



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MA Graphic Design

Course Code: MGRAD

2021/22

## **Award & Title**

## **MA Graphic Design (MGRAD)**

### **Material Information Summary for 2021/22 Postgraduate Applicants**

Confirmed at MAR/2021

#### **General Information**

<b>Award</b>	Master of Arts Graphic Design
<b>Contained Awards</b>	Post Graduate Diploma Graphic Design Post Graduate Certificate Graphic Design
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England
<b>Course Lengths &amp; Standard Timescales</b>	Start dates will be notified to students via their offer letter. The length of the course is confirmed below, and modes of delivery will be confirmed prior to the start date in line with Government guidance: <ul style="list-style-type: none"><li>• 1 year (full time)</li><li>• 2 years (part time)</li></ul>
<b>Part Time Study</b>	PT students will be supported by the course team to determine an appropriate selection of modules from the level for each year of 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. Please note that the work placement option is not generally available to PT students.
<b>Location(s) of Delivery</b>	City Campus, Leeds
<b>Entry Requirements</b>	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <a href="http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning">www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning</a> .  Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a> .

## 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](mailto: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/academicregulations](http://www.leedsbeckett.ac.uk/academicregulations))

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

## Key Contacts

### Your Course Director

Dr Ian Truelove

### Your Academic Advisor

Will be allocated during induction.

### Your Course Administrator

Matt Allen [graphicdesignadmin@leedsbeckett.ac.uk](mailto:graphicdesignadmin@leedsbeckett.ac.uk)

## Professional Accreditation or Recognition Associated with the Course

N/A

## Course Overview

### Aims

The MA Graphic Design course at Leeds Beckett University is a research informed, practice-led exploration of contemporary graphic design. The programme provides a platform for rigorous interrogation of the subject and its wider correlative disciplines.

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 graphic and communication design, including design for print and screen, experiential design, digital/interactive practices, advertising, typographic communication, photography, moving image and animation.

Early exploration into the diverse processes and methodologies supports you to focus your area of interest as the course progresses. You are encouraged to engage with a deeper level of creative enquiry through the transitional modular structure of the programme.

The course recognises the breadth of professional and research-led opportunities within the subject area of graphic design and supports a culture of discursive enquiry and debate.

The aim of the course is to foster and nurture independent creative thinkers. This is to equip graduates with the necessary attributes to respond to the contemporary challenges undertaken by graphic designers and researchers in the field.

The aims of the programme are to:

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

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 contemporary graphic 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:

Demonstrate a systematic understanding of the broad field of contemporary Graphic Design, as appropriate to your personal and professional aspirations;
Demonstrate a critical awareness and comprehensive understanding of historical and contemporary thinking in relation to Graphic Design;
Demonstrate a comprehensive understanding of critical and practical techniques, as applicable to your own practice;
Demonstrate originality and rigour in your solutions to complex design problems; and a practical understanding of appropriate advanced research methods.

### Teaching and Learning Activities

#### Summary

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 DEAP conferences. Staff have recently presented at recent annual conferences at the Graphic Design Educators' Network. The aim of this network is to incite discourse about our practices and advocate graphic design education by developing, sharing and cultivating pedagogy, research and scholarship.

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.

The course accommodates both students with a strongly defined professional focus and those with a more expansive and experimental approach to graphic design. The first two studio modules, 7.1 Responsive Studio Practice and 7.3 Disruptive Studio Practice, encourage you to test your initial stances by requiring you to experience an opposing approach. Students positioning themselves as experimental practitioners benefit from being tested against a set of problem-solving restrictions in 7.1, and students who see themselves as brief-driven designer are tested by the disruption inherent in 7.3. 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 Fashion and MA Fashion Marketing 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 Study (7.4) and Independent Studio Practice (7.5) modules are introduced. The Critical Study provide you with an opportunity to advance your ability to communicate your ideas and intentions through a written document or other agreed form. It helps progress the application of research and inquiry into the reflection on, and articulation of your own work. It develops the discursive and persuasive ability of applying critical thought and judgement to the work of others and advance initiative in responding to the critical questions arising in the culture and history of graphic design. The Critical Study, unless otherwise negotiated, takes the form of a 5000 word text. It is supported by individual tutorials and makes use of the research methodologies delivered in 7.2. Module 7.5 Independent Studio Practice builds on the self-initiation of a personal project in 7.3. It expands the themes and questions of the project and demands you to anticipate the expectations of an audience and necessitate thinking and decision making around the intentions, locations and messages of the work. This large module uses a process of negotiated learning and agreement to support you through the process of developing and executing an extended independent creative project.

## Your Modules

This information is correct for students progressing through the programme within standard timescales. Part time students will be supported by the course team to determine an appropriate selection of modules from the level for each year of study. Students who are required to undertake repeat study may be taught alternate module which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

<b>Level 7</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
7.1 Responsive Studio Practice (30 credits)	Y	7.4 Critical Study (30 credits)	Y
7.2 Research Methods (30 credits)	Y	7.5 Independent Studio Practice (60 credits)	Y
7.3 Disruptive Studio Practice (30 credits)	Y		

The option modules listed are indicative of a typical year. There may be some variance in the availability of option modules.

## 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 30 credit point module equates to 300 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

### Assessment

On this course students will be assessed predominantly by coursework.

### Workload

Overall Workload for the Course	Level 7
Teaching, Learning and Assessment	522 hours
Independent Study	1,278 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 Advice Hub on either campus. 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 Advice 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 [studentadvicehub@leedsbeckett.ac.uk](mailto:studentadvicehub@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.