

School of Creative Arts

In partnership with the Interactive Design Institute

Title of Programme: Postgraduate Programme in Art and Design

Programme Code: CTSADM

Programme Specification

This programme specification is relevant to students entering:
01 October 2016

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

Signature



Signature

30 June 2016

Programme Specification

Postgraduate Programme in Art and 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

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	Interactive Design Institute, Edinburgh
University/partner campuses	Interactive Design Institute, Edinburgh
Programme accredited by	Not applicable
Final Award	Master of Arts (MA)
All Final Award titles	1. Graphic Communication 2. Illustration (Visual Communication) 3. Interior Design 4. Photography (Visual Communication)
FHEQ level of award	7
Language of Delivery	English

A. Programme Rationale

The Postgraduate Programme in Art and Design is for students who wish to extend and deepen their subject knowledge to Masters Level across four distinct areas: Graphic Communication; Illustration (Visual Communication); Interior Design or Photography (Visual Communication)

The curriculum and online nature of study means students are freed from geographical boundaries and limitations and enables them to take full advantage of the collaborative opportunities available to them as learners within a global environment. Given the mode of teaching and delivery, communication underpins the curriculum and focus of the programme.

The aim of the programme is for students to develop advanced knowledge and understanding of one of the main subject areas; and additionally to equip students with necessary skills, knowledge and understanding of the creative industries (in particular the role of communication within these aspects), fostering their creativity and innovation in order to enhance employment opportunities in the local, national and global economies.

The programme provides an experience that supports individual and collaborative practice within the wider context of the global creative and cultural industries. The programme has been structured to enable students to build and explore potential collaborations whilst maximising the student experience in a collective and on, an independent basis.

Students will study a combination of common programme modules and subject specific modules; and the provision offers a reach across the Masters portfolio whilst maintaining the individuality and discreetness of each of the subjects available.

It is envisaged that on completion of the programme students will progress into the world of work; continue their individual practice; or undertake research at a higher level.

The programme is designed for not only at those who wish to develop their existing professional practice; but also at those aspiring to advance their career opportunities in an international context; and at those wishing to develop the capabilities to manage or participate in complex professional projects.

At the core of the programme's curriculum are the following themes that taken collectively support the development of the four individual awards within a communication context that underpins the programme:

Professional Context:

Skills, knowledge and understanding relating to the professional environment of Art & Design; including management; team working, project development and client relationships.

International Perspective:

Both relating to the creative industries in a global context and to the characteristics of the industry as they are manifested nationally and locally.

Business:

Skills knowledge and understanding relating to business planning, budget analysis and financial forecasting, resource planning and project management.

Specialist Art & Design Practice

The development of creative and technical skills within a discrete subject area: alongside critical reflection and analysis in the context of historical and contemporary trends.

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](#).

Professionalism, employability and enterprise

The University promotes professional integrity and provides opportunities to develop the skills of communication, independent and team working, problem solving, creativity, digital literacy, numeracy and self-management. Our graduates will be confident, act with integrity, set themselves high standards and have skills that are essential to their future lives.

Learning and research skills

The University fosters intellectual curiosity and provides opportunities to develop effective learning and research abilities. Our graduates will be equipped to seek knowledge and to continue learning throughout their lives.

Intellectual depth, breadth and adaptability

The University encourages engagement in curricular, co-curricular and extracurricular activities that deepen and broaden knowledge and develop powers of analysis, application, synthesis, evaluation and criticality. Our graduates will be able to consider multiple perspectives as they apply intellectual rigor and innovative thinking to the practical and theoretical challenges they face.

Respect for others

The University promotes self-awareness, empathy, cultural awareness and mutual respect. Our graduates will have respect for themselves and others and will be courteous, inclusive and able to work in a wide range of cultural settings.

Social responsibility

The University promotes the values of ethical behaviour, sustainability and personal contribution. Our graduates will understand how their actions can enhance the wellbeing of others and will be equipped to make a valuable contribution to society.

Additionally this programme aims to support the:

- 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 Communication; Illustration; Interior Design; Photography) aims are:

- to enable students to operate as professional practitioners within their chosen field (Graphic Design / Illustration / Interior Design / Photography) with reference to current knowledge and understanding and relevant skills at the forefront of their discipline(s);
- to provide a challenging environment which stimulates debate and fosters innovative and creative approaches relevant to the student's award and area of specialism in either Graphic Design; Illustration; Interior Design or Photography;
- to provide students with critically well-informed, discreet and discipline-specific, understanding of their chosen area of specialism and award (Graphic Design / Illustration / Interior Design / Photography) 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 discipline (Graphic Design / Illustration / Interior Design / Photography) and current best practices in this area 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 to 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 2010 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
A1-The systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study;	Acquisition of knowledge and understanding is through a combination of support materials, activities, forums, presentations, external experiences, group discussions;	Knowledge and understanding are assessed through a combination of:
A2-The research and enquiry methods and a critical awareness of current issues and debates at the forefront of current and emerging creative and professional practice;	one to one tutor dialogue and feedback;	assignments using visual, audio and written media, posters and presentations;
A3-Issues key to the professional environments of the creative industries in local, national and global contexts;	processes of enquiry conducted during self-managed independent study;	project and practice outcomes and commentaries of various kinds.
A4-Critical awareness of the creative economies and the business contexts of the creative industries;	reflective consideration of project work in process and on completion.	
A5- Critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative 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.	
A6-an advanced awareness, curiosity and ability of current best practice in the relevant award of study.		

Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1-Critically evaluate materials, processes, techniques and technologies and their application to specialist practice;</p> <p>B2-Evaluate and discuss 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 - able to:	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-Confidently employ to a high level a 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 throughout the practice-based modules as part of an on-going exploration and expansion of individual practice.</p> <p>Through guided support materials, underlying principles, theories and processes.</p> <p>Through sharing work in the forum, tutor guidance and feedback, presentations and group forum discussions.</p> <p>Through the use of skills and bodies of practice during self-managed independent study.</p>	<p>Practical skills are assessed through a combination of:</p> <ul style="list-style-type: none"> -experimental and developmental work; -a body of resolved practical work, its selection and presentation.

<p>C3-Effectively employ current practices, techniques and technologies in the specialist field to produce original creative work that demonstrates technical expertise and professionalism in its production;</p> <p>C4-Work independently and take responsibility for project planning, implementation and decision-making at a professional level.</p>		
<p>Transferable skills - able to:</p>	<p>Teaching/learning methods & 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, entrepreneurial and business 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, with active participation in set forum activities, one to one tutor discussions and peer forum debates; through 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>

The assessment of each module is based on the fulfilment of the module aims, as evidenced by the student's ability to demonstrate the learning outcomes as expressed on the Definitive Module Documents (DMDs).

Relationship of Assessment to Aims and Learning Outcomes

The assessment of each module is based on the fulfilment of the module aims, as evidenced by the student's ability to demonstrate the learning outcomes as expressed in the Module Information Forms.

Assessment takes two forms:

Formative Assessments – reflection points and on-going progress review within 'course discussion' and participation in forums. Formative assessment is used to help 'feed-forward' the students project work, providing advice and guidance within the module.

Summative Assessments - assessment that directly contributes to module grade. In the main this happens at the end of the modules. Summative Assessments serve to provide the students with the opportunity to demonstrate the appropriate learning outcomes to a standard suitable for the award of a pass grade in the module assessed; or, ultimately, to demonstrate their eligibility for the final award.

Students with documented special learning needs are able to negotiate appropriate arrangements for the submission of work for assessment.

Use of Turnitin

Turnitin can be enabled on StudyNet modules for student use where the module leader considers that it will be a useful learning and teaching tool. Turnitin (or similar assisted detection software/techniques) will be used by academic staff to check/report upon individual pieces of student work in cases where there is specific cause for concern in relation to possible academic misconduct (e.g. plagiarism).

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

The programme is offered in full-time (3 semesters) and part-time (6 semesters) modes and leads to the award of a Masters Degree in one of the following named routes:

Graphic Communication
Illustration (Visual Communication)
Interior Design
Photography (Visual Communication)

Entry is normally at level 7 (with suitable degree qualifications).
Intakes are in Semesters A, B and C.

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 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Distance (full time and part time)

Entry point Semester A, B, C

Pattern(s) of Study

Part time students study 6 consecutive semesters.

Full time students will typically study 3 consecutive semesters.

Note: to accommodate these patterns of study and three start dates, all modules can be delivered in any semester.

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Postgraduate Study in Context	6FTC1168	15	English	0	100	0	A, B, C
Creative Industries: Global Perspective	7FTC1025	15	English	0	100	0	A, B, C
Research and Practice	7FTC1026	15	English	0	100	0	A, B, C
Critical Studies	7FTC1027	15	English	0	100	0	A, B, C
Creative Industries: Business Perspective	7FTC1028	15	English	0	100	0	A, B, C
Creative Industries: Professional Presentation	7FTC1029	15	English	0	100	0	A, B, C
Practice 1: Art and Design	7FTC1030	15	English	0	100	0	A, B, C
Practice 2: Art and Design	7FTC1031	30	English	0	100	0	A, B, C
Students then study one of the following Major Project modules:							
Major Study: Graphic Communication	7FTC1032	45	English	0	100	0	AB, BC, CA
Major Study: Illustration	7FTC1033	45	English	0	100	0	AB, BC, CA
Major Study: Interior Design	7FTC1034	45	English	0	100	0	AB, BC, CA
Major Study: Photography	7FTC1035	45	English	0	100	0	AB, BC, CA

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

Module Structure:

Full Time over 1 year

Semester 1

Postgraduate Study in Context (Core) 6FTC1168 15 credits	Creative Industries: Global Perspective (Core) 7FTC1025 15 credits	Research and Practice (Core) 7FTC1026 15 credits
	Practice 1: Art and Design 7FTC1030 15 credits	

Semester 2

Creative Industries: Business Perspective (Core) 7FTC1028 15 credits	Creative Industries: Professional Presentation (Core) 7FTC1029 15 credits
Practice 2: Art and Design 7FTC1031 30 credits	

Semester 3

Critical Studies (Core) 7FTC1027 15credits	Graphic Communication 7FTC1032 Illustration 7FTC1033 Interior Design 7FTC1034 Photography 7FTC1035
Major Study Module (appropriate to the award as above) 45 credits	

Part time over 2 years

Semester 1

Postgraduate Study in Context (Core) 6FTC1168 15 credits	Creative Industries: Global Perspective (Core) 7FTC1025 15 credits
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Semester 2

Practice 1: Art and Design 7FTC1030 15 credits
Research and Practice (Core) 7FTC1026 15 credits

Semester 3

Creative Industries: Business Perspective (Core) 7FTC1028 15 credits
Practice 2: Art and Design (1) 7FTC1031 15 (of 30) credits

Semester 4

Creative Industries: Professional Presentation (Core) 7FTC1029 15 credits
Practice 2: Art and Design (2) 7FTC1031 15 (of 30) credits

Semester 5

Critical Studies (Core) 7FTC1027 15 credits
Major Study Module (1) 15 (of 45) credits

Semester 6

Major Study Module (2) 30 (of 45) credits

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of (normally):
Postgraduate Certificate in Art and Design	60 credit points, including at least 30 at level 7	1-2 Semesters
Postgraduate Diploma in Art and Design	120 credit points, including at least 60 at level 7	2, 3 Semesters
Masters award in either: Graphic Communication Illustration (Visual Communication) Interior Design Photography (Visual Communication)	180 credit points including at least 150 at level 7	3 Semesters (FT) 6 Semesters (PT)

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.

E. Support for students and their learning

Students are supported by:

- Admissions Advisors to manage student entry and admissions queries.
- A bespoke Online Learning Area, providing access to teaching resources, personal studios and forums.
- StudyNet.
- An IDI Student Handbook.
- Module delivery information provided online within module guides.
- An Academic Year Calendar.
- Module delivery plans.
- Discussion groups within forums.
- Student representation and feedback within Programme Committees and SFQs.
- Dedicated tutors who offer one-to-one tutoring and group support.
- Course Managers to provide regular pastoral guidance and support.
- Student Support to provide day-to-day support with managing their learning.
- A Student Administrator to deal with day-to-day administration associated with the programme.
- Web manager and Technical assistant to provide technical support.

Pre Entry Guidance

Admissions advice is given by an Admissions Advisor. On receipt of an application the student is given access to a secure online studio, where they can communicate with their Admissions Advisor. They will be asked to submit their academic transcripts and for all students whose first language is not English, evidence of English language ability must be provided. They will also be asked for a personal statement and references are also requested. Students are asked to upload images of their creative work as appropriate. All students are given individual feedback on their application.

Admissions Advisors ensure students are made aware of:

- Course fees and methods of payment.
- Full time and part time study routes.
- Study time commitments.
- Essential programme resources and associated costs.

The student will be offered a place or not as appropriate. The formal offer of a place includes:

- IDI offer of place letter.
- List of essential programme resources.

On accepting an offer of a place students are asked to complete the University of Hertfordshire application form online within the IDI-Study website.

Induction

One week prior to the start of the semester students are given access to an online induction programme. This programme allows the student to become familiar with their individual online studio and all of its functions and how teaching and learning takes place. Students are directed to where they will find student handbooks, delivery plans, module guides, assessment procedures, an introduction to the concept and process of self-evaluation and also their comprehensive online learning materials. Students are also introduced to forums designated for coursework, team working and critiquing and programme committee feedback. Students are also advised of the function of StudyNet. They are also provided with support in managing their studies and all the support functions that are available to them while they are studying.

On the Programme

Throughout their studies students are supported by their Tutor(s) to help guide them through and to understand the module(s). They have access to their tutor for both academic support and guidance. Students also have a designated Course Manager, Student Support Advisor and Programme Administrator to deal with other student enquiries and issues.

Pastoral support

Students are provided with on-going pastoral support. Their first point of contact for this is their tutor, but IDI Course Managers also support students with study and non-study related issues.

F. Entry requirements

The normal entry requirements for the programme are:

An undergraduate degree in the classification of 2:2 or above is mandatory.

Note: In exceptional circumstances, students may be taken onto the programme with alternative qualifications and experience.

A minimum IELTS score of 6.5 or equivalent is required for those whose first language is not English. All applicants are required to submit a portfolio in support of their application. This should contain a range of the applicant's work, which includes visual evidence of significant works or designs, evidence of research and the development process and sketchbooks. The portfolio must be clearly annotated with an indication of media and size of the works. Ideally the work in the portfolio 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 work submitted 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.

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 or equivalent.

Additional Notes for International Students

- International students are eligible to enrol on this programme of study however they must study in their own country of residence, as the University will not sponsor International Students to obtain a Tier 4 student visa for this programme.
- International Students transferring from a full-time campus based programme to the full-time on-line programme will not meet the requirements for the University to provide sponsorship for the Tier 4 Student visa.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

Section 2

Programme management

Relevant QAA subject benchmarking statements
Date of validation/last periodic review
Date of production/ last revision of PS
Relevant intakes
Administrative School

None
 June 14
 June 2016 / June 2015
 Level 7 entering from October 2014
 School of Creative Arts

Course details					
Course code	Course description				JACS
CTSADM	Postgraduate Programme in Art and Design				
CTSGCM	MA Graphic Communication (IDI)				W210
CTSILVCM	MA Illustration (Visual Communication) (IDI)				W220
CTSINDM	MA Interior Design (IDI)				W210
CTSPVCM	MA Photography (Visual Communication) (IDI)				W210
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
GCSOCT1DF-1	A	MA Graphic Communication	1	Interactive Design Institute	Distance (Full Time)
GCSOCT1DF-2	A	MA Graphic Communication	1	Interactive Design Institute	Distance (Full Time)
GCSFEB1DF-1	B	MA Graphic Communication	1	Interactive Design Institute	Distance (Full Time)
GCSFEB1DF-2	B	MA Graphic Communication	1	Interactive Design Institute	Distance (Full Time)
GCSJUN1DF-1	C	MA Graphic Communication	1	Interactive Design Institute	Distance (Full Time)
GCSJUN1DF-2	C	MA Graphic Communication	1	Interactive Design Institute	Distance (Full Time)
GCSOCT1DP-1	A	MA Graphic Communication	1	Interactive Design Institute	Distance (Part Time)
GCSOCT1DP-2	A	MA Graphic Communication	1	Interactive Design Institute	Distance (Part Time)
GCSOCT2DP-1	A	MA Graphic Communication	2	Interactive Design Institute	Distance (Part Time)
GCSOCT2DP-2	A	MA Graphic Communication	2	Interactive Design Institute	Distance (Part Time)
GCSFEB1DP-1	B	MA Graphic Communication	1	Interactive Design Institute	Distance (Part Time)
GCSFEB1DP-2	B	MA Graphic Communication	1	Interactive Design Institute	Distance (Part Time)
GCSFEB2DP-1	B	MA Graphic Communication	2	Interactive Design Institute	Distance (Part Time)

Instances code	Intake	Stream	Instances Year	Location:	Mode of study
GCSFEB2DP-2	B	MA Graphic Communication	2	Interactive Design Institute	Distance (Part Time)
GCSJUN1DP-1	C	MA Graphic Communication	1	Interactive Design Institute	Distance (Part Time)
GCSJUN1DP-2	C	MA Graphic Communication	1	Interactive Design Institute	Distance (Part Time)
GCSJUN2DP-1	C	MA Graphic Communication	2	Interactive Design Institute	Distance (Part Time)
GCSJUN2DP-2	C	MA Graphic Communication	2	Interactive Design Institute	Distance (Part Time)
ILVCSOCT1DF-1	A	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
ILVCSOCT1DF-2	A	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
ILVCSFEB1DF-1	B	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
ILVCSFEB1DF-2	B	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
ILVCSJUN1DF-1	C	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
ILVCSJUN1DF-2	C	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
ILVCSOCT1DP-1	A	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
ILVCSOCT1DP-2	A	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
ILVCSOCT2DP-1	A	MA Illustration (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
ILVCSOCT2DP-2	A	MA Illustration (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
ILVCSFEB1DP-1	B	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
ILVCSFEB1DP-2	B	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
ILVCSFEB2DP-1	B	MA Illustration (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
ILVCSFEB2DP-2	B	MA Illustration (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
ILVCSJUN1DP-1	C	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
ILVCSJUN1DP-2	C	MA Illustration (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
ILVCSJUN2DP-1	C	MA Illustration (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
ILVCSJUN2DP-2	C	MA Illustration (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
INDSOCT1DF-1	A	MA Interior Design	1	Interactive Design Institute	Distance (Full Time)

Instances code	Intake	Stream	Instances Year	Location:	Mode of study
INDSOCT1DF-2	A	MA Interior Design	1	Interactive Design Institute	Distance (Full Time)
INDSFEB1DF-1	B	MA Interior Design	1	Interactive Design Institute	Distance (Full Time)
INDSFEB1DF-2	B	MA Interior Design	1	Interactive Design Institute	Distance (Full Time)
INDSJUN1DF-1	C	MA Interior Design	1	Interactive Design Institute	Distance (Full Time)
INDSJUN1DF-2	C	MA Interior Design	1	Interactive Design Institute	Distance (Full Time)
INDSOCT1DP-1	A	MA Interior Design	1	Interactive Design Institute	Distance (Part Time)
INDSOCT1DP-2	A	MA Interior Design	1	Interactive Design Institute	Distance (Part Time)
INDSOCT2DP-1	A	MA Interior Design	2	Interactive Design Institute	Distance (Part Time)
INDSOCT2DP-2	A	MA Interior Design	2	Interactive Design Institute	Distance (Part Time)
INDSFEB1DP-1	B	MA Interior Design	1	Interactive Design Institute	Distance (Part Time)
INDSFEB1DP-2	B	MA Interior Design	1	Interactive Design Institute	Distance (Part Time)
INDSFEB2DP-1	B	MA Interior Design	2	Interactive Design Institute	Distance (Part Time)
INDSFEB2DP-2	B	MA Interior Design	2	Interactive Design Institute	Distance (Part Time)
INDSJUN1DP-1	C	MA Interior Design	1	Interactive Design Institute	Distance (Part Time)
INDSJUN1DP-2	C	MA Interior Design	1	Interactive Design Institute	Distance (Part Time)
INDSJUN2DP-1	C	MA Interior Design	2	Interactive Design Institute	Distance (Part Time)
INDSJUN2DP-2	C	MA Interior Design	2	Interactive Design Institute	Distance (Part Time)
PVCSOCT1DF-1	A	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
PVCSOCT1DF-2	A	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
PVCSFEB1DF-1	B	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
PVCSFEB1DF-2	B	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
PVCSJUN1DF-1	C	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
PVCSJUN1DF-2	C	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Full Time)
PVCSOCT1DP-1	A	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)

Instances code	Intake	Stream	Instances Year	Location:	Mode of study
PVCSOCT1DP-2	A	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
PVCSOCT2DP-1	A	MA Photography (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
PVCSOCT2DP-2	A	MA Photography (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
PVCSFEB1DP-1	B	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
PVCSFEB1DP-2	B	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
PVCSFEB2DP-1	B	MA Photography (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
PVCSFEB2DP-2	B	MA Photography (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
PVCSJUN1DP-1	C	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
PVCSJUN1DP-2	C	MA Photography (Visual Communication)	1	Interactive Design Institute	Distance (Part Time)
PVCSJUN2DP-1	C	MA Photography (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)
PVCSJUN2DP-2	C	MA Photography (Visual Communication)	2	Interactive Design Institute	Distance (Part Time)

The programme is managed by:

- An Academic Director.
- The Head of Academic Quality.
- A Course Manager who has delegated responsibility for the programme.
- A Student Support Advisor.
- A Programme Team Leader.
- Module Tutors who are responsible for individual modules.
- An Admissions Tutor.
- A designated Administrator to deal with day to day administration associated with the programme.
- A programme committee, the membership of which includes student representatives, contributing tutors, the Programme Team Leader, the Course Manager and the programme administrator.

Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (UPR AS11, UPR AS12 or UPR AS13, UPR AS14) with the exception of those listed below, which have been specifically approved by the University:

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

Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- Interactive Design Institute website:
<http://www.idesigni.co.uk/>
- Interactive Design Institute online study and teaching area:
<http://www.idi-study.com/>
- University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:
<http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>
- Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
[The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](#)
- SEEC Credit Level Descriptors for Further and Higher Education 2010:
<http://www.seec.org.uk/wp-content/uploads/2013/seec-files/SEEC%20Level%20Descriptors%202010.pdf>
- External Quality Review report website:
http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.VCFXlha_hSU
- UNISTATS website:
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality Office website:
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:
<http://sitem.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and Graduate Attributes, UPR TL03:
<http://sitem.herts.ac.uk/secreg/upr/TL03.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:
<http://sitem.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:
<http://sitem.herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:
http://sitem.herts.ac.uk/secreg/upr_azlist_info.htm
- Information on Programme and Module External Examiners
<http://www.studynet1.herts.ac.uk/ptl/common/studentcentre.nsf/Teaching+Documents/184A221E5E-ECA6B780257A5C00250BA9?OpenDocument>

Other information relevant to the programme

The Interactive Design Institute works in partnership with the University of Hertfordshire and delivers this programme on behalf of the School of Creative Arts.

University policies relevant to the programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects ([UPR RE01](#)) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.



Signed

Date 30 June 2016

Rob Wright

Associate Dean of School (Academic Quality Assurance)

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

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.

MA Graphic Communication / MA Illustration (Visual Communication) / MA Interior Design / MA Photography (Visual Communication)

Table 2: Development of 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	D1	D2	D3	D4	
Level 7	Postgraduate in Context	6FTC1168						x		x	x		x	x			x				
	Creative Industries: Global Perspective	7FTC1025			x	x										x		x	x	x	
	Research and Practice	7FTC1026		x			x			x						x	x	x			
	Critical Studies	7FTC1027		x			x	x		x	x						x				
	Creative Industries: Business Perspective	7FTC1028			x	x										x		x	x	x	
	Creative Industries: Professional Presentation	7FTC1029			x	x						x	x	x					x		
	Practice 1: Art and Design	7FTC1030	x					x	x		x	x			x	x					x
	Practice 2: Art and Design	7FTC1031	x	x				x	x	x		x	x		x	x				x	
	Students then choose one of the following Major Study modules:																				
	Major Study: Graphic Communication	7FTC1032	x	x	x			x	x	x		x	x	x	x	x	x	x	x		
	Major Study: Illustration (Visual Communication)	7FTC1033	x	x	x			x	x	x		x	x	x	x	x	x	x	x		
Major Study: Interior Design	7FTC1034	x	x	x			x	x	x		x	x	x	x	x	x	x	x			
Major Study: Photography (Visual Communication)	7FTC1035	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. The systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study.
- A2. The 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. Issues key to the professional environments of the creative industries in local, national and global contexts.
- A4. Critical awareness of the creative economies and the business contexts of the creative industries.
- A5. Critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative to the award of study.
- A6. An advanced awareness, curiosity and knowledge of current best practice in the relevant award of study.

Intellectual Skills

- B1. Critically 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. Confidently employ to a high level a 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 that demonstrates technical expertise and professionalism in its production.
- C4. Work independently and take responsibility for project planning, implementation and decision-making at a professional level.

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, ability to work in a team, personal responsibility, originality and critical self awareness, managing time and resources efficiently through cogent planning and organisation.
- D3. Effectively deploy a range of personal, entrepreneurial and business 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.