



## **Programme Specification**

**Design [Sep][FT][Bower][1yr]**

Version: 2022-23, v1.1, 09 Aug 2021

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Design [Sep][FT][Bower][1yr]

**Highest award:** MA Design

**Interim award:** PGCert Design

**Interim award:** PGDip Design

**Awarding institution:** UWE Bristol

**Affiliated institutions:** Not applicable

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

**Department responsible for the programme:** ACE Dept of Art & Design, Faculty of Arts Creative Industries & Education

**Contributing departments:** Not applicable

**Professional, statutory or regulatory bodies:** Not applicable

**Apprenticeship:** Not applicable

**Mode of delivery:** Full-time

**Entry requirements:** For the current entry requirements see the UWE public website

**For implementation from:** 01 September 2021

**Programme code:** W20D12-SEP-FT-BA-W20D12

## Section 2: Programme Overview, Aims and Learning Outcomes

### Part A: Programme Overview, Aims and Learning Outcomes

**Overview:** MA Design seeks to recruit students who can demonstrate exceptional ability and commitment to developing their design practice for application within the creative and wider industries.

**Educational Aims:** To provide a creative and ambitious andragogic structure that enables students from a wide range of undergraduate and professional backgrounds to challenge, develop and extend their Design practice and working methodologies.

To equip students with the advanced skills, knowledge and understanding necessary, to enable them to evaluate, develop and disseminate their design practice.

To provide a creative context for practice based exploration and experimentation.

To support and promote the development of individual, collaborative and live work through a range of Faculty, external and student led projects.

To enable students to develop and deliver innovative working methods and viable design solutions for application within the creative industries and beyond.

To enable students to project manage creative projects for application in the creative industries and beyond.

To provide a critical and reflexive environment for creative study and personal development.

To highlight the importance of a rigorous and critical study of the key issues and debates that affect contemporary design today.

To equip students with the skills necessary to undertake sustained, independent, innovative and interdisciplinary research.

To equip students for future careers as innovators within the creative Industries.

To support the culture of staff and student research and knowledge exchange activity that underpins the ongoing development of the programme.

### **Programme Learning Outcomes:**

#### **Knowledge and Understanding**

- A1. A variety of creative processes, prototyping techniques, materials innovations and associated technologies.
- A2. The current theories, debates and critical perspectives that contribute to the understanding of design as a creative, critical and cultural practice.
- A3. Research methods and their application within design practice.
- A4. Concepts and techniques used in contemporary research within design and visual arts practice.
- A5. The ways in which students existing and newly acquired skills can be developed and adapted to meet the needs of changing contexts.

#### **Intellectual Skills**

- B1. Critically reflect on and evaluate their current creative methodologies.
- B2. Rationalise their creative decision making processes.
- B3. Develop, critique and apply appropriate research methodologies to progress their design practice.
- B4. Apply complex ideas and concepts to the development of their design practice.
- B5. Holistically synthesise their learning into clear creative direction.

#### **Subject/Professional Practice Skills**

- C1. Develop their intellectual and creative curiosity.

- C2. Identify, explore and develop design solutions for complex creative problems.
- C3. Understand and apply appropriate materials, processes and techniques to the design and making of their work.
- C4. Explore creative play and risk as practical approaches to the development of their practice.
- C5. Identify strategies to develop challenging, innovative design.
- C6. Work effectively in interdisciplinary environments.
- C7. Negotiate access to, and use the range of resources and facilities necessary for the completion of projects (internally and externally).

### **Transferable Skills and other attributes**

- D1. Broker, develop and deliver creative projects.
- D2. Communicate effectively across a range of situations and registers.
- D3. Demonstrate professionalism, autonomy and self-motivation with regard to their studies.
- D4. Evidence flexible and adaptable approaches to working.
- D5. Recognise their own strengths and contribution when working in interdisciplinary contexts.

## **Part B: Programme Structure**

### **Year 1**

#### **Year 1 Compulsory Modules**

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADALL-60-M	Live 2022-23	60
UADALJ-30-M	Make 2022-23	30
UADALK-30-M	Play 2022-23	30
UAAA6H-30-M	Practice in a Professional Context 2022-23	30

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## **Part C: Higher Education Achievement Record (HEAR) Synopsis**

### **Part D: External Reference Points and Benchmarks**

#### QAA Subject Benchmark Statements

There is no current subject benchmark statement for Design at Masters level, however the statements in the generic QAA framework have informed the curriculum and are reflected in the learning outcomes and assessment criteria of the modules.

Master's degrees are awarded to students who have demonstrated:

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 their academic discipline, field of study or area of professional practice.

A comprehensive understanding of techniques applicable to their own research or advanced scholarship.

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.

Conceptual understanding that enables the student:

To evaluate critically current research and advanced scholarship in the discipline.

To evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Typically, holders of the qualification will be able to:

Deal with complex issues both systematically and creatively, make sound judgments

in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences.

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

Continue to advance their knowledge and understanding, and to develop new skills to a high level.

And holders will have:

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

#### University Strategies and Policies

The following University strategies and policies have been reviewed by the programme team to inform the development of the programme.

#### Learning Teaching and Assessment Strategy

The programme structure and delivery has been informed by the University's L T and A strategy, and as such is underpinned by a belief in the importance of rational enquiry and the pursuit of knowledge and its exchange. The programme structure and delivery is designed to facilitate enquiry and innovation in learning and teaching and to embed the concept of 'knowledge exchange' in the curriculum. The programme seeks develop learners who know and value themselves as inter dependent learners, participants and global citizens.

#### Widening Participation Strategy

The Programme is underpinned by the University's fundamental commitment to widening participation and its vision to have an institution which is diverse, inclusive and based solely on the potential to benefit from higher education (HE).

### Knowledge Exchange Policy

The programme has been designed with the underlying philosophy, as expressed in the KE policy, that knowledge exchange not only encompasses research activity, but covers the full range of ways in which the University interacts with business, academic, the local community and the public, which we see as a vital part of a cyclical value-chain that will inform the curriculum. Knowledge exchange is at the heart of learning, teaching and research, linking each to the other. By encouraging this form of open innovation, we believe that the programme can remain more perceptive and relevant to the needs of its students and staff as new thinking and ideas develop in the creative industries at large and are fed back into the University.

### Employability Strategy

That the programme enhances a student professional skills and employability has been of fundamental concern within the programme's development. UWE Careers offer a wide range of resources and services including one to one career coaching, vacancy advertising, workshops, an extensive web site and recruiter events including fairs and work experience programmes which all students will be encouraged to attend. The programme has also been designed to encourage enterprise, and students will be encouraged to apply to schemes such as the Ideas Factory and the annual theBizIdea competition, as well as the UWE Ventures Business Incubator.

### Internationalisation Strategy.

The programme development has been informed by the University's internationalisation strategy, and will utilise the Faculty's strategic partnerships, with particular focus on increasing recruitment from Taiwan and Singapore.

### Sustainability Strategy

As proposed in the University Sustainability strategy the programme offers all students the opportunity to 'respond to sustainability,' each module will cover design ethics and sustainable practices, and students will also be encouraged to engage with sustainable practice through the development of individual research and practice interests.



**Part E: Regulations**

Approved to University Regulations and Procedures