

MA Design for Visual Communication
Programme Specification 2024/25

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
Programme	Graphic Design Communication (L052)
Course AOS Code	LCCMADVCF01
FHEQ Level	Level 7 Masters (Top up)
Course Credits	60
Mode	Part Time
Method	Online
Duration of Course	20 Weeks
Valid From	September 1st 2024
Course Entry Requirements	You must have completed and passed the <u>PG Diploma in Design for Visual Communication within the past 3 years.</u> The MA unit will be made based on the following selection criteria: • Successful completion of the PG Diploma Design for Visual Communication, with 120 credits • IELTS score of 6.5 (or equivalent) with a minimum of 5.5 in each of the four skills The application must consist of: • A study proposal which should include an outlined timeline and project objectives, and detail opportunities for research and collaboration. • The study proposal should be a visual .pdf presentation document with supportive comments on how you intend to develop and progress. Your Study Proposal must be a designed, visual, A4 landscape presentation document saved in a PDF (.pdf) format. It should also feature supportive comments throughout the document (500-750 words) on how you intend to develop your project, along with your

	methodology.
Selection Criteria	Applicants are expected to demonstrate: • Demonstration of self-direction, an eagerness to experiment and engage in new ideas and a confidence to explore them in applied contexts consummate with MA level study Enthusiasm to further develop specialist practice and contribute original knowledge to design and visual communication through active engagement with their peers and collaborators or partners
Scheduled Learning and Teaching	Details of the Scheduled Learning and Teaching can be found on your student portal on SITS, the UAL student records system, at the following link: https://sits.arts.ac.uk/urd/sits.urd/run/siw_lgn Click on the “scheduled learning and teaching” tab on the home screen when you have logged in using your UAL details.

Awards and Percentage of Scheduled Learning Year 1

Awards	Credits
Master of Arts	60
Scheduled Learning Split by Level	
Level 7	8%
Total Scheduled Learning Split	8%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Offer an intensive, challenging programme that will enable you to develop a range of intellectual, vocational and practical transferable skills in visual communication design
Aim	Provide a structured programme of practice-based units in visual communication that will improve your ability to articulate and communicate ideas visually.
Aim	Provide an opportunity for students from diverse academic, social and cultural backgrounds to gain a recognised academic qualification at postgraduate level
Aim	Support you in developing and delivering an MA-level research-led reflexive practice project.
Aim	Support you in developing a self-directed, critically engaged and applied practice through your innovation of new design research skills.
Outcome	Develop a specialist range of techniques, materials and processes relevant to your design research and visual communication practice. (Enquiry)
Outcome	Demonstrate a critical understanding of visual communication in society, and a reflexive understanding of your role and responsibility as designer in confronting social and environmental challenges and its use as a research method. (Knowledge)
Outcome	Demonstrate a critical understanding of responsible experimentation in new methods, technologies, processes and concepts and evaluating their impact. (Process)
Outcome	A unique and clear innovative visual communication approach that considers audiences, users and contexts demonstrated through research and practice. (Communication)
Outcome	Have confidence in a personal reflexive practice that demonstrates advanced, critical skills of design and visual research in professional and academic contexts. Demonstrable leadership, self-direction and collaboration as well as critical analysis of the social and environmental impacts of practice. (Realisation)

	Distinctive Features
1	An intensive study programme in design and visual communication that supports the learner in their ambition to develop or convert career or continue with higher-level study.
2	Projects provide a postgraduate-level foundation in the principles of design and visual communication through postgraduate level research methods and conceptual development.
3	Supports students from disciplines and roles outside of design as diverse as psychology, sciences, law or engineering in learning new skills, techniques, methods and concepts that can enhance and advance their careers.
4	Join a dynamic and exciting postgraduate design community with opportunities to collaborate with other subjects, learn from each other and develop future relationships through physical and digital platforms.
5	The Design School at LCC's long history of leadership in visual and graphic practice and learning makes it a global centre of excellence in the subject, with extensive online and offline specialist resources and expertise.

Course Detail

As a current student or graduate of Postgraduate Diploma Design for Visual Communication, you can apply to the optional MA Design for Visual Communication – an additional 60-credit unit where you'll be supported by tutors to pursue a self-directed project and achieve a Master's award upon completion.

This unit will enable you to advance your portfolio even further with advanced critical skills that demonstrate a high level of design research and practice. Delivered online to accommodate flexible learning while enabling you to develop your own self-structured learning journey, you'll engage with the course through tutorials, peer-to-peer feedback, workshops and community building sessions.

You'll also be encouraged to pursue a project that can be achieved in collaboration with a company, charity, cultural institution or other organisation.

What to expect

- The 20-week MA unit provides an exciting, challenging and unique opportunity for current PgDip students and graduates to engage with an extended, research-led period of practical study.
- You'll build on a deep understanding of the fundamental principles of design in practice with critical, contextual design thinking and research in an applied context.
- Supporting the focus and diverse ambition of our students towards purposeful and applied practice, this phase will provide scope for you to specialise more intensely in a subject area of your choice that you'll develop in consultation with your tutor.
- Core teaching and learning methods include one-to-one tutorials; asynchronous workshops and lectures; synchronous community events, presentations, seminars and workshops; and supervised technical workshops.
- You'll also have access to LCC's facilities including the library, Academic and Language Support, Enterprise and Employability, Digital Space, Creative Technology Lab among others.
- You'll be prepared to use your design skills and literacy in the context of business, policy, strategy, social activism and creative directorship, in addition to other leadership roles that value critical and creative thinking grounded in practical and technical skills.

Who is this course for?

If you're a current PgDip student or recent graduate, you may be interested in taking this

higher qualification to:

- Deepen the specialism you developed on the Postgraduate Diploma, or through relevant work experience
- Develop a larger collaborative project with an industry partner or organisation
- Work on this self-directed, practice-led design research project towards further research study.

Mode of Study

MA Design for Visual Communication is in Part Time mode which runs for 20 weeks over the Spring and Summer terms. You will be expected to commit 30 hours per week to study.

Course Units

We are committed to ensuring that your skills are set within an ethical framework, and we have worked to embed UAL's Principles for Climate, Racial and Social Justice Principles into the curriculum and in everything we do.

As part of this initiative, we've shaped our courses around social and environmental sustainability principles that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values to foster a more sustainable planet. Our aim is to change the way our students think, and to empower you to work towards a sustainable future.

MA Design for Visual Communication involves one unit, totalling 60 credits. The unit takes place over the Spring and Summer terms (2 and 3), and you'll have the opportunity to apply during the Summer term (Term 3) of your Postgraduate Diploma.

MA Unit (60 Credits)

This unit will support a broad range of practical and research ambitions by enabling you to develop both a practice project and a critical report or /thesis which that reflects on your area of specialism or study.

It facilitates a broad range of practical and research ambitions, and will encourage you to inform your research and development work through collaboration, relevant professional practice, and participatory research and interdisciplinary methods.

Supported by a personal tutor who can offer guidance on both the theoretical and technical aspects of your work – alongside additional help from staff and peers across LCC - you'll develop your self-directed project in an identified and agreed area of specialist practice. You may decide to explore practical and social challenges in areas such as: the

role of design in civic management, the Climate Crisis, social change, information design and visualisation, health and social care, accessibility, education, and urban life.

Learning and Teaching Methods

All elements of this course will be taught online through:

- Workshops
- Demonstrations
- Group discussions
- Tutorials
- Synchronous online discussion and image forums
- Student/Tutor Presentations
- Set and self-initiated project work
- Research and development techniques
- Asynchronous online materials.

Assessment Methods

Assessment takes the form of ongoing individual, peer and staff formative assessment through research and development critiques, as well as small group project reviews.

Summative assessment is through the submission of:

- A digital project portfolio which demonstrates your research and development process.
- A critical reflexive report on the your subject of study and the development of your project, which is delivered as a pre-recorded presentation or text.

Reference Points

The following reference points were used in designing the course:

- The learning and teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

Course Diagram

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30
	MA Unit Design for Visual Communication (60 credits) (Optional)																	S											

S= Summative Assessment

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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