

NORWICH UNIVERSITY COLLEGE OF THE ARTS

PROGRAMME SPECIFICATION

MA COMMUNICATION DESIGN

1	Awarding Institution:	Norwich University College of the Arts
2	Final Award:	MA Communication Design – (180 credits)
3	Exit Awards:	Postgraduate Certificate (60 credits) Postgraduate Diploma (120 credits)
4	UCAS Code:	<i>Not applicable</i>
5	External/internal reference points:	QAA Framework for HE Qualifications QAA Code of Practice QAA Masters Degree Characteristics University College Mission Statement University College Aims and Outcomes of Postgraduate Study University College Postgraduate Framework

6 The Aims and Outcomes of Postgraduate Study at the University College

6.1 The Aims of Postgraduate Study are to:

- Provide an inclusive and stimulating learning environment for postgraduate study in the specialist subjects of art, design and media;
- Maintain and nurture a commitment to intellectual, personal and professional achievement as a basis for a lifetime of learning and career development;
- Provide students with postgraduate level opportunities for innovative, challenging and intellectually rigorous creative practice;
- Enable students to focus on a particular subject area or field of study in greater depth than they encountered during the course of previous study or experience;
- Prepare students for employment, professional practice and/or further and higher level study, including postgraduate research;
- Enable postgraduate students to make a valuable contribution to the social, economic, professional and cultural life of the City, the region and beyond;
- Provide an academic infrastructure that supports postgraduate students in the development of appropriate entrepreneurial, business and professional skills;

- Enable students to develop knowledge of a new discipline or field of study in combination with a relevant subject area in which they have prior knowledge or experience;
- Provide opportunities to develop and apply advanced technical skills suited to a chosen specialism;
- Enable students to research, plan, organise and produce a substantive body of creative work to a standard that reflects professional expectations of the subject area;
- Provide opportunities for students to develop the skills to communicate practice-related issues effectively to specialist and non-specialist audiences using appropriate media.

3.2 Holders of Postgraduate awards will:

- Have developed the knowledge and skills to embark on a professional career as an independent practitioner in a related subject discipline;
- Have developed the skills and knowledge to be able to enrol on a higher research degree, MPhil or PhD;
- Be able to locate their work within relevant professional, cultural, historical and educational frameworks;
- Demonstrate a highly self-motivated, professional approach and work towards achieving their full potential as a career creative practitioner;
- Work professionally in an area appropriate to the chosen sphere of practice;
- Have developed the capacity to critically and rigorously examine contemporary culture, ethics and creative production;
- Be able to analyse information and experience to formulate and present reasoned, accessible arguments to a range of audiences;
- Have a clear understanding of the extent of their knowledge, and how this informs analysis and interpretation based on their expertise in their chosen area of practice;
- Be able to present, locate and interpret their subject practice using visual range of communication skills;
- Possess the qualities and transferable skills necessary for employment, self-employment and portfolio assuming full responsibility for decision-making;
- Be able to work flexibly to anticipate and respond creatively to change and uncertainty;
- Be able to work independently and collaboratively while having due regard to the views and inputs of others;
- Have developed the ability to make effective and innovative use of process and materials appropriate to the subject;
- Demonstrate some originality in the application of specialist knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject;

- Demonstrate the capacity for independent learning required for continuing professional development;
- Be able to work with due regards to Health and Safety procedures as appropriate to the chosen area of specialism.

7 Unit Learning Outcomes

Unit 1: Award Specific Taught Unit

On successful completion of this unit you will be able to:

- LO1: Identify and apply concepts and principles associated with your subject to a range of professional contexts and environments.
- LO2: Employ appropriate methods, processes and materials to produce experimental and finished work relevant to current practice in your area.
- LO3: Examine complex problems in your area of study and articulate a range of solutions.
- LO4: Evidence your understanding of professional practice and the creative industries relevant to your subject area.

Unit 2: Research Into Practice

On successful completion of this unit you will be able to:

- LO1 Identify contextual frameworks that enable you to locate or position your work within contemporary research and scholarship around your practice area.
- LO2 Evaluate and critique research methods and material relevant to your work.
- LO3 Apply objective and reasoned evaluation to your research and communicate your findings to your peer group.
- LO4 Plan, manage and prepare an independent research study.

Unit 3: Self-Negotiated Unit

On completion of this unit you will be able to:

- LO1 Employ appropriate and contemporary methodology to research and generate outcomes in response to an initial project proposal
- LO2 Generate work that demonstrates innovation in its approach; that challenges existing perspectives and is responsive to discourse associated with your area of enquiry.
- LO3 Demonstrate independence and professionalism through effective planning, decision making and analysis.
- LO4 Plan and employ a clear programme of learning to develop relevant skills and knowledge.

Unit 4: Award Specific Taught Unit

On completion of this unit you will be able to:

- LO1: Identify and apply concepts and principles associated with your subject to a range of professional contexts and environments.
- LO2: Employ appropriate methods, processes and materials to produce experimental and finished work relevant to current practice in your area.

- LO3: Examine complex problems in your area of study and articulate a range of solutions.
- LO4: Evidence your understanding of professional practice and the creative industries relevant to your subject area.

Unit 5: Masters Project

On completion of this unit you will be able to:

- LO1 Evaluate current issues, practices and initiatives associated with your field of study in relation to the development of your work.
- LO2 Demonstrate understanding of the materials and processes associated with your subject through experimentation, research and application.
- LO3 Devise and generate a body of work that demonstrates innovation in its approach; challenges existing perspectives and shows a reflective and critical approach to your subject area.
- LO4 Critically evaluate and apply appropriate methodologies and research findings to your project.
- LO5 Articulate the content and ambitions of your work to peers, specialist and non specialist audiences, verbally and in writing, in an appropriate and professionally viable format.
- LO6 Plan, organise and produce an original and creative body of work to a standard that reflects the professional expectations of your subject area.

8 Course Diagram

Full-time Mode (one year)

Year One	Teaching Block 1 (14 weeks)	Postgraduate Certificate	Teaching Block 2 (14 weeks)	Postgraduate Diploma	Teaching Block 3 (14 weeks)	Masters degree
	UNIT 1 Award Specific Taught Unit 30 credits		Unit 3 Self- Negotiated Study 30 credits		UNIT 5 Masters Project	
	Unit 2 Research into Practice 30 credits		UNIT 4 Award Specific Taught Unit 30 credits		60 credits	

Part-time Mode (two years)

Year One	Teaching Block 1 (14 weeks)	Postgraduate Cert.	Teaching Block 2 (14 weeks)	Postgraduate Dip.	Teaching Block 3 (14 weeks)	Masters Degree
	Unit 2 Research into Practice 30 credits		Unit 4 Award Specific Taught Unit 30 credits		UNIT 3 Self- Negotiated Study 30 credits	
Year Two	Teaching Block 1 (14 weeks)		Teaching Block 2 (14 weeks)		Teaching Block 3 (14 weeks)	
	Unit 1 Award Specific Taught Unit 30 credits		UNIT 5 Masters Project 60 credits			

9 Course Information

For a summary of the course content please visit the link below.

[MA Communication Design - Norwich University College of the Arts](#)

10 Induction

Induction for MA students is viewed as a process rather than something that operates within a finite time-frame. The first week of the course is devoted to enrolment and general orientation, offering an opportunity for you to meet one another, to be introduced to the location of College facilities, to meet students on other MA Courses, and to find your bearings within the University College environment.

If you are a new student, you'll be introduced in enrolment week to many of the staff and services you'll need to access to successfully engage with your course. Your course timetable will provide details of specific induction and orientation sessions, and it is important that you attend these. As the course progresses you will have the opportunity to attend induction sessions to specific facilities, including essential workshops. If you miss a session you may have to wait for some time for a further opportunity and in the meantime this may impact on your ability to use some of the College's facilities. If you are unable to attend a scheduled session, please speak to your course tutor for advice in the first instance, preferably in advance of the session.

Enrolment week is also an opportunity for you to 'find your feet' in the College and in the City of Norwich, and an important part of this is meeting other students. Spending time with other students in a social setting is a great way of establishing yourself as part of the College's creative community.

During enrolment week, it is not uncommon to feel that it is hard to take everything in. This is perfectly natural - we don't expect you to absorb all of the information you receive in the first week. In the coming months you'll have many of opportunities to build upon what you have learned in your first few days and as your course begins to unfold things will all start to make more sense.

It is important that you view induction as a process that continues throughout your one or two years of study and is not just about your first experience of the College.

11 Teaching, learning and assessment on your course

Teaching, Learning and assessment on your course are the three broad terms that frame your activities as a student, and the mechanisms that describe the context of your engagement with your subject specialism.

11.1 Teaching

Teaching broadly describes the process by which academic staff impart the knowledge or skills in your subject.

You will normally experience teaching in formal structured sessions with academic staff, these can be in the form of lectures, course briefings, taught group sessions and individual tutorials. Given the context of the studio and workshop environment, it is possible that you may also come into contact with academic staff outside of formal timetabled sessions and this contact may present you with the opportunity to seek advice or discuss subject-related themes and ideas as part of your experience as a student.

Lectures for art, media or design are often visual or audio presentations on a given subject delivered to an audience. The audience in this instance may be made up of students on a single course or year, or may be constituted by students from across a range of courses, depending on whether the lecture content is subject-based or thematic.

Course Briefings are sometimes held to keep you informed of developments on your course and to issue you with important up-to-date information.

Taught group sessions such as seminars and group critiques are particularly important as they enable peer learning through the discussion and the evaluation of studio work, as well as opportunities to work as part of a team.

Tutorials are an important part of your learning experience and it is essential that you avail yourself of tutorial opportunities to discuss your work and individual progress with a member of academic staff.

All of the above contact with academic staff constitutes what we describe as teaching for art, design and media subjects.

11.2 Learning

Learning is the act, process, or experience of gaining knowledge or skill as a student at the University College.

To help you in developing your learning, and learning how to learn, each level of the course is organised through a number of units which enable the incremental development of your practical and conceptual skills. For instance, research skills are seen essential to learning throughout your postgraduate study, and can help you to realise a range of skills from generating and developing initial ideas, through to evaluating finished work.

The virtual and physical learning environments of the University College provide access to a number of places to research, make and share your work with others following inductions to various facilities relevant to your course.

The University College's Virtual Learning Environment (VLE) forms a basis for e-learning at the College, but it is not merely a repository for accessing course information in electronic form, but is also a place to meet colleagues from your course and the wider MA community, and to enter into forums and other e-based discussions as part of the academic debates and dialogues around your subject.

Staff and students increasingly use blogs and connections to resources such as *Google Scholar*, or to social networking and bookmarking sites such as *Linked-In* or *Delicious* to inform discussions around particular themes or to connect to creative industry professionals.

The production of your art, design or media work is the focus of the teaching and learning experience throughout your course of study. Your own practice will be central to the acquisition of subject knowledge and a range of practical, conceptual and generic skills as you gradually define areas of personal interest.

Students enrolled on both full and part time routes have the opportunity to engage with other postgraduate taught students and undergraduate students informally, but such opportunities are formalised through unit briefs associated with the Award Specific Taught Unit. Collaborative opportunities within the framework and units are intended to facilitate work across levels and across subjects.

Collaborative work between undergraduate and postgraduate students will be focused around the subject specialism, i.e. Textiles, whilst collaboration at postgraduate level is intended to be primarily, but not exclusively across subjects. It is also within the scope of the units to facilitate collaboration between postgraduate taught and postgraduate research students, particularly in the assisting students with the development of robust research methodology, as appropriate to their practice or thesis.

11.3 Assessment

Assessment is the process of evaluating your achievements as a student on a course of study at the University College.

Formative assessment is the process whereby your work and its progress are assessed at regular intervals with accompanying feedback from staff in order to help to improve your performance.

Staff will provide you with feedback on the progress of your work before you reach the assessment point at the end of the unit. This may take place in individual or group sessions for example. You should keep a record of these discussions for reference to help you understand your strengths and areas for future development.

Summative assessment is the process of evaluating and grading your work at a given point in time, which may be at the end of a unit or term, or may be at another pre-determined time within the term.

This is an important element of the learning experience as it formally notes your achievement of the units learning outcomes. Staff will brief you on assessment schedules and requirements well in advance of the event. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion (*for further information, please see the Feedback section in this handbook*).

You will be assessed against the approved unit learning outcomes and assessment criteria as outlined on the specific Unit Outline, so it is important you familiarise yourself with these guidelines throughout your studies. Unit Briefs will help guide you through the specific areas of work you will be engaged with in order to produce the work required for assessment and so successfully meet the unit learning outcomes.

Units also outline important historical and contextual influences, and the business and professional skills of your subject within the context of the creative and cultural industries.

11.4 Feedback following Assessment

You will be given feedback on your performance following each assessment. This is delivered in accordance with your Unit Outline and with reference to the College's Policy on Feedback to Students and [NUCA Student Agreement](#).

12 Support for your learning

12.1 Student Support

The University College can help and support you with a range of educational, practical, personal and financial matters to ensure an enjoyable and rewarding experience at the College. Services include welfare assistance, counselling, help with accommodation issues, disability and dyslexia support and induction and guidance for international students. For information on our services, please visit the following link: [Student Support - Norwich University College of the Arts](#)

12.2 Resources

The campus is divided between seven buildings in and around St Georges Street. They include the recently renovated Duke Street Building, which houses the library and the Monastery Media Lab, which is a state-of-the-art digital games and animation centre.

The University College library offers a stimulating and supportive resource to all students. It has a range of workspaces including access to networked PCs and to group study spaces. It houses over 30,000 books, subscribes to over 150 journal

titles, has over 800 DVDs and a fast developing bank of electronic resources. The Library staff provide support and encouragement in the use of these materials.

NUCA's workshops provide specialised resources and technical support that complement and enhance your creative activities. The technical staff teams are experienced, enthusiastic professionals, including graduates and practising artists, committed to supporting courses and helping you achieve your creative expectations.

The University College offers excellent computing provision including broadband wireless connectivity within our campus buildings.

Supported by a proactive helpdesk, our IT network offers generous computer access. We are also an approved Apple Authorised Training Centre and Apple Centre of Excellence.

You will be issued with an email account when you register and this will remain active for the duration of your studies. The University College intranet provides a host of information on a broad range of NUCA and course related issues.

For further details of our campus facilities, including our specialist workshops, please visit [Campus Facilities - Norwich University College of the Arts](#).

13 Criteria for Admission

Information on how you can apply to the course, our minimum qualifications and entry requirements and details of our interview and application processes can be viewed at [How to Apply - Norwich University College of the Arts](#)

14 Career Opportunities

The University College considers employability as a set of skills, knowledge and attributes that graduates need in order to be effective in gaining employment, self-employment, as professional practitioners and as lifelong learners.

All courses provided by the University College incorporate Business and Professional Skills, career planning and the development of subject-specific and transferable skills to enhance your employability. To view our Employability Statement, please visit the following link:

[Employability - Norwich University College of the Arts](#)