

MA Art & Design

Award Document 2018/19

Course Map - MA Art & Design

Stage 1

Study Block 1	Study Block 2	Study Block 3
<p>AD720 Research Practice Compulsory (20 credits)</p>	<p>AD740 Creative Futures Compulsory (20 credits)</p>	<p>AD750 Independent Major Project Compulsory (60 credits)</p>
<p>AD710 Experimental Practice Compulsory (40 credits)</p>	<p>AD730 Focusing Practice Compulsory (40 credits)</p>	

General Course Information

Status	Approved
Qualification (course type)	Postgraduate Course
Course Title	MA Art & Design
Intermediate Qualification(s)	PG Cert, PG Dip
Awarding Institution	
Location of Delivery	OFF CAMPUS (DISTANCE OR BLENDED LEARNING)
Duration of course	1 years
Professional, Statutory and Regulatory Body Accreditation	
Accreditation Renewal Date	
UCAS Code	
Relevant External Benchmarking	<ul style="list-style-type: none"> • Art & Design (2017) - QAA • Master's Degree Characteristics Statement (2015) - QAA • Enterprise and entrepreneurship education: Guidance for UK Higher Education providers (2012) - QAA

Course Aims

Entry Requirements:

For entry onto our Master's programmes at CSVPA we recognise a wide variety of qualifications and/or relevant experience. We encourage applications from people of all ages, backgrounds and cultures, with demonstrable experience and interest in their subject whom we believe will benefit from study at postgraduate level.

The minimum entry qualifications for our MA programmes are:

- A good BA (Hons) degree or equivalent qualification in art or design or a closely related subject.
- A portfolio demonstrating appropriate skills, research and prior experience of the subject.
- A Personal Statement that tells us about you, your approach to practice, and your ambitions and aspirations for the future.

All portfolios and applications will be approved by the Head of Department or relevant Course Leader. Where possible, we will invite you to meet us through an informal interview online or in person.

Applications without the qualifications or disciplinary background identified above but who demonstrate relevant experience, necessary skills and intellectual achievement needed to succeed on the course will be considered on an individual basis. Equivalent experience should be evidenced with a professional CV. In some cases students may be required to complete a Graduate Diploma or Pre-Master's before progressing onto MA programmes.

The minimum level of attainment required for admission onto a programme in the Postgraduate regulations is a score of 6.5 overall with a minimum of 5.5 in each component of the British Council IELTS Academic English Test, or equivalent.

Please follow the links below for additional information on our entry requirements along with the specific requirements of the course as well as information on fees and funding.

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/entry-requirements.htm#menu>

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/about.htm#menu>

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/fees.htm#menu>

<http://www.csvpa.com/art-and-design/ma-art-design/course-details/student-finance.htm#menu>

Educational Aims:

MA Art & Design is an intensive, flexible studio-based programme in a supportive and encouraging learning environment that empowers our graduates to fulfil their individual potential as creative, ethical and innovative individuals with the skills, knowledge and confidence to take the next steps into creative careers or further study.

All postgraduate programmes at CSVPA share the following common aims:

- To encourage our graduates to recognise their individual strengths by building confidence in their ability to communicate their own creative thinking, originality and vision.
- To enable students to master the subject specific, technical and digital skills necessary for careers in the creative industries.
- To advance research and enquiry as a driver for creative practice.
- To engage students with opportunities for collaboration that models the 'real life' cross-cultural and multi-disciplinary nature of the creative industries worldwide.
- To provide students with the opportunity to complete an informed and intelligent research project that joins up theory and practice, reflects their originality and ambition, and is built upon independent research, critical thinking, technical competence, and advanced scholarship.

- To develop our graduates as responsible future professionals with an informed understanding of the critical, ethical, technological and professional contexts of global creative practice.
- To build professional behaviours and approaches through industry projects and live briefs, work placements and professionally oriented projects and exhibitions.
- To develop students as reflective practitioners engaged with lifelong learning and continuing professional development in the world of work or ongoing postgraduate study.

Course specific employability skills

Career/future study opportunities

The course provides students with the experience and expertise to pursue career possibilities in the expanding creative industries and cultural sector in the UK and worldwide.

Career advice is embedded throughout the programme. Teaching and Learning is provided by a team of experienced HE staff and supported by Visiting Lecturers in practice and/or industry, working in the fields of art, design, photography, visual communication, illustration, animation, fashion, writing and research.

Industry-set projects give students experience of responding to live briefs, and in the past have included briefs set by an online fashion brand, digital design/branding agency, and magazine and media organisation.

1:1s provide students with advice on preparing for careers, while visiting speakers share their own career histories and advice on getting into relevant industries. Workshops enable students to develop professional skills necessary for their chosen careers. Visiting Lecturers have included a Creative Director from *ELLE* magazine; motion graphics designer for TV and film; interactive media and digital app designer; editorial illustrator; digital content producer; fashion designer.

Our embedded work placements encourage students to research and identify a variety of opportunities in the creative industries.

The programme's emphasis on self-directed and enquiry-based learning, research-informed practice, and the development of advanced research skills and methodologies prepares students for the pursuit of further study and research degrees at postgraduate level.

Previous graduates of MA Art and Design have gone on to careers in freelance fashion photography, art direction and styling; in-house and freelance graphic and web design; fashion business; fashion design; illustration; teacher training.

Structure of Course Delivery

MA Art & Design at CSVPA is a flexible studio-based and student-centred programme designed to develop the professional skills and creative expertise needed for a career in art, design and the creative industries.

Throughout the 12-month programme based in our central Cambridge studios, you will explore and advance your specialist knowledge of a chosen area of art and design practice, as well as find inspiration and exciting new directions by experimenting with methods, materials and processes that help develop your own style and approach. Set and self-initiated projects will help refine essential skills, and develop the practical tools and awareness of current technologies, digital, material and experiential platforms and methodologies that engage you with audiences, users and communities as you explore the practices of art and design today. You will develop the research skills at

the heart of the creative process and be introduced to current thinking in critical practice to help you develop your own voice and locate your own practice within relevant theoretical, ethical, technological and global contexts.

Opportunities for internships or mentoring within the programme help you make industry contacts, build your CV, and prepare you for future work. Workshops and talks from Visiting Lecturers from industry provide professional insight and career advice. Support for professional practice will give you the confidence to network, build your personal brand and presence online, identify opportunities for freelance work, and refine an impressive and distinctive portfolio.

This course is open to graduates from any art and design related degree subject who already have knowledge and experience of a specialist area. Our MA will allow you to enhance your skills within your existing subject, taking it in your own direction with support from a subject tutor. Our inter-disciplinary staff team are available to support all students across our postgraduate programmes, giving you the flexibility to work across the field art and design in order to build a professional portfolio that demonstrates both core skills and creative flair. We currently support specialisation in Fine Art, Visual Communication, and Design.

Alternatively, you may be looking for a Master's degree, but you are not clear which specialism to focus on. From our experience educating students from all over the world, we know that there is sometimes a mismatch between previous experience and future ambitions. Recognising the diversity of our international student body, this course is designed to support those students arriving from a variety of undergraduate programmes with varying degrees of focus. The scope of the award in Art & Design is flexible enough to provide opportunities for you to experiment and try out new approaches before finding your focus.

Past students have worked on diverse projects including participatory installations; social campaigns; interactive design including app design for language learning, self-help and mental health, charity campaigning, and fashion retail experience; holographic and augmented reality; artificial learning; digital experience for interior design; children's and book illustration; experimental fine art textiles.

In addition to facilities and expertise offered at CSVPA, students have been supported to collaborate with technology experts in Cambridge including engineers at University of Cambridge, Cambridge Makespace, as well as local digital printing industries.

Core expertise is supplemented with targeted workshops from Visiting Lecturers across contemporary Art & Design, including fine artists working in inter-disciplinary practice, and industry professionals in motion graphics and branding, TV, illustration and animation, fashion design and digital design. Workshops and live briefs have in the past been led by Elana Jeeao, Senior Visual Designer, Ustwo; creative agency The District; David Tang, Lead Designer at NBC Universal; and Tom Meredith, Creative Director of *ELLE* magazine.

Resources

All students on our MA programmes have access to a wide range of resources to support the hybrid nature of contemporary practice across art and design. Resources include wood and metal 3D workshops; wet dark room and digital suites; drawing studio; live performance studio; studio facilities for product, fashion and portrait photography; industrial sewing machines and Gerber technology; industry-standard software including Adobe Creative Suite and Maxon Cinema 4D. In addition to facilities and expertise offered at CSVPA, students have been supported to collaborate with experts and engineers from the local creative technology industry and University of Cambridge and gain access to leading-edge technology and equipment through Cambridge Makespace.

Local-Global

We celebrate the 'local', encouraging our students to engage with Cambridge's historic surroundings, home to one of the most dynamic student communities in the world. Located in one of the UK's top ten hotspots for technology and creative entrepreneurship, our students take advantage of opportunities offered by expertise in the city's universities and the region's Silicon Fen, forging collaborations that link creative arts practice to the design and technology industries on their doorstep—as evidenced in previous MA projects in interactive digital design and holographic experience, education, and fashion technology and materials.

At the same time we are an international community with staff and students from all over the world: we work together to develop both our home and international students as the informed and responsible graduates that will be tomorrow's global citizens. Induction activities and cross-disciplinary collaborative projects embed our shared values, professional responsibilities and ethical behaviours from the start. Throughout our postgraduate programmes we work together to build the foundations of a solid and supportive community of practice, actively sharing the diversity of our experience and knowledge while building lasting international networks for the future.

Course Structure

MA Art & Design is delivered over one calendar year for full-time students. You will study for three Study Blocks. Each block consists of 12 teaching weeks plus 3-4 assessment weeks.

Study Block 1 helps you build your knowledge of the essential skills in your chosen area of art or design. After a diagnostic and exploratory induction, in **Experimental Practice** you will undertake a series of individual and collaborative projects that help you strengthen your knowledge, develop your own creative and visual language, and explore new methods and materials, both traditional and digital. This is supported by **Research Practice**, in which you develop the advanced research skills necessary for postgraduate study, and apply them to research projects that explore the historical and contemporary landscape of art and design and help you to build a critical framework in which to locate yourself and your developing practice.

Study Block 2 looks ahead, and is designed to prepare you for a future in professional practice. In **Focusing Practice**, you will be supported to respond to professional briefs to gain public exposure for your work where relevant, building confidence to identify your own area of focus and the development of your own self-initiated project that deepens expertise and maps an area of future interest. Your position as an emerging practitioner will be strengthened through **Creative Futures**, in which you will work with other MA students to explore the critical, technological, environmental, geo-political and ethical issues that impact on contemporary creative practice—and the ways in which artists and designers today are responding to the challenges we face today, while speculating about what tomorrow may bring.

As part of this module you will have the opportunity apply for an internship (including competitive internships offered by our partner Hearst Magazines UK). Alternatively, you will identify and approach an industry mentor, or design and develop a professional or industry-facing project around your own emerging practice.

By building on your engagement with the contemporary professional practice of your discipline and the exploratory projects you have completed, you will have the confidence to design and develop a proposal for your final **Independent Major Project**, realised in Study Block 3.

Over the summer term you will focus on an independent research-based project that gives you the freedom to take your practice in your own individual direction. You will lead the project—but you will be guided and supported every step of the journey, with regular group seminars, 1:1 tutorials and technical support to deliver your final outcome. The MA culminates in a group show where you will consider the professional and public presentation of your final project, and work together to design and promote an event that celebrates the end of your studies—and marks your next step into an exciting creative future.

Course Assessment Strategy

Our MA programmes at CSVPA use both formative assessment and summative assessment to support students' success.

Formative assessment (assessment for learning) provides opportunities for students to identify their strengths and weakness, and focus on areas to work on. Formative assessment is carried out throughout the programme, and is an integral part of weekly seminars, tutorials and review of portfolio and reflective journals. Formative feedback and developmental 'feedforward' is delivered through regular peer review, group crits and 1:1s, as well as more formally at the end of projects. Key skills of self-reflection, communication and interpersonal abilities are developed through these sessions that are both tutor and progressively student-led. All students are required to present, listen and feed back to their peers. Formative assessment within each module provides guidance, direction and support as individual approaches to project work are developed towards the submission for summative assessment at the completion of each module. Feedback provided is designed to guide deep understanding of student's individual progress against the aims of each module—and the course in general. All students are required to keep an ongoing log of all feedback as part of the reflective journals, and submit this in support of project work at assessment points.

Summative assessment is carried out at the end of each module and is based on the extent to which the student has met the module Learning Outcomes; comments, indicative grades mapped against assessment criteria and developmental feedback is provided alongside the numerical grade. Summative assessment is intended to identify what has been learned (assessment of learning) and therefore assessed marks count toward the module grade awarded. The assessment strategy and criteria are clearly described in every written brief and mapped appropriately to the module Learning Outcomes. Assessment criteria are additionally communicated at each project briefing and mid-point review.

Assessment for the MA takes many forms. For all modules, a portfolio of assessment is required, that may consist of a number of different elements that record and measure student engagement with teaching and learning activities. Portfolio assessments are designed to be holistic in order to encourage deep learning and in recognition of the independent learning necessary at MA-level.

Portfolio of assessments. A portfolio of assessment is a body of work created in response to the learning activities undertaken throughout a module, and demonstrates engagement with, and fulfilment of module and course Learning Outcomes. As a body of work it records and reflects a wide variety of skills, tasks and abilities that present a holistic view of student engagement, offering a developmental record of learning, and a platform for further study.

A portfolio of assessment may include:

- Practical creative project outputs and visual summaries
- Evidence of exhibitions or presentations
- Proposals for future research
- Evidence of primary and secondary research
- Concept, mood and research boards
- Technical dossiers
- Reflective journals

- Design development work
- Sketchbooks
- Written context or project reports
- Oral presentations
- Critical essays

Legacy TPA table

Module	Level	Module Name	Credit	SB	Compulsory	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))						
Code					(C)								
					Option								
					(O)	1	2	3	4	5	6	7	
AD710	7	Experimental Practice	40	1	C	PO	TPA	TPA	TP	TPA	TP	TP	TP
AD720	7	Research Practice	20	1	C	PO, ES	TPA		TPA	TP	TPA	TP	TP
AD730	7	Focusing Practice	40	2	C	PO	TPA	TPA	TP	TPA		TPA	
AD740	7	Creative Futures	20	2	C	PO, RE	TPA		TPA	TPA	TPA	TP	TPA
AD750	7	Independent Major Project	60	3	C	PO, ES	TPA	TPA	TPA	TPA	TPA	TPA	TPA

Assessment Criteria

Learning Outcome	Assessment Criteria	Distinction 70-100%	Pass 50-69%	Fail – below 50%
1. Conduct independent research and apply critical methodologies and scholarship to advance your practice	<i>Depth and breadth of research generated and applied through appropriate critical methodology.</i>	Outcomes result from in-depth and focused original research produced through dynamic inter-disciplinary methodologies.	Outcomes are supported by independent exploratory research and application of productive critical methodologies.	Research is shallow or indiscriminate, with weak or inappropriate methodology. Outcomes do not demonstrate appropriate scholarship.
2. Master and deploy the necessary specialist and technical skills to realise and present outputs in an appropriate format and to professional standards.	<i>Level of skill demonstrated in the production and presentation of outputs (visual/material/written).</i>	Outcome displays technical mastery of specialist skills approaching professional, commercial or publishable standards.	Outcome displays competent application of subject-specific skills and methods appropriate to its aims.	Subject-specific skills and processes are under-developed, resulting in outcomes that lack resolution, care or skilled application.
3. Develop a critical framework for your creative activity informed by current issues and debates shaping the practice of art and design.	<i>Strength, clarity and currency of critical framework.</i>	Creative activity produced within a rigorous critical, conceptual and theoretical framework generated in response to research-informed practice.	Creative activity clearly supported by a critical structure informed by current scholarship.	Lacks sufficient critical scaffold to support creative activity. Activity lacks purpose or relevance within contemporary disciplinary contexts.
4. Critically appraise information, methods, practices or arguments as the basis for innovative approaches to complex problem-solving and speculative and/or real world problem-setting.	<i>Evidence of critical judgement as driver for development of creative solutions.</i>	Demonstrates clear and sustained application of critical judgement to drive development of innovative solutions.	Demonstrates good attempt to evaluate relevant sources and apply judgement in the development of creative solutions.	Judgement is weak or sporadic, with no clear evidence of a relationship between critical evaluation and creative process.
5. Communicate complex information, persuasive argument and clear intention in appropriate visual, material, oral and written forms.	<i>Ability to communicate complex ideas, argument or intention in appropriate form.</i>	Communication is persuasive, succinct and delivered with purpose. Displays sophisticated mastery of conventions and style appropriate to the audience.	Communication is clear, organised and tailored to the output or task. Displays competent execution and delivery.	Communication is confused or lacking focus. Intended meaning or purpose is unclear.
6. Articulate a high level of individual ambition, originality and entrepreneurial vision within your own subject/discipline and in dialogue with wider contexts.	<i>Level of ambition, originality, and informed vision.</i>	Highly ambitious and original vision argued with purpose, and deliberately positioned in critical dialogue with contemporary debates.	Describes and communicates individual ambition informed by disciplinary debates and current issues in art and design.	Little evidence of autonomous approach. May show awareness of disciplinary conventions, but lack of risk-taking and creative ambition results in lifeless or imitative practice.
7. Locate yourself and your practice within appropriate critical, historical, global, ethical, industry and/or	<i>Evidence of reflective practice and ability to locate practice within appropriate contexts</i>	Demonstrates clear evolution of practice through reflective self-evaluation in dynamic dialogue with relevant contexts.	Shows evidence of reflective practice as a driver for creative development by interpreting practice within relevant contexts.	Lacks ability to reflect on project outcomes as part of a holistic practice. Work appears discontinuous and

professional
contexts.

disconnected from
wider contexts.