Course Specification

Published Date:	05-May-2022
Produced By:	Multi Type Usr Record For All Personnel
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton School of Art		
Course Code(s):	VC011P01UV VC011P31UV	Full-time Part-time	12 Months 2 Years
Course Title:	MA Digital and Visual Communications (Design for Advertising)		
Hierarchy of Awards:	Master of Arts Digital and Visual Communications (Design for Advertising) Postgraduate Diploma Digital and Visual Communications (Design for Advertising) Postgraduate Certificate Digital and Visual Communications (Design for Advertising) 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

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

Course Information

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

Students will have a good honours degree in a relevant subject and a good standard of written English. Students are also encouraged to apply with a significant professional experience or learning in a relevant subject.

Applicants with a 2.2 class honours degree in a relevant subject can be registered on a prescribed Postgraduate Diploma; successful completion of the Postgraduate Diploma will provide progress to the full Master's course.

All offers to applicants are subject to an interview and portfolio review.

English language requirements for Masters

English Language requirements are normally IELTS 6.5 equivalent with a minimum of 6.0 in each area (unless otherwise stated) or equivalent accepted qualification https://www.wlv.ac.uk/international/international-academy/english-at-the-international-academy/language-entry-requirements/

We accept the Wolverhampton English Proficiency Exam (WEPE), our own exam for candidates. Please see https://www.wlv.ac.uk/international/international-academy/english-at-the-international-academy/english-language-pathway-courses/wolverhampton-english-proficiency-examination-we/

If you do not have the level of English required, you can also do our Presessional.
See https://www.wlv.ac.uk/international/international-academy/english-at-the-international-academy/english-language-pathway-courses/english-language-pre-sessional-courses/

For students applying from Wales, Scotland, Ireland and the rest of Europe, we gladly accept equivalent qualifications. In exceptional circumstances, students will be considered for entry based on equivalent experience or learning.

Distinctive Features of the Course:

MA Digital and Visual Communications is a diverse and vibrant course in the Wolverhampton School of Art. It embraces a wide range of specialist media and creative practices including (but not limited to): - Graphic Design; Illustration; Photography, Games Design; Design for Advertising, and Animation. The course is taught by experienced designers and creative practitioners with subject knowledge across a broad range of contemporary Digital and Visual Communications.

The final Independent Study module requires students to present their work to an external audience in an appropriate format. This is normally in the form of an exhibition, symposium or online presentation. This offers an opportunity to present work to industry professionals, fellow practitioners, researchers and other interested companies and organisations.

The Wolverhampton School of Art has been recognised for its research excellence. There is a vibrant and supportive research community within The Wolverhampton School of Art that provides excellent enhancement to studies.

The integration of research methods into the Course gives the necessary preparation for the Masters Project and provides an opportunity for progression onto MPhil and PhD study.

Contextual lectures around practice methodologies and theories, movements and concepts will enable students to develop a deeper knowledge and understanding of contemporary debates around digital and visual communications practice.

Exhibition and study visits provide an exciting opportunity for students to engage with a wide range of contemporary digital and visual communications practice.

Specialist facilities and workshops provide students with an opportunity to develop a range of technical skills and produce work to a high professional standard.

Visiting speakers and professional designers provide context, advice and industry knowledge.

Educational Aims of the Course:

The course aims to produce considered creative practitioners who are able to innovate while questioning and interrogating existing values and traditions. The ethos behind the programme is to support and assist student personal development as a contemporary visual communicator. The course has a strong framework of practice-based work underpinned with contextual modules intended to provide a sound basis for further research and professional practice.

The course is delivered full time across one year (3 semesters):

Semester 1 (Re-appraisal, experimentation and analysis)

The focus of semester one is to provide students with an understanding of what is expected at postgraduate level. Students will reflect on their existing knowledge and skills while being introduced to a range of themes intended to extend their appreciation and awareness of critical and contextual issues.

Semester 2 (Development and Consolidation)

Students will continue to develop critical and contextual skills that will inform the evolution of their creative practice. The focus here is on defining and developing practice building on earlier research, experimentation and idea generation. Modules will enable students to interrogate and more clearly define a proposal of study and to develop strategies and methodologies to facilitate its successful conclusion.

Semester 3 (Realisation)

In this semester students will undertake a Masters Project that will enable them to realise their potential as a digital and visual communicator. Self-authored, practice-led enquiry will drive the negotiated project in collaboration with course tutors.

The course is delivered part time across two years (6 semesters):

Year One (semesters 1, 2 and 3) - (Re-appraisal, experimentation and analysis)
Year Two (semesters 4, 5 and 6) - (Development and consolidation, and realisation)

Module Code: 7VC013 – EXPERIMENTAL PROCESSES IN DIGITAL AND VISUAL COMMUNICATIONS PRACTICE (Full time and part time - semesters 1 and 2)

Module Code: 7VA003 - CREATIVE METHODOLOGIES IN CONTEXT (Full time and part time - semester 1)

Module Code: 7VC014 – DEVELOPMENTAL PROCESSES IN MA DIGITAL AND VISUAL COMMUNICATIONS PRACTICE (Full time – semesters 1 and 2; Part time – semesters 4 and 5)

Module Code: 7VC015 – CONTEMPORARY CONTEXTS IN MA DIGITAL AND VISUAL COMMUNICATIONS (Full time and part time - semester 2)

Module Code 7VC016 – REALISATION IN DIGITAL AND VISUAL COMMUNICATIONS
(Full time – semester 3; Part time - semester 6)

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
2021/2	H	Full Time	£6550.00
2021/2	Overseas	Full Time	£13950.00
2021/2	H	31	£3275.00
2022/3	H	Full Time	£7995.00
2022/3	Overseas	Full Time	£14450.00
2022/3	H	31	£3998.00

PSRB:

None

Course Structure:

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
7VC016	Realisation in Digital and Visual Communications	60	SEM3	Core
7VC014	Developmental Processes in Digital and Visual Communications Practice	40	YEAR	Core
7VC015	Contemporary Contexts in Digital and Visual Communication	20	SEM2	Core
7VC013	Experimental Processes in Digital and Visual Communications Practice	40	YEAR	Core
7VA003	Creative Methodologies in Context	20	SEM1	Core

September (Part-time)

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

Module	Title	Credits	Period	Type
7VC013	Experimental Processes in Digital and Visual Communications Practice	40	YEAR	Core
7VC015	Contemporary Contexts in Digital and Visual Communication	20	SEM2	Core
7VA003	Creative Methodologies in Context	20	SEM1	Core

September (Part-time)

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	CRYRA	Core
7VC016	Realisation in Digital and Visual Communications	60	SEM3	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:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act (2010)

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

XX

Learning Outcomes	Modules
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 (PGCCLO3) "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 (PGCCLO4) "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 (PGCCLO5) "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 (PGCCLO6) 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 (PGDCLO1) "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 (PGDCLO2) "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 (PGDCLO3) "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 (PGDCLO4) "Ability to deal with complex issues both systematically and creatively,	

Learning Outcomes	Modules
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 (PGDCLO5) "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"	

Teaching, Learning and Assessment:

Students 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 your tutorials and peer group sessions.

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

Directed reading
Practical project work

The course is designed with the University of Wolverhampton Inclusive Framework in mind. The course ensures that all students have an equal opportunity to learn and succeed. The design of assessments is subject to internal scrutiny ensuring fairness in assessment for all students.

There are two types of assessment used on the course:

Formative assessment, which includes peer group critiques and tutorials that serve to guide, to encourage and to challenge. Advice is focused 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 presentations and portfolio submissions/public exhibitions being formally assessed against learning outcomes. In contextual submissions you will be assessed through dissertations and presentations. You will receive written and, in most cases, verbal feedback after every summative assessment.

Course Specific Assessment:

1. Practical Submissions

Module Code 7VC013: Experimental Processes in Digital and Visual Communications Practice (Formative/Summative)

Module Code 7VC014: Developmental Processes in Digital and Visual Communications Practice (Formative/Summative)
Module Code 7VC016: Realisation in Digital and Visual Communications (Formative/Summative)

Practical submissions include a portfolio of practical outcomes with a written reflective overview that articulates the development, processes and research involved in the production of the practical outcomes.

You will be expected to demonstrate advanced levels of:

- Production of artwork(s) through the selection of appropriate materials, techniques and methodologies.
- Research and contextualisation in terms of your ability to independently locate appropriate research and external points of reference to extend your experience and study.
- Reflection in terms of your ability to evaluate a project, consider your role in its success or failure and action plan for the future.
- Presentational strategies in terms of developing an increasing awareness of the contexts and audiences for your creative practice and an ability to present your work and documentation appropriately.
- Practice submissions will include written assessments in the form of a Reflective Overview of Practice an aspect of which will be presented to your peer group. This part of the submission will follow School assessment guidelines for word count.

2. Contextual Submissions (Dissertation/essay)

Module Code 7AD003: Creative Methodologies in Context (Formative/Summative)

Module Code 7VC015: Contemporary Contexts in Digital and Visual Communications (Formative/Summative)

Module Code 7VC016: Realisation in Digital and Visual Communications – Optional (Formative/Summative)

Contextual submissions include a dissertation/essay that addresses research into a selected area of creative practice.

You will be expected to demonstrate advanced levels of:

- Formulate and manage an advanced independent approach to your research and be able to rationalise different concepts and ideas in order to develop research into key contemporary theoretical issues in relation to Digital and Visual Communications practice.
- Develop and articulate a sophisticated understanding and knowledge of key contemporary theoretical issues in relation to Digital and Visual Communications practice.
- Research and contextualisation in terms of your ability to independently locate appropriate research and external points of reference to extend your experience and study.

Contextual submissions will include written analysis in the form of a dissertation/essay, an aspect of which will be presented to your peer group. This submission will follow School assessment guidelines for word count.

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:

General University support:

University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases. Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills.

The University also has a host of other services to support you, please take a look at the Student Support website: www.wlv.ac.uk/current-students/student-support/. If you have any questions, need help or advice then ASK@WLV is there for you: www.wlv.ac.uk/current-students/askwlv/.

Course Specific Support

The Personal Tutor provides academic counselling and will be accessible on an appointment basis to discuss requests for extensions, requests for extenuating circumstances, and general concerns about study.

1. Information on Canvas includes lecture presentations, module briefings, useful information and resources.
2. Assessment includes formative elements such as verbal and written feedback for work in progress.
3. The department of Learning & Information Services (LIS) provides general academic skills support to all students who can make an appointment with a study skills advisor for advice on areas such as academic writing, assignment planning, exam preparation and time management. In addition, there is a regular timetable of drop-in and bookable “InfoBite” workshops covering information and digital literacy skills, including academic referencing. School of Media students are supported by a designated Liaison Librarian who is available to support research and project work. Further details on the LIS website www.wlv.ac.uk/lib
4. Box of Broadcasts available as online resource.
5. Wolverhampton School of Art workshops are available to students (eg. screenprinting, Risoprint, cyanotype, etc.).
6. A range of equipment is available for hire from the Media Stores.

Employability in the Curriculum:

General University support:

University Learning Centres are the key source of academic information for students. Learning Centres

provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases. Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills.

The University also has a host of other services to support you, please take a look at the Student Support website: www.wlv.ac.uk/current-students/student-support/. If you have any questions, need help or advice then ASK@WLV is there for you: www.wlv.ac.uk/current-students/askwlv/.

Course Specific Support

The Personal Tutor provides academic counselling and will be accessible on an appointment basis to discuss requests for extensions, requests for extenuating circumstances, and general concerns about study.

1. Information on Canvas includes lecture presentations, module briefings, useful information and resources.
2. Assessment includes formative elements such as verbal and written feedback for work in progress.
3. The department of Learning & Information Services (LIS) provides general academic skills support to all students who can make an appointment with a study skills advisor for advice on areas such as academic writing, assignment planning, exam preparation and time management. In addition, there is a regular timetable of drop-in and bookable "InfoBite" workshops covering information and digital literacy skills, including academic referencing. School of Media students are supported by a designated Liaison Librarian who is available to support research and project work. Further details on the LIS website www.wlv.ac.uk/lib
4. Box of Broadcasts available as online resource.
5. Wolverhampton School of Art workshops are available to students (eg. screenprinting, Risoprint, cyanotype, etc.).
6. A range of equipment is available for hire from the Media Stores.