

Course Specification

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| Published Date: | 21-Sep-2020 |
| Produced By: | Laura Clode |
| Status: | Validated |

Core Information

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| Awarding Body / Institution: | University of Wolverhampton | | |
| School / Institute: | Wolverhampton School of Art | | |
| Course Code(s): | VC004P01UV VC004P31UV | Full-time Part-time | 12 Months 2 Years |
| Course Title: | MA Digital and Visual Communications | | |
| Hierarchy of Awards: | Master of Arts Digital and Visual Communications Postgraduate Diploma Digital and Visual Communications Postgraduate Certificate Digital and Visual Communications University Statement of Credit University Statement of Credit | | |
| Language of Study: | English | | |
| Date of DAG approval: | 26/Jul/2017 | | |
| Last Review: | 2013/4 | | |
| Course Specification valid from: | 2010/1 | | |
| Course Specification valid to: | 2019/0 | | |

Academic Staff

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|----------------------------|-----------------|
| Course Leader: | Mr David Colton |
| Head of Department: | Dr Jane Webb |

Course Information

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|---------------------------------|---|
| Location of Delivery: | University of Wolverhampton |
| Category of Partnership: | Not delivered in partnership |
| Teaching Institution: | University of Wolverhampton |
| Open / Closed Course: | This course is open to all suitably qualified candidates. |

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

You should have:

- A good Honours degree or equivalent in a relevant subject.
- A good standard of written and spoken English (IELTS 6.0 or equivalent)

Offers are subject to an interview and portfolio review.

Distinctive Features of the Course:

- The final Independent Study module requires you to present your work to an external audience in an appropriate format. This is normally in the form of an exhibition, symposium or on-line presentation. This offers a further opportunity to present your work to industry professionals, fellow researchers and other interested companies and organisations.
- The Wolverhampton School of Art has been formally recognised for its research excellence. There is a vibrant and supportive research community within The Wolverhampton School of Art and CADRE (Centre for Art, Design, Research and Experimentation) provides excellent enhancement to your studies.
- The integration of research methods into the Course gives the necessary preparation for the Masters Project and facilitates progression onto MPhil and PhD study.
- We are recognised for our approach to employability. The Workplace offers advice and support and assists you in securing professional practice through involvement in company consultancy, freelance work or live projects. You have the option to study a module in professional practice and enterprise whilst on the course and this provides the opportunity to prepare an in-depth career plan in preparation for graduation.
- We offer excellent support to overseas students, offering orientation courses to prepare you prior to the start of your studies, language study support and student to student mentoring to help you adjust to your new environment.

Educational Aims of the Course:

The course aims to produce thinking practitioners who are able to innovate whilst questioning and interrogating existing values and traditions. It has a strong backbone of practice-based work underpinned with contextual modules intended to provide a sound basis for further research and/or professional practice.

The course is delivered across three semesters:

Sem 1 (Re-appraisal and analysis)

The focus of sem 1 is to give you a sound understanding of what is expected from you at postgraduate level. You will reflect on your existing knowledge and skill base whilst being introduced to a range of themes intended to extend your critical and contextual skills. You will develop a draft proposal of study, which will become the basis for your investigation throughout the course.

Sem 2 (Development & Consolidation)

You will continue to develop your critical and contextual skills that will inform the refinement of your practice. An opportunity to broaden your expertise through an elective choice in sem 2, either through a placement module or a University-wide elective, is also available.

Sem 3 (Resolution)

In sem 3 you will undertake the 60 credit Masters Project that will allow you to realise your potential as a digital & visual communicator. You will be required to complete a significant body of work, which demonstrates a Masters level of skill and knowledge in your chosen discipline.

Intakes:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

| Year | Status | Mode | Amount |
|--------|----------|-----------|-----------|
| 2020/1 | H | Full Time | £6400.00 |
| 2020/1 | Overseas | Full Time | £13350.00 |
| 2020/1 | H | Part Time | £3200.00 |

PSRB:

None

Course Structure:

September (Full-time)

Year 1

| Module | Title | Credits | Period | Type |
|--------|---|---------|--------|------|
| 7VC010 | Creative Approaches to Digital and Visual Communication Research and Practice | 40 | IN YR | Core |
| 7VC011 | Understanding and Defining Digital and Visual Communication Practice | 40 | CRYRA | Core |
| 7VC006 | Critical, Contextual and Theoretical Frameworks | 20 | IN YR | Core |
| 7VC007 | Masters Project in Digital and Visual Communications | 60 | CRYRA | Core |
| 7VC004 | Critical, Contextual and Theoretical Enquiry | 20 | IN YR | Core |

September (Part-time)

Year 1

Full time Masters students normally study 180 credits for their award.

| Module | Title | Credits | Period | Type |
|--------|---|---------|--------|------|
| 7VC010 | Creative Approaches to Digital and Visual Communication Research and Practice | 40 | IN YR | Core |
| 7VC006 | Critical, Contextual and Theoretical Frameworks | 20 | IN YR | Core |
| 7VC004 | Critical, Contextual and Theoretical Enquiry | 20 | IN YR | Core |

September (Part-time)

Year 2

Full time Masters students normally study 180 credits for their award.

| Module | Title | Credits | Period | Type |
|--------|--|---------|--------|------|
| 7VC011 | Understanding and Defining Digital and Visual Communication Practice | 40 | IN YR | Core |
| 7VC007 | Masters Project in Digital and Visual Communications | 60 | CRYRA | Core |

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

- Master's degree characteristics
- Framework for higher education qualifications in England, Wales and Northern Ireland.
- Subject benchmark statement. Art and design and history of art, architecture and design
- Equality Act 2010

Learning Outcomes:

PGCert Course Learning Outcome 1 (PGCCLO1)

"Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: 1. to evaluate critically current research and advanced scholarship in the discipline. 2. to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."

PGCert Course Learning Outcome 2 (PGCCLO2)

"Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced

scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level."

PGCert Course Learning Outcome 3 (PGCCL03)

"Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline."

PGCert Course Learning Outcome 4 (PGCCL04)

"Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences."

PGCert Course Learning Outcome 5 (PGCCL05)

"Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level."

PGCert Course Learning Outcome 6 (PGCCL06)

Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.

PGDip Course Learning Outcome 1 (PGDCL01)

"Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice with a conceptual understanding that enables the student: 1. to evaluate critically current research and advanced scholarship in the discipline 2. to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses."

PGDip Course Learning Outcome 2 (PGDCL02)

"Demonstrate a comprehensive understanding of techniques applicable to your own research or advanced scholarship and ability to continue to advance your knowledge and understanding, and to develop new skills to a high level."

PGDip Course Learning Outcome 3 (PGDCL03)

"Demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline."

PGDip Course Learning Outcome 4 (PGDCL04)

"Ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate your conclusions clearly to specialist and non-specialist audiences."

PGDip Course Learning Outcome 5 (PGDCL05)

"Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level."

PGDip Course Learning Outcome 6 (PGDCLO6)

Demonstrate the qualities and transferable skills necessary for employment requiring: 1. the exercise of initiative and personal responsibility 2. decision-making in complex and unpredictable situations 3. the independent learning ability required for continuing professional development.

Masters Course Learning Outcome 1 (MACLO1)

Critically articulate your practice through verbal and written forms at PG level

Masters Course Learning Outcome 2 (MACLO2)

Produce creative solutions consistent with PG study to digital & visual communication problems

Masters Course Learning Outcome 3 (MACLO3)

"Demonstrate a masters level of independence and self reliance, by managing your own time"

Masters Course Learning Outcome 4 (MACLO4)

Reflect on your learning and creative practice in ways appropriate to PG study

Masters Course Learning Outcome 5 (MACLO5)

Demonstrate the ability to undertake and implement practice led research at masters level

Masters Course Learning Outcome 6 (MACLO6)

"Work professionally adhering to legal, ethical and Health and Safety standards"

Overview of Assessment:

| Module | Title | Course Learning Outcomes |
|--------|---|--|
| 7VC004 | Critical, Contextual and Theoretical Enquiry | MACLO1, MACLO4, MACLO6, PGCCLO1, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO4, PGDCLO5, PGDCLO6 |
| 7VC006 | Critical, Contextual and Theoretical Frameworks | MACLO1, MACLO4, MACLO5, PGCCLO1, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO4, PGDCLO5, PGDCLO6 |
| 7VC007 | Masters Project in Digital and Visual Communications | MACLO2, MACLO3, MACLO5, MACLO6 |
| 7VC010 | Creative Approaches to Digital and Visual Communication Research and Practice | MACLO1, MACLO2, MACLO3, MACLO4, PGCCLO1, PGCCLO2, PGCCLO3, PGCCLO4, PGCCLO5, PGCCLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5, PGDCLO6 |
| 7VC011 | Understanding and Defining Digital and Visual Communication Practice | MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5, PGDCLO6 |

Teaching, Learning and Assessment:

- Lectures
- Seminars
- Group and individual tutorials
- Studio and workshop practice
- Self directed project work
- Critiques

- Professional experience
- Practical project work

You will generally be assessed through project-based activities. Assessment is commensurate with the level and understanding expected at MA Level. This will be fully discussed during studio practice and lecture sessions.

There are two types of assessment used on the course:

Formative assessment, which includes critiques and tutorials that serve to guide, to encourage and to challenge. Advice is focussed around agreed areas of good practice and identified areas for improvement, which will serve to support you in an agreed developmental strategy.

Summative assessment normally involves a student portfolio assignments being formally assessed against learning outcomes. In contextual modules you will be assessed through Dissertations, essays, reports and presentations. You will receive written and, in most cases, verbal feedback after every summative assessment.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
 Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
 Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

The Wolverhampton School of Art support:

Study support is available through the Personal Academic Tutorial system with course tutors who are familiar with your area of study. At the start of each year of your course you will be assigned a Personal Tutor who will guide you through the induction process and provide support and academic counselling throughout the year on an appointment basis. They should be able to offer you advice and guidance to help you liaise with other staff and support facilities in The Wolverhampton School of Art and University. You should meet your Personal Tutor regularly, which must include meetings that you are invited to at critical points in your course.

Staff can be contacted through the University email or by booking an appointment through the SAMS. Additional study support is provided through various communication systems, for example, CANVAS and email.

The Postgraduate Personal Tutor provides academic counselling and will be accessible on an appointment basis to discuss requests for extensions, requests for extenuating circumstances, general concerns about study and student life and general programme planning. The Personal Tutor will act as a first point of contact in relation to leave of absence (including returning after leave), withdrawal, transferring to another course (internal and external) and changes to mode of attendance. Your Course Leader will be available thereafter for meetings by appointment to discuss leave of absence, withdrawal, transferring to another course (internal and external), changes to mode of attendance, returning after leave of absence and direct entrants.

Subject support:

Tutorials, workshops, seminars and meetings - provide the primary opportunities for students to interact with staff on topics relating to modules. All modules provide at least one of these forms of face-to-face support.

Feedback - tutors provide personalised written feedback all summative assessments. The mechanism for feedback from purely formative tasks varies between assessments, but will always be provided in some form. On occasions tutors may provide generalised verbal feedback to the whole group on points relating to an assessment.

Employability in the Curriculum:

Employment opportunities include:

- Self-employment as a Digital & Visual Communicator (Illustrator, Graphic Designer, Animator, Web Designer, Games Designer, Film & Video Maker/Producter etc)
- Employment in education, public sector or the creative industries
- Advancement in current employment: education, public sector or the creative industries

Whilst employability is embedded in all modules it is extended in the following module 7AD001

