

School of Creative Arts

Title of Programme: Postgraduate Design

Programme Code: CTDES

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2019

Associate Dean of School (Academic Quality Assurance):  
Barbara Brownie

Signature



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A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

### Summary of amendments to the programme

Date	Section	Amendment

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification Postgraduate Design

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>	MA
<b>All Final Award titles</b>	MA Fashion
<b>(Qualification and Subject)</b>	MA Graphic Design
	MA Illustration
	MA Interior Architecture and Design
	MA Product Design
<b>FHEQ level of award</b>	7
<b>Language of Delivery</b>	English

## A. Programme Rationale

### **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.

## Postgraduate Design Programme - Overview

The Programme has FIVE separate named awards:

- MA Fashion
- MA Graphic Design
- MA Illustration
- MA Interior Architecture and Design
- MA Product Design

There are five awards within this programme as listed above. The Programme provides an experience that is centred on both individual practice and practice within the context of both the creative and cultural industries and cultural studies.

**Fashion** explores the possibilities for the fashion designer today, questioning conventions and refining individual practice and design capabilities by working with and understanding traditional and new materials and techniques. Students are encouraged to question the value of fashion to themselves and society. The award provides expertise to promote personal practice, either as a small business or in the context of global fashion markets.

**Future Products and Materials** takes a cross-disciplinary approach to the development of experimental, future-facing design work. By considering the intersection of design, craft and science and by revisiting traditional practice using digital tools and new thinking afforded by digital technologies, students are encouraged to explore sustainable future potentials of materiality. Applications are located across the areas of Fashion, Interior Architecture, Architecture, Design Crafts and Product Design.

**Graphic Design** adopts a creative, enquiring and critical approach to the graphic image and its uses in contemporary practice. A wide variety of practices are supported, from traditional craft processes to contemporary digital image making. Students develop an individual professional practice informed by an awareness of the social, political, environmental and commercial contexts of graphic design and the processes by which graphic signs operate to convey meanings in various environments.

**Illustration** allows students to develop their imaginative, creative and technical potential through advanced knowledge and skills in the use of narrative storytelling and its relationship to illustration, as well as illustrative conventions in children's and adult literature, comics and other media. Students typically examine a range of media in the fields of illustration, including the role of image-making in new and traditional media and illustration's relationships with fine art and digital media.

**Interior Architecture and Design** explores a wide range of issues, including creative practice and space-making, as well as the use of materials, scales and form in the creation of private, commercial and public spaces. Working with a strong experimental ethos and developing solid technical skills, students examine the connection between architecture and interior design and the creation of both real and virtual spaces within an international, contemporary context.

This is a practice-led programme for students who want to develop their specialist design 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 design. The awards provide a mix of core teaching across the whole cohort group, enabling small numbers of students on some award pathways to be effectively taught and supported in their studies, together with award-specific tuition centred on individual practice encouraging critical dialogue between traditional methods, disciplines and media. Practice modules develop students' individual practice through a combination of work-in-progress seminars, tutorials and 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 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 employs a mixture of general and specialist group lectures, demonstrations and workshops, work-in-progress seminars and symposium discussions, individual and small group face-to-face tutorials and e-mail tutorials. Its learning activities are supported by the University of Hertfordshire's on-line Learning Environment, StudyNet, which provides and always-on repository of learning materials, with links to a broad range of resources elsewhere and remote access to Voyager, the University's 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.

The student week may be typified by an attendance day where lectures, seminars etc. take place and act as 'triggers' for further study. For PG Design, this is usually across 2 days and some students may also have tutorial contact on other days or be required to attend undergraduate skills based lectures and workshops elsewhere in the week to develop their skills, or to broaden their experience of particular technologies, processes or approaches.

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.

The programme recognises that interdisciplinary working is a key feature of contemporary design practices and the programme offers both assessed and non-assessed opportunities for students to work with others.

The programme delivery recognises that masters-level students may have a range of responsibilities and situations which make flexible delivery patterns an important part of meeting students' needs and thus adopts a student-centred approach. There are both full-time and part-time pathways and all students can opt to take either or both of the two common modules (Research and Enquiry and Creative Economies) through conventional attendance or via distance-learning online.

## 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. a fashion student will be able to inter-act and measure their subject requirements up against a media or music student, 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 group lectures will allow students to cross-examine professional difference and expectations, which will then be followed by breakout sessions within the Programme allowing a more intense subject specific enquiry to take place.

## 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. In some lectures and seminars, students come into contact with artists following other pathways of study, ensuring they are part of a diverse, friendly and supportive postgraduate community. Whether on campus or online, the development of the

individual practice is supported by senior research staff and lecturers through individual and group tutorials and work-in-progress seminars.

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 both to develop a focus for their Masters level study which forms the basis of the direction of their practice during the MA and to extend their knowledge and understanding of practice relevant to their chosen area. Their study 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. The module 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 studio-based activity supported by individual and group 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 PG 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 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 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 live or collaborative projects (where the brief is set by an external agency), time spent working away from the University 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.

All work related learning experiences are managed through the School's established systems and protocols.

## 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 (Fashion, Graphic Design, Illustration, Interior Architecture and Design and Product Design) 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 general and specialist group lectures;	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;	demonstrations and workshops, seminars and symposium discussions;	
A3- demonstrate knowledge and understanding of issues key to creative industries, institutions	individual and small group face-to-face tutorials and e-mail tutorials;	
	processes of enquiry conducted during self-managed independent study;	

<p>and academic environments in relation to the award of study;</p> <p>A4- demonstrate a critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative to the award of study;</p> <p>A5- demonstrate an awareness, curiosity and ability of current best practice in the relevant award of study;</p> <p>A6- demonstrate an advanced awareness, curiosity and ability of current best practice in the relevant award of study.</p>	<p>reflective consideration of project work in process and on completion.</p> <p>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.</p>	
<b>Intellectual skills:</b>	<b>Teaching/learning methods &amp; strategies</b>	<b>Assessment</b>
<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>
<b>Practical skills:</b>	<b>Teaching/learning methods &amp; strategies</b>	<b>Assessment</b>
<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</p>	<p>Practical skills are developed through workshops, demonstrations and lecture discussions 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>to communicate ideas and information and create work which potentially evokes/invokes 'emotive responses' in others (audiences, etc.);</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>		
Transferable skills:	Teaching/learning methods & strategies	Assessment
<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>D4- evaluate and reflect upon personal strengths and the work of others and independently identify goals for continuing professional development.</p>	<p>Transferable skills are developed through course work, as part of self-managed independent study, oral presentations, seminar discussions, essay/report assignments; through reflection and commentaries on the work of</p> <p>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>

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

The programme is offered in full-time (1 year) and part-time (2 years) modes and leads to the award of an MA

Degree with one of the following titles:

MA Graphic Design  
MA Illustration  
MA Fashion  
MA Interior Architecture and Design  
MA Product Design

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:** Full time; Part time

**Entry point:** Semester A

All students undertake five core modules of which, two are common modules shared by all the postgraduate programmes and three are programme specific modules.

Compulsory/Core (common) Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
* Research and Enquiry <b>or</b>	7CTA1079	15	English	0	100	0	A
* Research and Enquiry (Online)	7WCT0001	15	English	0	100	0	A
* Creative Economies <b>or</b>	7CTA1060	15	English	0	100	0	B
* Creative Economies (Online)	7WCT0002	15	English	0	100	0	B

\* **Note** - with the prior agreement of the programme leader and subject to any Visa requirements, students may be offered the opportunity to take either the 'attendance' or the distance learning (online) versions of the Research and Enquiry and Creative Economies core modules.

Compulsory/Core (programme specific) Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Discourse and Reflection: Design	7CTA1125	30	English	0	100	0	AB
Practice 1: Design	7CTA1123	30	English	0	100	0	A, AB
Practice 2: Design	7CTA1124	30	English	0	100	0	B, C

For the award of **MA Fashion**, in addition to the modules listed above, students must pass:

### Compulsory Modules

#### Module Title

Major Study: Fashion	7CTA1064	60	English	0	100	0	C, ABC
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For the award of **MA Graphic Design**, in addition to the modules listed above, students must pass:

### Compulsory Modules

#### Module Title

Major Study: Graphic Design	7CTA1066	60	English	0	100	0	C, ABC
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For the award of **MA Illustration**, in addition to the modules listed above, students must pass:

### Compulsory Modules

#### Module Title

Major Study: Illustration	7CTA1067	60	English	0	100	0	C, ABC
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For the award of **MA Interior Architecture and Design**, in addition to the modules listed above, students must pass:

### Compulsory Modules

#### Module Title

Major Study: Interior Architecture and Design	7CTA1077	60	English	0	100	0	C, ABC
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For the award of **MA Product Design**, in addition to the modules listed above, students must pass:

### Compulsory Modules

#### Module Title

Major Study: Product Design	7CTA1069	60	English	0	100	0	C, ABC
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The award of an MA Degree requires 180 credit points at Level 7, which must include a Major Study module.

### Module structure: full-time

Semester A	Semester B	Semester C
RESEARCH & ENQUIRY (7CTA1079 15 credits)	CREATIVE ECONOMIES (7CTA1060 15 credits)	MAJOR STUDY: [NAME OF AWARD] (60 credits)  Fashion (7CTA1064) Graphic Design (7CTA1066) Illustration (7CTA1067) Interior Architecture and Design (7CTA1077) Product Design (7CTA1069)
PRACTICE 1: DESIGN (7CTA1123 30 credits)	PRACTICE 2: DESIGN (7CTA1124 30 credits)	
DISCOURSE & REFLECTION: DESIGN (7CTA1125 30 credits)		

### Module structure: part-time:

As far as possible part-time students are integrated with the full-time cohort as this brings many benefits of social learning and a sense of belonging to a community. Many part-time students also bring to their learning and to the programme relevant prior experiences, some of which may result in APEL. The actual structure of the part-time experience for individual students reflects their precursor experiences and their current learning needs, their circumstances and capability to manage study. This student-centred approach is about flexibility and opportunity; it enables effective learning and promotes success.

#### Year One

Semester A	Semester B	Semester C
RESEARCH & ENQUIRY (7CTA1079 15 credits)	CREATIVE ECONOMIES (7CTA1060 15 credits)	PRACTICE 2: DESIGN (7CTA1124 30 credits)
PRACTICE 1: DESIGN (7CTA1123 30 credits)		

#### Year Two

Semester A	Semester B	Semester C
DISCOURSE & REFLECTION: DESIGN (7CTA1125 30 credits)		
MAJOR STUDY: [NAME OF AWARD] (60 credits)  Fashion (7CTA1064) / Graphic Design (7CTA1066) / Illustration (7CTA1067) Interior Architecture and Design (7CTA1077) / Product Design (7CTA1069)		

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	Fashion Graphic Design Illustration Interior Architecture and Design Product Design	180 credit points including at least 150 at level 7	3 Semesters	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Diploma	Design	120 credit points, including at least 60 at level 7	2, 3 Semesters	A2; A3; A5; B1; B2; B3; C1; C2; C3; C4; D2; D4
Postgraduate Certificate	Design	60 credit points, including at least 30 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.

### 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.

### Other information relevant to the programme

**Part-time students** must have their own appropriate working space/studio or equivalent during the period of study.

**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 Postgraduate Coordinator supporting the Programme Leader and responsible for coordinating marketing and recruitment across the taught masters courses in the School.
- 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 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:

- An Academic Group Leader to oversee and advise on programme related issues.
- A Postgraduate Coordinator to facilitate cross programme/award activity.
- 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.

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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 [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

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/secreg/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.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

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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 works, images of sketchbook work and images that shows the creative 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 Fashion at MA, there should be evidence of knowledge of an area of practice appropriate to Fashion 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:

School of Creative Arts, University of Hertfordshire

Telephone: 01707 285300

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

## MA Fashion / MA Graphic Design / MA Illustration / MA Interior Architecture and Design / MA Product Design

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				
			A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	
Module Title			Module Code																			
Level 7	Research and Enquiry		7CTA1079			X	X	X				X	X			X				X		X
	Research and Enquiry (Online)		7WCT0001			X	X	X				X	X			X				X		X
	Creative Economies		7CTA1060				X	X				X				X		X		X	X	X
	Creative Economies (Online)		7WCT0002				X	X				X				X		X		X	X	X
	Discourse and Reflection: Design		7CTA1125				X	X					X							X	X	X
	Practice 1: Design		7CTA1123		X				X		X		X		X	X	X				X	X
	Practice 2: Design		7CTA1124		X	X			X		X	X	X		X	X	X	X	X		X	X
	Major Study: Fashion		7CTA1064		X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X
	Major Study: Graphic Design		7CTA1066		X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X
	Major Study: Illustration		7CTA1067		X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X
	Major Study: Interior Architecture and Design		7CTA1077		X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X
	Major Study: Product Design		7CTA1069		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

<b>Relevant QAA subject benchmarking statements</b>	None
<b>Type of programme</b>	Taught Postgraduate
<b>Date of validation/last periodic review</b>	October 15
<b>Date of production/ last revision of PS</b>	March 2019 / <i>March 2018</i>
<b>Relevant to level/cohort</b>	Level 7 entering September 2019
<b>Administrative School</b>	School of Creative Arts

Table 3 Course structure

Course details		
Course code	Course description	JACS / HECOS
CCMADFS CCMADGD CCMADIL CCMADIAD CCMADIPD	MA Fashion MA Graphic Design MA Illustration MA Interior Architecture and Design MA Product Design	W230 / 100054 W210 / 100061 W220 / 100062 W250 / 101316 W240 / 100050