



LEEDS
BECKETT
UNIVERSITY

Course Specification

MA 3D Design

Course Code: MTDES

2020/21

leedsbeckett.ac.uk

Award & Title **MA 3D Design**

Material Information Summary for Postgraduate Applicants

Confirmed at Oct 2019

General Information

Award Master of Arts 3D Design

Contained Awards PG Dip 3D Design (Level 7) (120 credits)

PG Cert 3D Design (Level 7) (60 credits)

Awarding Body Leeds Beckett University

Level of Qualification & Credits Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England

Course Lengths & Standard

Timescales Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:

- 1 year (full time, campus based)

Part Time Study PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within

this information set but the modules offered within each level are consistent.

Location(s) of Delivery City Campus, Leeds

Entry Requirements Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning.

Admissions enquiries may be directed to:

AdmissionsEnquiries@leedsbeckett.ac.uk.

Course Fees Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations www.leedsbeckett.ac.uk/public-information

There are no additional or non-standard regulations which relate to your course.

Key Contacts

Your Course Director Lauren Moriarty

Your Academic Advisor Allocated on induction to the course

Your Course Administrator Sarah Bowler, 0113 8129092,
productdesignadmin@leedsbeckett.ac.uk

Course Overview

The MA 3D Design course believes in creativity for purpose. We use design thinking to address real world and conceptual challenges with a combined approach to theory and practice. Innovative research methods allow our students to gain insights into user needs, economic, environmental and ethical considerations and industry capabilities to inform their design outcomes. The importance of iterative modelling processes (making, testing and making better) allow us to question, challenge, refine and propose appropriate design solutions that make a positive contribution to the world around us.

The MA 3D Design curriculum is characterised by four distinct areas that combine to form the identity of the course; **Human centred design research** allows our students to gain human insight into diverse design issues. **Design Thinking** engages them in a reflective and iterative process of design development and learning through doing. **Design Realisation** allows students to communicate their design ideas through compelling design outcomes. **Operating as a Designer** helps them develop their transferable skills to work effectively as a designer in real world contexts.

Aims

The MA 3D Design course at The Leeds School of the Arts, Leeds Beckett University, is a research informed, practice led, exploration of contemporary three-dimensional design practices. The programme provides a platform for rigorous interrogation of the subject and its wider correlative disciplines. Students will be introduced to and supported to develop a wide range of specialist, transferable skills and strategies, through the exploration of established and emerging technologies.

The course draws upon expertise within a dynamic team of staff and practitioners. The academic and learning support teams have a wealth of professional and educational experience. This diverse knowledge supports the breadth of possible practices within the field of 3D Design, including product design, furniture design, packaging design, material developments for 3D applications, designer-maker practice and considerations of spatial and digital design contexts.

Early exploration into diverse processes and methodologies supports you to focus your area of interest as the course progresses. The course provides students with a learning environment to conceptualise and validate their ideas by observing, gaining human insight, challenging, questioning, suggesting and testing through iterative design processes. The course recognises the breadth of professional and research-led opportunities within the subject area of 3D Design and supports a culture of discursive enquiry and debate.

The aim of the course is to foster and nurture independent creative thinkers. You will be supported in developing your practice for external contexts, such as commercialisation, manufacturing, designer-maker practice for business start-up or a design activism approach of disseminating a campaign to a wider audience. This is to equip graduates with the

necessary attributes to respond to the contemporary challenges undertaken by designers and researchers in the field.

The course aims allow you to:

obtain and develop advanced conceptual, technical, practical and transferable skills to successfully become a socially responsible practitioner within the field of 3D design practices;

engage with a postgraduate curriculum that is appropriate and responsive to the needs and aspirations of all students at this level;

develop a creative, innovative and self-critical approach, which enables you to locate your practice within the expansive professional contexts of 3D design; and

be a highly motivated, autonomous critical thinker and make contextual judgements in preparation for professional practice.

Course Learning Outcomes

At the end of the course, students will be able to:

LO1 Human centred design research	a practical understanding of appropriate advanced research methods;
LO2 Design thinking	a critical awareness and comprehensive understanding and application of design thinking in relation to three-dimensional design practices;
LO3 Design realisation	a comprehensive understanding and demonstration of critical and practical techniques, as applicable to your own practice. Originality and rigour in your solutions to complex design problems;
LO4 Operating as a designer	a systematic understanding of the broad field of contemporary design as appropriate to your personal and professional aspirations.

Teaching and Learning Activities

Summary

The course is taught through combinations of lectures, seminars, tutorials and supervised studio activities. In addition to course specific lectures, the School-wide *'Inside Out'* lectures provide you with inspiring case studies and role models. The workshops and studios in Broadcasting Place also provide an inspiring and stimulating environment for you to realise your ambitions.

All staff on the course are active practitioners and researchers and are, as such, are engaged with the teaching of the subject, transmitting their enthusiasm and knowledge. The team works closely with the Centre for Learning and Teaching and have participated in recent Developing Excellent Academic Practice (DEAP) and Research conferences. The course has an established network of industry contacts, these relationships enrich our student experience and offer opportunities for individual networking, mentoring and external projects.

The course accommodates both students with a strongly defined professional focus and those with a more expansive and experimental approach to 3D Design practices.

The first two studio modules, 7.1 Exploratory Practice and 7.3 Design Practice and Realisation, encourage you to test your initial stances through challenging your approach and introducing a range of design methodologies.

In parallel to modules 7.1 and 7.3, you develop advanced academic skills through the 7.2 Research Methods module, which is shared with the MA Graphic Design, MA Fine Art and MA Fashion courses. This module enables you to develop research skills appropriate to post-graduate level study, as well as facilitating dialogue with students from associated disciplines.

Following 7.1, 7.2 and 7.3, the Critical and Contextual Study (7.4) and Professional Articulation (7.5) modules are introduced. The Critical and Contextual Study provides you with an opportunity to advance your ability to communicate your ideas and intentions through a written document or other agreed form. It helps articulate the application of research and inquiry into the reflection on, and articulation of your studio practice. It develops the discursive and persuasive ability of applying critical thought and judgement to the work of others and advances initiative in responding to the critical questions arising in the culture and history of 3D Design practices.

Module 7.4 (Critical and Contextual Study) requires you to produce a 5000-word (or equivalent) critical study document. The content and form of the document can be discussed and negotiated with your studio tutor. It is supported by individual tutorials and makes use of the research methodologies delivered in module 7.2. Module 7.5 Professional Articulation allows you to reflect upon your design outcomes produced in module 7.3 and articulate these within their intended professional context. Through the review of your personal and professional development, the module allows you to locate your individual design practice within a professional context, demonstrating a high level of awareness of the associated requirements. You will be supported in producing a coherent and highly professional portfolio of work to communicate your intentions for your practice now and in the future.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 7 Core Modules

Level 7	
Semester 1	Core (Y/N)
MA 3D 7.1: Exploratory Practice (30 credits)	Y
MA 3D 7.2: Research Methods (30 credits)	Y
Semester 2	Core (Y/N)
MA 3D 7.3: Design Practice and Realisation (60 credits)	Y
Semester 3	Core (Y/N)
MA 3D 7.4: Critical & Contextual Study (30 credits)	Y
MA 3D 7.5: Professional Articulation (30 credits)	Y

Assessment Balance and Scheduled Learning and Teaching Activities

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than one component of assessment.

Assessment

On this course students will be assessed by 100% coursework. A reflective journal will be a key part of the students learning, assisting the formative feedback process throughout the course.

Assessment Balance	Level 7
Examination	%
Coursework	100%
Practical	%
Overall Workload	
Teaching, Learning and Assessment	600 hours
Independent Study	1200 hours
Placement	N/A

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Hub on either campus to speak to our Student Experience Team. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentexperience@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here

how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.