COURSE SPECIFICATION

MA Graphic Design

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Course Title	MA Graphic Design	
Final Award	MA	
Exit Awards	PGCert, PGDip	
Course Code / UCAS code (if applicable)	P2300FTC P2300PTC	
Mode of study	Full time, Part time	
Mode of delivery	Campus	
Normal length of course	1 year full time, 2 years part time	
Cohort(s) to which this course specification applies	September 2021 intake onwards	
Awarding Body	University of Portsmouth	
Teaching Institution	University of Portsmouth	
Faculty	Creative and Cultural Industries	
School/Department/Subject Group	School of Art, Design and Performance	
School/Department/Subject Group webpage	School of Art, Design and Performance	
Course webpage including entry criteria	MA Graphic Design	
Professional and/or Statutory Regulatory Body accreditations	N/A	
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 7	

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the Course and Module Catalogue for further information on the course structure and modules.

Educational aims of the course

- To allow students to enhance and extend their scholarship, research skills, practical studio skills and knowledge in relation to the subject of designed visual communication. This is achieved through the development of self-directed research-driven study that critically engages with and positions itself at the forefront of the subject. Historical, contemporary and theoretical contextual discourses constitute an essential role in defining and positioning engagement with the subject of Graphic Design both academically and professionally.
- To provide a challenging and stimulating study environment that facilitates developing and extending the intellectual and practical learning and subject specific skills and knowledge of the student.
- To enable students to develop specialist interests and knowledge by way of negotiated learning.
- To provide an opportunity for students to develop as critically reflective practitioners in their chosen specialism.
- To provide students with the opportunity to develop research in a critical framework of enquiry.
- To provide students with the skills and knowledge required to maximise career and further postgraduate and research opportunities.

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The Quality Assurance Agency for Higher Education (QAA) sets out a national framework of qualification levels, and the associated standards of achievement are found in their Framework for Higher Education Qualifications document.

The Course Learning Outcomes for this course are outlined in the tables below.

A. Knowledge and understanding of:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	Ideas, concepts, proposals, solutions or arguments developed at an advanced level related to the field of study (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
A2	Developing ideas through to outcomes at an advanced level, for example; materials, images, artefacts, environments, products, systems and processes, or texts underpinned by extended self-directed study (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
A3	Research methodologies, including data collection, analysis and synthesis in relation to the subject at an advanced level.	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
A4			Formative:

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	Contextual dimensions of the discipline with respect to professional practice (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Tutorials and reviews. Summative: Portfolio, reports.
A5	Self-management skills in planning and managing their workloads and meeting deadlines (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.

B. Cognitive (Intellectual or Thinking) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Critically evaluate, articulate and synthesise knowledge and understanding, attributes and skills in effective ways in the contexts of creative practice and research (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
B2	Make appropriate use of the interaction between intention, process, outcome, context and the methods of dissemination (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
B3	Critically reflect upon, and formulate reasoned responses to the critical judgements of others.	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
B4	Employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
B5	Critically discriminate between alternative arguments and approaches at an advanced level (HAAD).	Group tutorials, individual tutorials, seminars, workshops,	Formative: Tutorials and reviews. Summative:

		lectures	Portfolio, reports.

C. Practical (Professional or Subject) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Generate ideas, concepts, proposals, solutions, arguments independently and/or collaboratively at an advanced level of engagement in response to set briefs and/or as self-initiated activity (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
C2	Select, test and make appropriate critical decisions on the use of materials, processes and environments at an advanced level (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
C3	Demonstrate understanding of the critical, contextual, historical, conceptual economic, social environmental and ethical dimensions of the discipline at an advanced level (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
C4	Articulate ideas and information comprehensively in visual, oral and written forms at an advanced level (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
C5	Demonstrate the ability to exercise self-management skills in managing their workloads and meeting deadlines in relation to an extended piece of independent research-based study (A&D).	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.

D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Communication: Read and understand complex documents. Communicate effectively in writing, speaking and in appropriate forms of presentation.	Group tutorials, individual tutorials, seminars,	Formative: Tutorials and reviews.

			workshops, lectures	Summative: Portfolio, reports.
D2	Information Technology: Use IT to assist in presentations, demonstrations and communications	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
D3	Problem Solving: Explore complex domains and develop viable solutions.	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
D4	Improving Own Learning: Build on previous achievements in order to generalise.	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.
D5	Personal Skills Development: Strategically plan, successfully manage and resolve dynamically complex work.	Group tutorials, individual tutorials, seminars, workshops, lectures	Formative: Tutorials and reviews. Summative: Portfolio, reports.

Academic Regulations

The current University of Portsmouth Academic Regulations will apply to this course.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the MyPort student portal.

In addition to these University support services this course also provides access to:

CCI Creative Skills: One to one support sessions and group tutorials in creative software and skills relevant to CCI courses and future careers.

CCI Academic Skills: Access to resources to support learning strategies and techniques through one to one tutorials or group workshops.

CCI Student Support Advisor: Help to find appropriate academic, pastoral or practical support.
Specialist equipment and facilities relevant to the course.

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our Policy for Listening to and Responding to the Student Voice where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:

- University of Portsmouth Curriculum Framework Specification
- University of Portsmouth Strategy
- University of Portsmouth Code of Practice for Work-based and Placement Learning
- Quality Assurance Agency UK Quality Code for Higher Education
- Quality Assurance Agency Qualification Characteristic Statements
- Quality Assurance Agency Subject Benchmark Statement: **Art and Design(A&D), History of Art, Architecture and Design (HAAD)**
- Quality Assurance Agency Framework for Higher Education Qualifications
- Requirements of Professional and/or Statutory Regulatory Bodies: **N/A**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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Document details

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