to:

1. undertake research and evaluative reflection in order to synthesize and articulate an advanced knowledge of the theoretical and thematic concerns within their chosen area of graphic design practice; (a, d, f)

2. deploy skills, techniques and technologies with originality and imagination in relation to graphic design for continued practice at an advanced level; (a, d, e)

3. realise complex and ambitious artefacts/projects for identified and diverse audiences and contexts; (a, b, c, d, e)

4. contribute to the shaping of a global contemporary discourse by engaging with innovative, experimental, hybrid and creative approaches to graphic design practice; (a, b, c, d, e, f)

5. deploy advanced personal skills, judgement and critical awareness enabling problem-solving and innovation applicable to a wide range of creative, professional, social and collaborative contexts; (a, b, c, d, e, f)

6. innovate and apply creative depth during graphic design practice with respect to market requirements, professional clients and user contexts; (a, c, e)

7. contribute to subject discourse and develop professional capabilities whilst being innovative, explorative and experimental in communication approaches, and future contexts in the field of graphic design; (a, d, e, f)

8. demonstrate knowledge and understanding of the principles of entrepreneurship and the theories and practices of strategic leadership. (a, d, e)

These course learning Outcomes have been informed by the QAA Qualifications Framework Descriptors for Level 7 Programmes:

http://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf.

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14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Students engaging in this programme can study 180 Credits full-time or part-time. The MA course studied full-time is normally studied over three semesters. The part-time model of study is taught over 6 semesters.

As part of this course students will undertake a 10 Credit transnational development module (7001CGE Transnational Professional Development) which is designed to offer skills as encouraged by the Institute of Leadership and Management. This module also offers you the choice to tailor your professional skills from a menu focussing on leadership, transcultural communications and professional skills.

In order to achieve a named PG Certificate in Graphic Design (60 Credits) module 7016AAD Graphic Design Specialism 1 must be passed. Without this a PG Certificate of Higher Education will be awarded.
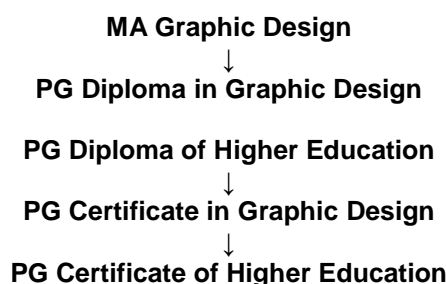
In order to achieve a named PG Diploma in Graphic Design (120 Credits) then module 7017AAD Specialism 2 and 7016AAD Graphic Design 1 must be passed.

Professional Experience

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Cascade of Awards:
MA Graphic Design
↓
PG Diploma in Graphic Design

PG Diploma of Higher Education
↓
PG Certificate in Graphic Design
↓
PG Certificate of Higher Education

Modules within the course, their status and the levels at which they are studied, and their credit value are identified in the table below. The indicative course structure is:

Credit level	Module Code	Title	Semester	Credit Value	Mandatory or Optional	Course Learning Outcomes
7	7006AAD	Collaboration in Practice	1	30	M	1, 2, 5, 7
7	7016AAD	Graphic Design Specialism 1	1	30	M	2, 3, 4, 5, 6, 7
7	7008AAD	Professional Context	2	20	M	5,
7	7017AAD	Graphic Design Specialism 2	2	30	M	2, 3, 5, 4, 6, 7
7	7001CGE	Transnational Professional Development.	2	10	M	8
7	7049AAD	Graphic Design Specialist Investigation	3	30	M	1, 2, 4, 5
7	7018AAD	Graphic Design Final Project	3	30	M	1, 2, 3, 4, 5, 6, 7

Credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
Subject to securing an appropriate placement opportunity and fulfilling the selection requirements, students will be transferred to the two-year course and the zero credit modules listed below are to be taken.					
7	7000AAD	Extended Masters AD Professional Experience Module A	0	Optional	
7	7048AAD	Extended Masters AD Professional Experience Module B	0	Optional	
7	7057AAD	Extended Masters AD Professional Experience Module C	0	Optional	

The work placement is to be taken over three semesters and prior to the final dissertation/project that must be taken in the final semester of the course.

September Starter

Semester 1 (September)	Semester 2 (January)	Semester 3 (May)	
Collaboration in Practice (30)	Professional Context (20)	Graphic Design Specialist Investigation (30)	
Graphic Design Specialism 1 (30)	Specialism 2 (30)		
	Transnational Professional Development.(10)	Graphic Design Final Project (30)	

There is an option for January, May and Part/Time intake subject to recruitment.

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15 Criteria for Admission and Selection Procedure

General requirements will normally be in line with University policy

Applicants should ideally hold a good honours Degree 2.2 or above (or its international equivalent) in a Graphics/Design discipline.

No portfolio will be required if the academic qualifications in the subject area as define above are met.

If a portfolio is required it should feature a maximum of approximately 8 – 10 examples of work or projects undertaken within the past 2 years, 3 or 4 of which should be major, substantial, in-depth projects which demonstrate ability to conceptualise solutions to creative problems, and to assimilate and combine written language or content with the visual. This will clearly demonstrate the level of creative, craft and production skills achieved, either in a previous course of study or in a professional design studio, as a freelance designer or during an internship.

Projects should ideally accompanied by a brief summary of the work or projects, notes on the software used, and dated. As a graphic designer a genuine, demonstrable interest in typography and good typographic skills is required beyond the basic level. This should include an interest in photography and examples of photographic (or video) work if available. It should ideally include examples of hand-drawing / visualization skills in terms of developing original concepts or problem solving for at least 2 projects. Applicants must be at least familiar with intermediate level Adobe Creative Suite software – InDesign, Photoshop, Illustrator, Dreamweaver etc.

Applications from candidates with relevant experience will also be considered on an individual basis and they may be eligible to apply for advanced standing Accreditation of Prior Learning or Prior Experiential Learning, [APEL] up to 120 Credits. International applicants must also hold a minimum of 6.5 score in the IELTS test for English language (with a minimum score of 5.5 across all skills).

IELTS 6.0 may be considered with additional pre-sessional English Support. Applicants must provide a convincing portfolio of relevant Art and Design work. This must be presented at interview or submitted by post/online for international applicants.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Academic Regulations](#)   Postgraduate Mode R

For students with disabilities course teams work in liaison with the student and Student Services to agree reasonable adjustments. However, in most situations students can normally be well accommodated within Art and Design. There may be issues concerning use of machinery in workshops or some field trip activities but adjustments will be made where feasible.

17 Indicators of Quality Enhancement.
- The Course is managed by the Art & Design Board of Study of the Faculty of Arts and Humanities.
- The Programme Assessment Board (PAB) for Art & Design is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.
- The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.
- External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.
- Students are represented on the Student Forum, Board of Study and Faculty Board, all of which normally meet two or three times per year.
- Student views are also sought through module and course evaluation questionnaires.

The QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:
- setting and maintenance of the academic standards of awards;
- quality of student learning opportunities;
- quality of the information about learning opportunities;
- enhancement of student learning opportunities.

Quality Enhancement:
- Excellent links with local employers/ industry practitioners, regular meetings with employers, provide input to course management and development.
- Prize winning outcomes for students and past Alumni e.g. RED DOT (Excavator project), BAFTA.
- Student Linked industry collaborations e.g. BMW Mini two projects, MTC, Nissan Design UK, Jaguar Advanced Design, SAIC Advanced Design UK, Land Rover SVO Design, CADCAM, Quanta (dialysis machine), Charterhouse Priory - promotional material Shanghai Automotive Industry Corporation – Art Car, Horiba Mira, Belgrade Theatre - poster exhibition, Vaccine Nation.

- Students are encouraged to engage in course-related visits locally and internationally (e.g. international trips to Amsterdam, Berlin, Geneva Motor Show, Cité de l'Automobile, Lisbon -Mulhouse, France, Venice, Milan) also gallery visits, London, Birmingham, Hull, Liverpool.
- We maintain excellent links with industry e.g. BMW, Imagination).
- At least 4 PG staff have been awarded pedagogic research funding in relation to their teaching and learning activities and related innovations. e.g. Project - Creative Hothaus Coventry.
- Some staff are conducting PhDs in the areas of design thinking, research informed teaching and pedagogy related to internationalisation of the curriculum. These research studies have direct influence on the student experience.
- COIL Project activity: e.g. COIL with Zhejiang University of Media and Communication (ZUMC and Product students which involved innovative teaching and communication approaches. Vaccine Nation an online international learning project (COIL) connecting students from Coventry University UK, Western University and the University of Alberta in Canada, and Yerevan Brusov State University in Armenia addressing global decision-making in relation to vaccination.

- **Research Excellence Framework (REF) rating**
  The School of Art and Design entered 34 FTE members of staff for REF 2014 under Unit of Assessment 34,' Art and Design: History, practice and theory'
  The results were very successful, with 31% of research outputs deemed 'World Leading', compared to 5% in the Research Assessment Exercise (RAE) 2008, and a total of 71% at 4* and 3* (World Leading and Internationally Excellent research), compared to 60% in RAE 2008. There was a Grade Point Average (GPA) of 2.98 (on a scale from 1 the lowest to 4 the highest) – significantly this is used for the league table metrics and was previous 1.7. The School was also ranked No. 6 in the UK for Research Impact (THES) out of 84 and 11th in the Research Power ranking (THES - takes account of research quality combined with the percentage of staff submitted). The overall combined ranking was 26 in the UK on GPA (Guardian). One of the notable changes to this Unit of Assessment was the inclusion of History of Art for the first time which now includes many research-intensive Universities. This has led to submissions which are significantly more selective and competitive. Therefore, our performance is particularly pleasing and whilst our ranking overall hasn't changed greatly, we have been able to hold our own in an extremely challenging Unit of Assessment.

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18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including,

Faculty/School Handbook

Student Handbook

Module Guides

Module Information Directory

Study Support information

Aula Learning Experience Platform