

MA APPLIED IMAGINATION



MA Applied Imagination

Awarding Body	University of the Arts London
College	Central Saint Martins
School	S School
Programme	CSM Creative Enterprise
Course AOS Code	CSMMAAICF02/P02
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Method	Face to Face
Duration of Course	1 year
Teaching Weeks	45 weeks
Valid From	2025/26
Collaboration	N/A
UAL Subject Classification	Business & Management, and Science
Course Entry Requirements	<p>The standard entry requirements for this course are as follows:</p> <ul style="list-style-type: none"> • An honours degree • Or an equivalent EU/international qualification. <p>AP(E)L – Accreditation of Prior (Experiential) Learning</p> <p>Exceptionally applicants who do not meet these course entry requirements may still be considered. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • Related academic or work experience • The quality of the personal statement

	<ul style="list-style-type: none"> • A strong academic or other professional reference <p>Or a combination of these factors.</p> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English language requirements</p> <p>IELTS level 6.5 with at least 5.5 in reading, writing, listening and speaking (please check our main English language requirements webpage).</p>
Selection Criteria	<p>We select applicants according to potential and current ability in the following areas:</p> <ul style="list-style-type: none"> • Self-motivation, ambition, courage, and a commitment to the postgraduate programme • A readiness to engage with trans-disciplinary interactions with a wide variety of peers, experts and external stakeholders • A readiness to engage in transformative self-directed learning, and in externally-targeted action research <p>What we are looking for</p> <p>MA Applied Imagination is aimed at graduates with a background in any creative discipline. This includes all the established areas of design, the fine arts, performance art, curation and art business, journalism, advertising and marketing, management, economics, as well as science and technology. We are looking for talented, ambitious and open-minded students who enjoy working with others, but who are also capable of planning and completing a major self-directed project, working and researching across and outside traditional disciplinary boundaries.</p> <p>Above all, we are looking for courageous and creative thinkers and changemakers who are ready to channel their talents to achieve their personal goals – and are ready to accept the challenge of a student-centred curriculum in which they define and pursue their own programme of study.</p> <p>Our cohort reflects this, and represents a very broad cultural, educational and professional mix.</p>

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Arts	180

Scheduled Learning Split by Level	
Level 7	23%
Total Scheduled Learning Split	23%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	MA Applied Imagination invites its students to investigate non-discipline-based questions which may not yet have been asked, and which may challenge the dominant parameters of our cultural, economic and political landscape.
Aim	MA Applied Imagination students learn to be problem-finders and changemakers who can operate outside traditional disciplinary boundaries, and through participation in external-facing research are encouraged to develop into ethically-engaged, culturally-literate and socially-aware change-makers.
Aim	MA Applied Imagination invites its students to challenge and change their assumptions about themselves and their capabilities, inviting them to achieve a transformative agency over their learning, their creative and professional identities, and their actions in the world.
Outcome	The ability and agility to critique and synthesise current knowledge and new primary research, within rapidly changing and emergent fields of enquiry.
Outcome	The skills, knowledges and resourcefulness to conceive, develop and manage a personal research question at the forefront of your chosen field, in an ethical and sustainable way.
Outcome	The skill and confidence to act autonomously in launching, managing and evaluating external interventions within relevant communities and stakeholder groups, in a systematic and professional way.
Outcome	The facility to communicate, critique and respond to external feedback, through creating unique networks of experts, collaborators and communities of practice.
Outcome	The ability to use storytelling, narrative, making and other relevant techniques to initiate change and to communicate the new knowledge gained with clarity and conviction to specialist and non-specialist audiences.

	Distinctive Features
1	Change-making: MA Applied Imagination invites its students to achieve agency as changemakers, developing into confident creative practitioners through enquiry-based learning and independent external research.
2	Non-disciplinary: Students address urgent topics and questions from a non-disciplinary standpoint. This stance invites approaches, collaborations and interventions that are not bounded by the expectations of discipline-based outcomes.
3	External testing: Students validate their creative processes through a self-directed programme of external testing with experts, practitioners and other stakeholders, as part of an ongoing process of testing and development, that builds connections and networks.
4	Inclusive learning community and expanded pedagogies: The course respects all forms of knowledge production, embracing a multitude of disciplines, cultures, lived experience and prior professional practice. Course pedagogy emphasises collaboration, group learning and peer feedback assessment.
5	Sustaining models of practice: The focus on non-disciplinary-based process and external verification provides students with models of practice to apply and iterate throughout a range of future career.

Course Detail

MA Applied Imagination is a non-disciplinary, student-centred course directing your development as a confident and responsible creative practitioner capable of achieving change.

We are an active course community who recognise the cross-disciplinary nature of contemporary global challenges. Students engage in original, self-directed research journeys, forming their own external networks and experimenting with new forms of knowledge production. Starting from problem solving and provocation, the course asks you to pose questions that spring from your individual concerns and sit across or outside traditional disciplinary boundaries. These may be questions that challenge the dominant parameters of our cultural, economic and political landscape. In forming new connections and networks and applying your skills and knowledges, you will gain an enhanced sense of agency over your creative and professional future.

We are committed to developing ethical applied imagination practices. To achieve this, we are working to embed UAL's Principles for Climate, Social and Racial Justice into the course.

What to expect

- **A transformative learning journey:** built around curiosity, research, testing, reflection, action and external verification from experts and other stakeholders.
- **Empowerment:** you will establish your own external networks and develop your professional courage as you surface and invest in your chosen creative imperative
- **Direct creative engagement with society:** growing your capacity to conceive and create change, and practice with professional confidence and capability.

Industry experience and opportunities

The external research process is scaffolded by a network of supporting structures: a multi-disciplinary course team of creative practitioners; a diverse cohort of visiting academic and industry experts; a dynamic global alumni network, and established relationships with organisations and pressure groups engaged in professional practice, social entrepreneurship, activism and trans-disciplinary learning.

Course Units

MA Applied Imagination uses a four-step strategy to enable you to develop and apply your new creative knowledge. **Unit One** is designed to open and inform your imagination, using both individual projects and teamwork. You will work with your peers in rotating groups, responding to projects devised to stimulate and reinvigorate the imagination. **Unit Two** provides opportunities for co-operation and collaboration with students from other postgraduate courses. In **Unit Three** you will commence your personal research journey. **Unit Four** comprises the conclusion of this project, your reflections on your learning, and the steps you take to share your outcomes with others.

Unit 1: Imagination

In Unit 1, you will be immersed in a series of short, individual and team-based projects, designed to interrogate contemporary global agendas. Your peers will act as primary sources of knowledge and you will develop your skills through interaction with external experts and other collaborations. The projects in this unit pose questions that defy predictable answers – for example, we might ask you to construct and test a fully operational time machine. The projects are intended to take you outside of the familiar conventions of creativity and to investigate your potential for changemaking through the lenses of social justice, climate crisis, health and wellbeing, identity and technology. This “unpacking” process helps to locate resistance to change, often established through specific disciplinary backgrounds and cultural conditioning. We build awareness of personal and collective resistances which may inhibit the creation of new paradigms. The unit concludes with your drafting of a research proposal, to be further developed into your personal project during Units Three and Four.

Unit 2: The Collaborative Unit

This unit is nested within Unit One and addresses the theme of collaboration through co-operation with other postgraduate courses within the University. By working co-operatively with fellow students from parallel and contrasting courses, you will experience at first hand the value of cross-disciplinary thinking and problem-solving that is central to the MA Applied Imagination learning journey.

Unit 3: Application

In Unit 3, you will start to develop your research proposal into a viable project. You will also be required to establish networks for stakeholder engagement and external verification. You will be expected to demonstrate an understanding of the methodologies of action research and testing via intervention, in order to embody your research question and obtain new knowledge. You will plan and carry out your research in an ethical and inclusive way and be responsive to questions of social justice. In this unit, the course team will support you in finding your way forward, without predicting or prescribing your next steps.

Unit 4: Applied Imagination

Unit 4 requires you to complete the external verification of your research question. The unit comprises the completion of, and reflection on, your research outcomes as well as their presentation for assessment.

Important note concerning academic progression through your course:

If you are required to retake a unit you will need to cease further study on the course until you have passed the unit concerned. Once you have successfully passed this unit, you will be able to proceed onto the next unit. Retaking a unit might require you to take time out of study, which could affect other things such as student loans or the visa status for international students.

CSM Academic Support is delivered by a team of academics and practitioners working alongside your course to help you progress and achieve your maximum potential as a student. Academic Support can help you to develop your skills in different areas, including critical thinking, research and writing, time management, presentations and working independently and collaboratively. These may be offered as part of your timetabled classes or as bookable tutorials and workshops.

Mode of study

MA Applied Imagination is offered in Full Time mode which runs for 45 weeks over 12 months. You will be expected to commit 40 hours per week to study, which includes teaching time and independent study.

Credit and award requirements

The course is credit-rated at 180 credits.

On successfully completing the course, you will gain a Master of Arts (MA degree).

Under the Framework for Higher Education Qualifications, an MA is Level 7. All units must be passed in order to achieve the MA but the classification of the award is derived from the mark for the final unit only.

If you are unable to continue on the course, a Postgraduate Certificate (PG Cert) will normally be offered following the successful completion of 60 credits, or a Postgraduate Diploma (PG Dip) following the successful completion of 120 credits.

Learning and Teaching Methods

The learning and teaching methods devised for this course include:

- Unit and project briefs
- Tutorials (individual and group)
- Lectures, seminars and workshops

- Peer learning and peer-led assessment sessions
- Facilitated interaction with external stakeholders
- Team working, including external speaker presentations and debates, facilitated by students
- Immersive 'Labs' and hacks: intensive project incubation workshops
- Visiting Practitioner and alumni mentor input
- Use of the library and other College facilities as a critical resource
- Independent research
- Learning log and reflective journal keeping
- Development and iterative external testing of action research interventions
- Reflection and self-evaluation of testing process and evidence gained
- The development of an appropriate form of presentation

Assessment Methods

The following assessment methods are employed to support the integrated achievement of the course outcomes:

- Individual and team-based projects
- Proposal for independent study
- Research reports
- Presentations
- Learning logs and reflective journals
- Evaluative reports

Reference Points

The following reference points were used in designing the course:

- FHEQ Level Descriptors (Level 7)
- HEA Embedding Equality and Diversity in the Curriculum
- QAA's Art and Design Benchmark Statement (2008, 2016)
- UAL Equal Opportunities Policy 2016
- UAL 2015-2022 Learning, Teaching and Enhancement Strategy
- UAL Access and Progression Plan
- UAL Creative Attributes Framework

Course Diagram

MA Applied Imagination – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S = summative assessment

Please note this is a January start 12 month course.

Full Time mode

LEVEL 7 – Year 1																																													
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	
Unit 1: Imagination (40 credits)					Unit 2: The Collaborative Unit (20 credits)					S	Unit 1 continued				S	Unit 3: Application (60 credits)															S	Unit 4: Applied Imagination (60 credits)													S

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