

School of Creative Arts

Title of Programme: Postgraduate Art and Design (Graphic Design and Illustration) –  
Online

Programme Code: CTWMAD

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2017

Associate Dean of School (Academic Quality Assurance):  
Rob Wright

Signature

A handwritten signature in black ink, appearing to read 'Rob Wright', written in a cursive style.

31<sup>st</sup> March 2017

# Programme Specification Postgraduate Art and Design (Graphic Design and Illustration) - Online

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

|                                    |                             |
|------------------------------------|-----------------------------|
| <b>Awarding Institution/Body</b>   | University of Hertfordshire |
| <b>Teaching Institution</b>        | University of Hertfordshire |
| <b>University/partner campuses</b> | College Lane Campus         |
| <b>Programme accredited by</b>     | Not applicable              |
| <b>Final Award (Qualification)</b> | M                           |
| <b>All Final Award titles</b>      | Graphic Design              |
| <b>(Qualification and Subject)</b> | Illustration                |
| <b>FHEQ level of award</b>         | 7                           |
| <b>Language of Delivery</b>        | English                     |

### A. Programme Rationale

**Note: UH Online (ONL), the University's centre for online distance learning, administers this programme on behalf of the School of Creative Arts.**

#### **Postgraduate Studies at the School of Creative Arts**

Central to the Postgraduate provision at the School of Creative Arts is the belief that the critical and theoretical concerns of contemporary cultural life permeate all aspects of artists', designers', filmmakers', musicians' and media professionals' work, whatever the medium. Therefore, we offer the highest levels of direction to help each student operate strategically in relation to their current direction as a professional creative.

The aims of the taught Postgraduate portfolio at the School of Creative Arts are to equip students with the necessary skills, knowledge and understanding at an advanced level, fostering their creativity and innovation to enhance employment and entrepreneurial opportunities in the local, national and global economies.

Typically, each programme of study will contain the following aims and objectives:

- to enable students to creatively exploit the potential of traditional, contemporary or emergent media;
- to empower students to develop original artefacts in art and design, media, music or film;
- to enable students to develop as professional 'creatives', able to realise their career aspirations within art and design, media music and film and related industries, or for further research;
- to facilitate the cultivation of the necessary practical, creative, conceptual, intellectual and professional skills for continuous professional and self development;
- to encourage an active, self directed and high-level approach to learning;
- to foster critical analysis and creative synthesis throughout the programmes;
- to develop in students interpersonal skills to enable effective communication and team working and the ability to operate positively within a wider social, cultural and environmental context and reflect the professional context of the creative industries.

The provision has been structured to enable students to build and explore potential collaborations whilst maximising the student experience in a collective but on an independent basis. The provision offers a spread across the Postgraduate portfolio whilst maintaining the individuality and discreteness of each of the subjects on offer. Shared modules and experiences have been put in place offering students the opportunity to locate a real sense of student community and connectedness at this Higher Level of education.

## Overview

The Online Postgraduate Programme in Art and Design (Graphic Design and Illustration) has two separate named awards:

- Graphic Design
- Illustration

The Programme provides an experience that is centred on both individual practice and practice within the context both of the creative and cultural industries and cultural studies.

This is a practice-led Programme for students who want to develop their specialist skills at an advanced level. This Programme aims to give students an understanding of cutting-edge practice, develop their creative potential as a practitioner and give them the entrepreneurial skills they need to work successfully in their chosen specialist area of creative art and design. Core content is delivered via video lecture and online resources across the whole cohort group and students are allocated to small tutor groups for small-group and individual online support. The Programme is centered on individual practice and encourages critical dialogue between traditional methods, disciplines and media. Practice modules develop individual practice through a combination of work-in-progress critiques via online galleries, online tutorials and video lectures. A sustained body of creative work forms the basis of assessment, supported by written documentation and assignments. The course is also designed to develop research skills to an advanced level and ensure students have a critical knowledge of the work of other practitioners in their specific field. Students are expected to be self-motivated and personally ambitious, yet understand the importance of collaboration and networking opportunities as they occur and have a flexible approach to problem solving.

## Teaching and Learning Strategies

The Postgraduate Art & Design Programme encourages and develops in their students an autonomy of purpose and an independence of mind, built on the concept of the informed practitioner. At the heart of this is a learning and teaching methodology based around the idea of the enquiry, with the theoretically-based common modules underpinning the practice-based modules. This concept structures our activities, promoting the transferable research skills characteristic of Postgraduate education, enhancing critical thinking and evaluation, requiring creative invention, analysis and synthesis and ensuring practice in a range of scenarios where a range of communication of ideas and information takes place.

The programme deploys a mixture of general and specialist video lectures and online resources, work-in-progress critiques via online galleries, forum discussions and individual and small group online tutorials. The learning activities are supported by the University of Hertfordshire's on-line Learning Environment, StudyNet, which provides an always-on repository of learning materials, with links to a broad range of resources elsewhere and remote access to Voyager, the University's online library resources database and to other on-line databases, archives and collections. All academic tutors maintain currency and professional orientation of the curriculum through their research, scholarly activity and professional practice.

Online resources are available via StudyNet 24/7, so that students can access materials at a time to suit their personal schedules. Flexibility is emphasised in the arranging of tutorials and critiques and forum discussions are asynchronous, so that students may contribute at any time. There is no requirement to attend campus, as all learning and assessment takes place electronically, via email, Skype and StudyNet.

Across the Programme, the self-managed independent study elements make up by far the greatest portion of study time. It is in their effective use of that time that students develop and demonstrate the responsible autonomy of a kind that characterises the successful post-graduate student. The depth and breadth of the activities the student undertakes during self-managed independent study are often directly reflected in the qualities of the work they submit for assessment.

It is envisaged that typically students get the opportunity to put their knowledge into practice, whilst gaining valuable professional experience to enhance their employment prospects.

## Core Modules

The modules Research and Enquiry (R&E) and Creative Economies (CE) are taught across all postgraduate programmes in the School of Creative Arts, bringing students from the different subject areas together and providing the opportunity for peer-learning experiences; e.g. online will be able to interact and measure their subject requirements up against those studying on campus, locating difference and similarity of creative intention and understanding. This will bring a real benefit to the cohort learning and teaching experience. In CE, a series of filmed lectures will allow students to cross-examine professional difference and expectations.

## Programme Specific Modules

The Programme specific Practice-based modules, Practice 1, Practice 2, increase in intensity and focus throughout the MA, culminating in the final 60 credit Major Study module. Students are encouraged to share work with their peers, ensuring they are part of a diverse, friendly and supportive postgraduate community. The development of the individual practice is supported by staff and lecturers through individual and group online tutorials, peer discussion and work-in-progress critiques.

The specificity of each discipline is expressed in the content of each module and in the study negotiated with tutors in these modules. Within this framework the Discourse and Reflection module ensures that students understand and enter the language and discourse knowledge related to area of their discipline.

*Practice 1* is designed to enable students to develop a proposal for Masters level study which forms the basis of the development for their practice during the MA. This proposal will consider advanced knowledge and practice within the discipline and take into account a range of relevant external influences which may be cultural, commercial, or technical. It aims to help students make a critical evaluation of their work, to identify and acquire the skills necessary to begin to realise a proposal relevant to their personal aspirations and develop a methodology by which they expand and explore the project/theme. The majority of the module is devoted to independent studio-based activity supported by individual and group online tutorials in which students are given the opportunity to present their current research and practice.

*Practice 2* enables students to direct and develop their practice and their MA proposal in preparation for its final realisation for the Major Study module. Students are required to further enhance the knowledge and skills base appropriate to their practice and are challenged to see the relevance of their work from differing perspectives.

The module aims to encourage students to continue to explore and expand their working methods and concepts within the context of their specialism and articulate these methodologies to others.

For the *Major Study* Module, there is a separate module descriptor for each of the named awards on the Art and Design Programme. This module focuses on the realisation of the MA proposal and includes both practical and contextual elements. It is designed to help students realise the body of work developed in Practice 1 and 2 and contextualised in the three core modules Research and Enquiry, Discourse and Reflection and Creative Economies. Students build upon ideas established and explored in earlier parts of the programme and bring together various practical, theoretical, commercial, social and ethical concerns to complete a sustained body of original and innovative practice. The Major Study is assessed in the form of a final presentation in which the student will be required to outline the genesis, development and realisation of the project.

## Enterprise and Employability

The programme has many strategies that develop in the student an awareness of enterprise and opportunities. These require students to address such things as markets and opportunities of a non-commercial kind, audiences and acts of consumption and how their work relates to current practices, instances and issues and to advancing knowledge, the application of new technologies and the invention of new methodologies.

Raising student awareness of and attitudes towards enterprise are embedded in the programme as part of transferable skills. Seen as a defining characteristic of Postgraduate study it is vital to such things as autonomy and self-management, curiosity and the articulation of what-if scenarios and in creative invention and synthesis. Students are required to ground their work in contemporary professional or academic practice. This ensures that they are dealing with the forefront in their chosen specialist area and maintain validity and relevance within their work.

## Work Related Learning

If appropriate, students are encouraged to gain work experience as part of their learning on the Postgraduate Art and Design Programme.

Work-based, work-related or work placement learning is encouraged and will normally take place in semesters B or C of the programme of study. Work-related learning may take a variety of forms and may include time spent working in or with an established company or organisation, or with an established individual practitioner. The Programme Tutor, in discussion with the specialist tutor, has to approve any work related learning.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### Additionally this programme aims to:

- acquisition of knowledge, understanding and skills that serves the needs of local, national and global economies and to prepare students for work in the rapidly evolving world of the creative and cultural industries;
- provision of a postgraduate learning environment for students which encourages exchanges between students studying various art and design disciplines at an advanced level and within a supportive peer learning context;
- provision of an informed understanding of the professional and commercial contexts in the creative industries and the application of these to other relevant contexts;
- provision of a repertoire of transferable skills.

### Subject specific (Graphic Design / Illustration) aims are:

- to enable students to operate as practitioners within their chosen field with reference to knowledge and understanding and skills that are at the forefront of their discipline;
- to provide a challenging environment which stimulates debate and fosters innovative and creative approaches to the subject;
- to provide students with a critically well-informed understanding of their chosen individual and discreetly differing disciplines at an advanced level;
- to provide students with a learning environment and intellectual framework which enables them to develop a conceptual and intellectual awareness of their chosen disciplines and current best practices at an advanced level.

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

| Knowledge and Understanding:  | Teaching/learning methods & strategies  | Assessment  |
|---|---|---|
| A1- demonstrate a systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study;  | Acquisition of knowledge and understanding is through<br><br>general and specialist video lectures;<br><br>online discussions;  | Knowledge and understanding are assessed through a mixture of assignments using spoken, visual and written media, posters and presentations, project and practice outcomes and commentaries of various kinds. |
| A2- demonstrate knowledge and understanding of research and enquiry methods and a critical awareness of current issues and debates at the forefront of current and emerging creative and professional practice; | individual and small group online tutorials;<br><br>processes of enquiry conducted during self-managed independent study;<br><br>reflective consideration of project work in process and on completion.         |   |
| A3- demonstrate knowledge and understanding of issues key to creative industries, institutions and academic environments in relation to the award of study;   | Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject. |   |
| A4- demonstrate a critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative to the award of study;   |   |   |
| A5- demonstrate an awareness, curiosity and ability of current best practice in the relevant award of study;  |   |   |
| A6- demonstrate an advanced awareness, curiosity and ability of current best practice in the relevant award of study.   |   |   |

| Intellectual skills:   | Teaching/learning methods & strategies   | Assessment   |
|--|--|--|
| <p>B1- evaluate materials, processes, techniques and technologies and their application to specialist practice;</p> <p>B2- evaluate and discuss critically current issues, debates and trends relevant to the chosen award of study;</p> <p>B3- critically evaluate, develop and contextualise own work, with informed reference to current theory and practice at or near the forefront of their field of study;</p> <p>B4- develop to a high level: visual language, conceptual skills and practical expertise in the specific area of the award which advance personal aspirations and potential opportunities at a professional level.</p> | <p>Intellectual skills are developed through the methods and strategies set out in A above.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>                               | <p>Intellectual skills are assessed through the methods and strategies set out in A above.</p> |
| Practical skills:  | Teaching/learning methods & strategies   | Assessment   |
| <p>C1- initiate, develop and realise original creative work, which demonstrates initiative, personal responsibility, autonomy and a critical awareness of current practice, audiences and registers of communication;</p> <p>C2- effectively employ a relevant range of media and technology to communicate ideas and information and create work which potentially evokes/invokes 'emotive responses' in others (audiences, etc.);</p>  | <p>Practical skills are developed through online teaching resources and tutorial support of underlying principles, theories and processes, through the use of skills and bodies of practice during self-managed independent study.</p> | <p>Practical skills are assessed through practice development and realisation.</p>             |

|  |  |   |
|--|--|---|
| <p>C3- effectively employ current practices, techniques and technologies in the specialist field to produce original creative work;</p> <p>C4- work independently and take responsibility for project planning, implementation and decision-making at a professional level;</p> <p>C5- effectively employ current practices, techniques and technologies in the specialist field of the award of study to produce original creative work that demonstrates technical expertise and professionalism in its production.</p>    |  |   |
| <p>Transferable skills:</p>  | <p>Teaching/learning methods &amp; strategies</p>  | <p>Assessment</p>   |
| <p>D1- communicate complex ideas clearly to a range of audiences in visual, written and oral forms using appropriate academic and professional conventions;</p> <p>D2- produce self-directed work of high quality demonstrating initiative, autonomy, personal responsibility, originality and critical self-awareness, managing time and resources efficiently through cogent planning and organisation;</p> <p>D3- effectively deploy a range of personal and entrepreneurial skills to meet professional aspirations;</p> | <p>Transferable skills are developed through course work, as part of self-managed independent study, online presentations, online discussions, essay/report assignments; through reflection and commentaries on the work of self and others and through project process and realisation.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p> | <p>Transferable skills are assessed through module assignments and project realisation, in both theory and practice modules</p> |

D4- evaluate and reflect upon personal strengths and the work of others and independently identify goals for continuing professional development.

## D. Programme Structures, Features, Levels, Modules and Credits

The programme is offered in part-time (2 years) mode (distance learning) and leads to the award of MA Degree with one of the following titles:

MA Graphic Design  
MA Illustration

Entry is normally at level 7 (with suitable degree qualifications). Intake is normally Semester A (September).

### Professional and Statutory Regulatory Bodies

No accreditation

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

**Mode of study:** Distance (part time)

**Entry point:** Semester A

| Module Title                                      | Module Code | Credit Points | Language of Delivery | % Examination | % Coursework | % Practical | Semesters |
|---|-------------|---------------|----------------------|---------------|--------------|-------------|-----------|
| Research and Enquiry (Online)                     | 7WCT0001    | 15            | English              | 0             | 100          | 0           | A         |
| Creative Economies (Online)                       | 7WCT0002    | 15            | English              | 0             | 100          | 0           | B         |
| Discourse and Reflection: Art and Design (Online) | 7WCT0003    | 30            | English              | 0             | 100          | 0           | AB        |
| Practice 1: Art and Design (Online)               | 7WCT0004    | 30            | English              | 0             | 100          | 0           | AB        |
| Practice 2: Art and Design (Online)               | 7WCT0005    | 30            | English              | 0             | 100          | 0           | C         |
| Major Study: Graphic Design (Online) <b>or</b>    | 7WCT0006    | 60            | English              | 0             | 100          | 0           | ABC       |
| Major Study: Illustration (Online)                | 7WCT0007    | 60            | English              | 0             | 100          | 0           | ABC       |

The award of an MA Degree requires 180 credit points at Level 7, which must include a Major Study module.

## Module structure: part-time:

### Year One.

| Semester A  | Semester B   | Semester C                  |
|---|--|-----------------------------|
| RESEARCH/ENQUIRY<br>(15 credits)<br><br>taught common<br>shared DMD | CREATIVE ECONOMIES<br>(15 credits)<br><br>taught common with<br>breakouts/shared DMD | PRACTICE II<br>(30 credits) |
| PRACTICE 1<br>(30 credits)  |  |                             |

### Year Two.

| Semester A  | Semester B | Semester C |
|---|------------|------------|
| DISCOURSE & REFLECTION<br>(30 credits)  |            |            |
| MAJOR STUDY: <i>NAME OF AWARD</i><br>(60 credits)<br><br>Graphic Design<br>Illustration |            |            |

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

| Final Award              | Award Title                                | Minimum requirements                                | Available at end of (normally): | Programme Learning Outcomes developed (see above) |
|--------------------------|--|---|---------------------------------|---|
| Masters                  | MA Graphic Design<br>MA Illustration       | 180 credit points including at least 150 at level 7 | 3 Semesters                     | All programme learning outcomes (see Table 2)     |
| Postgraduate Diploma     | Postgraduate Diploma in Art and Design     | 120 credit points, including at least 90 at level 7 | 2, 3 Semesters                  | A2; A3; A5; B1; B2; B3; C1; C2; C3; C4; D2; D4    |
| Interim Award            | Award Title                                | Minimum requirements                                | Available at end of Level       | Programme Learning Outcomes developed (see above) |
| Postgraduate Certificate | Postgraduate Certificate in Art and Design | 60 credit points, including at least 45 at level 7  | 1-2 Semesters                   | A2; A3; B2; B3; C2; C3; D2; D4                    |

Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in [UPR AS14](#), Section D and the students' handbook are met.

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## Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival/departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.
- It is a requirement of the programme that all coursework is submitted.
- The Programme is modular in structure and delivery and assessment is 100% coursework. This will be a mix of presentations, written work, as well as the submission of group work and practical work. The learning outcomes will be assessed against a standard appropriate to master degree level of study as set out in the learning outcomes.

The Programme operates the University policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

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## Other information relevant to the programme

**Distance learning students** must have their own appropriate space/studio or equivalent during the period of study. They must also have sustained access to computer and internet facilities and the ability to ensure that work can be submitted electronically. They must also ensure that peer learning and tutor communication can take place through email and StudyNet.

**Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, School of Creative Arts and the University. The student may withdraw this consent at any time by contacting their programme leader or the School Admin. Office.

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## E. Management of Programme & Support for student learning

### Management

The programme is managed and administered through:

- Dean of School.
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Creative Arts.
- Academic Group Leader with an overview of the programme.
- A Programme Leader who is responsible for the day to day management and admissions.
- A Tutor for each of the named awards.
- Module Leaders who are responsible for individual modules.

- A designated Student Administrator to deal with day to day administration associated with the programme.
- A Postgraduate Coordinator supporting the Programme Leader and responsible for coordinating marketing and recruitment across the taught masters courses in the
- An Admissions Tutor with specific responsibility for open days and selection
- A programme committee with responsibility for programme development, administration and student issues, the membership of which includes the programme administrator, academic group leader, programme leader, all teaching staff, student representatives, a technical officer and the Information Hertfordshire Manager.

## Support

Students are supported by:

- Academic Group Leader to oversee and advise on programme related issues.
- Programme Leader to provide regular guidance and feedback in relation to the course.
- Personal tutors to provide academic and pastoral support.
- Studio Technicians.
- Student Proctors.
- Accompanying Handbooks, Module Booklets.
- The School Study Skills Booklet.
- Student representatives on the programme committee.
- A designated student administrator.
- An induction week at the beginning of the academic session.
- Orientation for overseas students.
- Designated studios within the postgraduate centre.
- Workshop facilities in the School of Creative Arts.
- On-site shop for materials, Loan Stores for camera and other equipment.
- Students have access to a full range of facilities across Art and Design.
- All Masters level students are encouraged to attend post graduate research seminars.
- StudyNet, a versatile on-line interactive intranet and learning environment.
- Guided student-centred learning on StudyNet module sites.
- Attractive modern study environments in two Learning Resources Centres and Learning Zones.
- Access to extensive digital and print collections of information resources.
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters accommodation, international student support etc.
- Office of the Dean of Students, incorporating Chaplaincy, Counselling and Nursery.
- An Accommodation Office.
- Medical Centre and Pharmacy.
- University Disability Advisors.
- An Equal Opportunities Officer.
- The Careers, Employment and Enterprise service for all current students and graduates.
- The Students' Union.
- The Creative Arts Toolkit <http://catoolkit.herts.ac.uk>

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [A-Z of the University of Hertfordshire](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/segreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

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## G. Entry requirements

The normal entry requirements for the programme are:

For all of the awards, an undergraduate degree in the classification of 2:2 or above is mandatory. In exceptional circumstances, students may be taken onto the programme with alternative qualifications and experience.

All applicants are required to submit a portfolio in support of their application. This visual portfolio that must contain a selection of images of finished designs, images of sketchbook work and images that shows the design development process and research in the area of intended study.

The portfolio must be clearly annotated with an indication of media and size of the works and ideally should relate to the area of intended study, e.g. if the applicant intends to study Graphics at MA, there should be evidence of knowledge of Graphics in the visual and annotated evidence of the portfolio and proposal. Applicants who are applying to study for MA in an area in which they have no prior experience will be carefully considered and are the exception, as the MA is intended to build on a skill base already established.

Once the application has been received, the applicant may be invited for interview to ensure that their aspirations can be met by the course. International students will submit a portfolio electronically and a telephone or skype interview is arranged where necessary.

### English Language

All international students are required to demonstrate suitable levels of English language competence. This can be through previous study in English, but we often require specific performance in English tests. All undergraduates must be able to prove a minimum of IELTS 6.5 with at least 5.5 in every component or equivalent.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:

Ms Katie Parkash, Senior Student Administrator, School of Creative Arts

Telephone: 01707 281298

Email: [k.parkash@herts.ac.uk](mailto:k.parkash@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk).

## Distance Learning: Part-time - MA Graphic Design and MA Illustration

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

|              |   | Programme Learning Outcomes (as identified in section 1 and the following page) |    |    |    |    |    |                     |    |    |    |                  |    |    |    |    |                     |    |    |    |   |
|--------------|---|---|----|----|----|----|----|---------------------|----|----|----|------------------|----|----|----|----|---------------------|----|----|----|---|
|              |   | Knowledge & Understanding   |    |    |    |    |    | Intellectual Skills |    |    |    | Practical Skills |    |    |    |    | Transferable Skills |    |    |    |   |
| Module Title | Module Code                                       | A1  | A2 | A3 | A4 | A5 | A6 | B1                  | B2 | B3 | B4 | C1               | C2 | C3 | C4 | C5 | D1                  | D2 | D3 | D4 |   |
| Level 7      | Research and Enquiry (Online)                     | 7WCT0001  |    | X  | X  | X  |    |                     | X  | X  |    |                  | X  |    |    |    |                     | X  |    | X  |   |
|              | Creative Economies (Online)                       | 7WCT0002  |    |    | X  | X  |    |                     | X  |    |    |                  | X  |    | X  |    |                     | X  | X  | X  |   |
|              | Discourse and Reflection: Art and Design (Online) | 7WCT0003  |    |    | X  | X  |    |                     |    | X  |    |                  |    |    |    |    |                     | X  | X  | X  |   |
|              | Practice 1: Art and Design (Online)               | 7WCT0004  | X  |    |    |    | X  |                     | X  | X  |    |                  | X  | X  | X  |    |                     |    | X  | X  |   |
|              | Practice 2: Art and Design (Online)               | 7WCT0005  | X  | X  |    |    | X  |                     | X  | X  | X  |                  | X  | X  | X  | X  |                     | X  |    | X  | X |
|              | Major Study: Graphic Design (Online)              | 7WCT0006  | X  | X  | X  | X  |    | X                   | X  | X  | X  | X                | X  | X  |    | X  | X                   | X  | X  | X  | X |
|              | Major Study: Illustration (Online)                | 7WCT0007  | X  | X  | X  | X  |    | X                   | X  | X  | X  | X                | X  | X  |    | X  | X                   | X  | X  | X  | X |

**Key:** Learning Outcome which is assessed as part of the module ☒

## Key to Programme Learning Outcomes

### Knowledge and Understanding

- A1. demonstrate a systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study;
- A2. demonstrate knowledge and understanding of research and enquiry methods and a critical awareness of current issues and debates at the forefront of current and emerging creative and professional practice;
- A3. demonstrate knowledge and understanding of issues key to creative industries institutions and academic environments in relation to the award of study;
- A4. demonstrate a critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative to the award of study;
- A5. demonstrate an awareness, curiosity and ability of current best practice in the relevant award of study.
- A6. demonstrate an advanced awareness, curiosity and ability of current best practice in the relevant award of study.

### Intellectual Skills

- B1. evaluate materials, processes, techniques and technologies and their application to specialist practice;
- B2. evaluate and discuss critically current problems, debates and trends relevant to the chosen discipline of study;
- B3. critically evaluate, develop and contextualise own work, with informed reference to current theory and practice at or near the forefront of their field of study;
- B4. develop to a high level: visual language, conceptual skills and practical expertise in the specific area of the award which advance personal aspirations and potential opportunities at a professional level.

### Practical Skills

- C1. initiate, develop and realise original creative work, which demonstrates initiative, personal responsibility, autonomy and a critical awareness of current practice, audiences and registers of communication;
- C2. effectively employ a relevant range of media and technology to communicate ideas and information and create work which potentially evokes/invokes 'emotive responses' in others (audiences, etc.);
- C3. effectively employ current practices, techniques and technologies in the specialist field to produce original creative work;
- C4. work independently and take responsibility for project planning, implementation and decision-making at a professional level.
- C5. effectively employ current practices, techniques and technologies in the specialist field of the award of study to produce original creative work that demonstrates technical expertise and professionalism in its production;

### Transferable Skills

- D1. communicate complex ideas clearly to a range of audiences in visual, written and oral forms using appropriate academic and professional conventions;
- D2. produce self-directed work of high quality demonstrating initiative, autonomy, personal responsibility, originality and critical self-awareness, managing time and resources efficiently through cogent planning and organisation;
- D3. effectively deploy a range of personal and entrepreneurial skills to meet professional aspirations;
- D4. evaluate and reflect upon personal strengths and the work of others and independently identify goals for continuing professional development.

## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**

None

**Type of programme**

Taught Postgraduate

**Date of validation/last periodic review**

October 2015

**Date of production/ last revision of PS**

March 2016

**Relevant to level/cohort**

Level 7 entering September 2017

**Administrative School**

School of Creative Arts

Table 3 Course structure

| Course details       |  |                   |                |                    |                      |
|----------------------|--|-------------------|----------------|--------------------|----------------------|
| Course code          | Course description   |                   |                |                    | JACS                 |
| CTWMADGD<br>CTWMADIL | MA Art and Design (Graphic Design) - Online<br>MA Art and Design (Illustration) - Online |                   |                |                    | W210<br>W220         |
| Course Instances     |  |                   |                |                    |                      |
| Instances code       | Intake   | Stream            | Instances Year | Location:          | Mode of study        |
| GDWSEP1PD-1          | A  | MA Graphic Design | 1              | UH Hatfield Campus | Distance (Part Time) |
| GDWSEP1PD-2          | A  | MA Graphic Design | 1              | UH Hatfield Campus | Distance (Part Time) |
| GDWSEP2PD-1          | A  | MA Graphic Design | 2              | UH Hatfield Campus | Distance (Part Time) |
| GDWSEP2PD-2          | A  | MA Graphic Design | 2              | UH Hatfield Campus | Distance (Part Time) |
| ILWSEP1PD-1          | A  | MA Illustration   | 1              | UH Hatfield Campus | Distance (Part Time) |
| ILWSEP1PD-2          | A  | MA Illustration   | 1              | UH Hatfield Campus | Distance (Part Time) |
| ILWSEP2PD-1          | A  | MA Illustration   | 2              | UH Hatfield Campus | Distance (Part Time) |
| ILWSEP2PD-2          | A  | MA Illustration   | 2              | UH Hatfield Campus | Distance (Part Time) |