

**COURSE SPECIFICATION**

**Awarding Body:** **Norwich University of the Arts**

The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the [Office for Students](#) (OfS).

**Course Title:** MA Communication Design

**Level of Study:** Level 7 of the Framework for Higher Education Qualifications in England (FHEQ).

For further information see:

[https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf?sfvrsn=170af781\\_14](https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf?sfvrsn=170af781_14)

**Award:** Master of Arts

**Mode of Study:** Full-time or Part-time

**Duration of Course:** 1 year full time  
2 years part time

**Language of Study:** English

**Course Accreditation:** None

**Relevant QAA Subject Benchmarks:** Masters Degree Characteristics Statement (2015)

For further information see: [https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981\\_10](https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981_10)

**Tuition Fees:** For details of tuition fees see: <http://www.nua.ac.uk/study/finance/>

**Other Course Costs:** The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur.

The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.

Please see: <https://www.nua.ac.uk/wp-content/uploads/2018/02/Student-Experience-at-NUA-23.11.17.pdf>

## **ADMISSION REQUIREMENTS**

### **Entry Requirements / Interview / Portfolio**

When you apply to MA Communication Design, we will ask you to prepare your portfolio, a written statement and attend an interview. These methods are used to assess your suitability to the course. All three elements should clearly demonstrate your passion for the subject and your individual creativity.

Detailed information regarding entry requirements and portfolio guidance can be found here

<https://www.nua.ac.uk/study-at-nua/courses/ma-communication-design/>

## **AIMS AND OUTCOMES OF TAUGHT POSTGRADUATE STUDY**

### **The Aims of taught postgraduate Study are to:**

- Provide an inclusive and stimulating learning environment for postgraduate study in the specialist subjects of art, design and media;
- Maintain and nurture a commitment to intellectual, personal and professional achievement as a basis for a lifetime of learning and career development;
- Provide students with postgraduate level opportunities for innovative, challenging and intellectually rigorous creative practice;
- Enable students to focus on a particular subject area or field of study in greater depth than they encountered during the course of previous study or experience;
- Prepare students for employment, professional practice and/or further and higher level study, including postgraduate research;
- Enable postgraduate students to make a valuable contribution to the social, economic, professional and cultural life of the City, the region and beyond;
- Provide an academic infrastructure that supports postgraduate students in the development of appropriate entrepreneurial, business and professional skills;
- Enable students to develop knowledge of a new discipline or field of study in combination with a relevant subject area in which they have prior knowledge or experience;
- Provide opportunities to develop and apply advanced technical skills suited to a chosen specialism;
- Enable students to research, plan, organise and produce a substantive body of creative work to a standard that reflects professional expectations of the subject area;
- Provide opportunities for students to develop the skills to communicate practice-related issues effectively to specialist and non-specialist audiences using appropriate media.

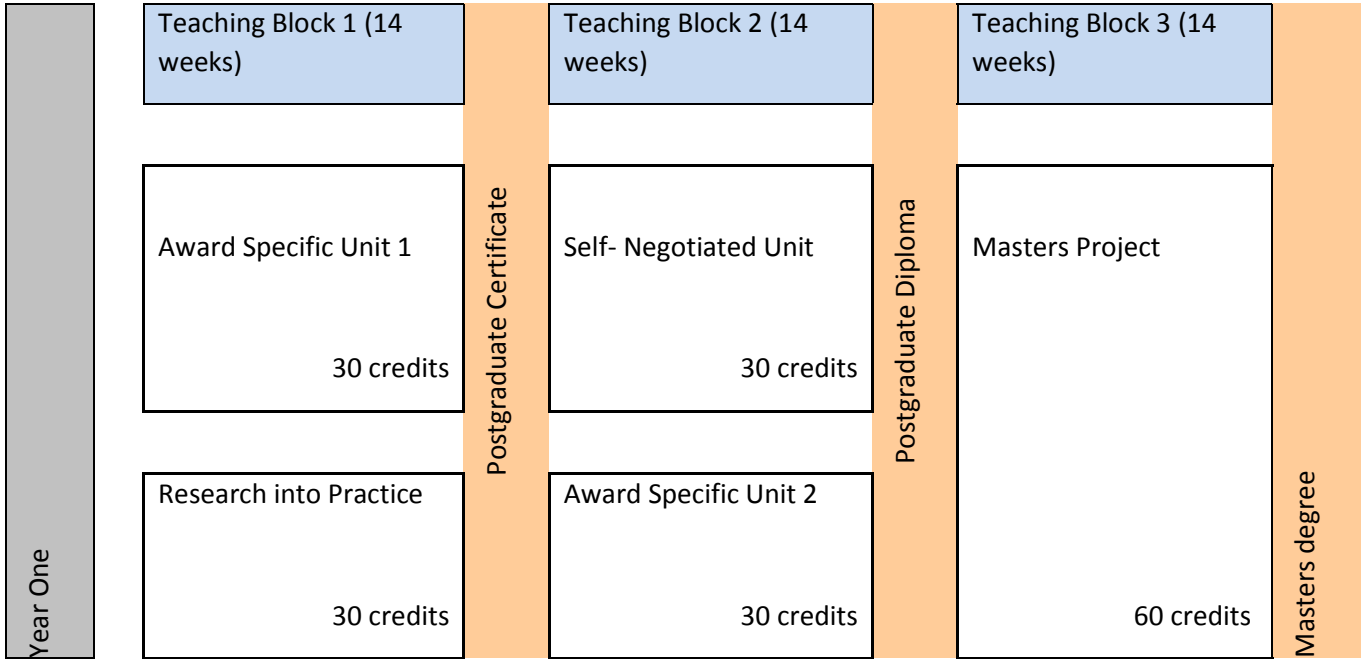
## GENERIC SKILLS

### Holders of MA Awards will:

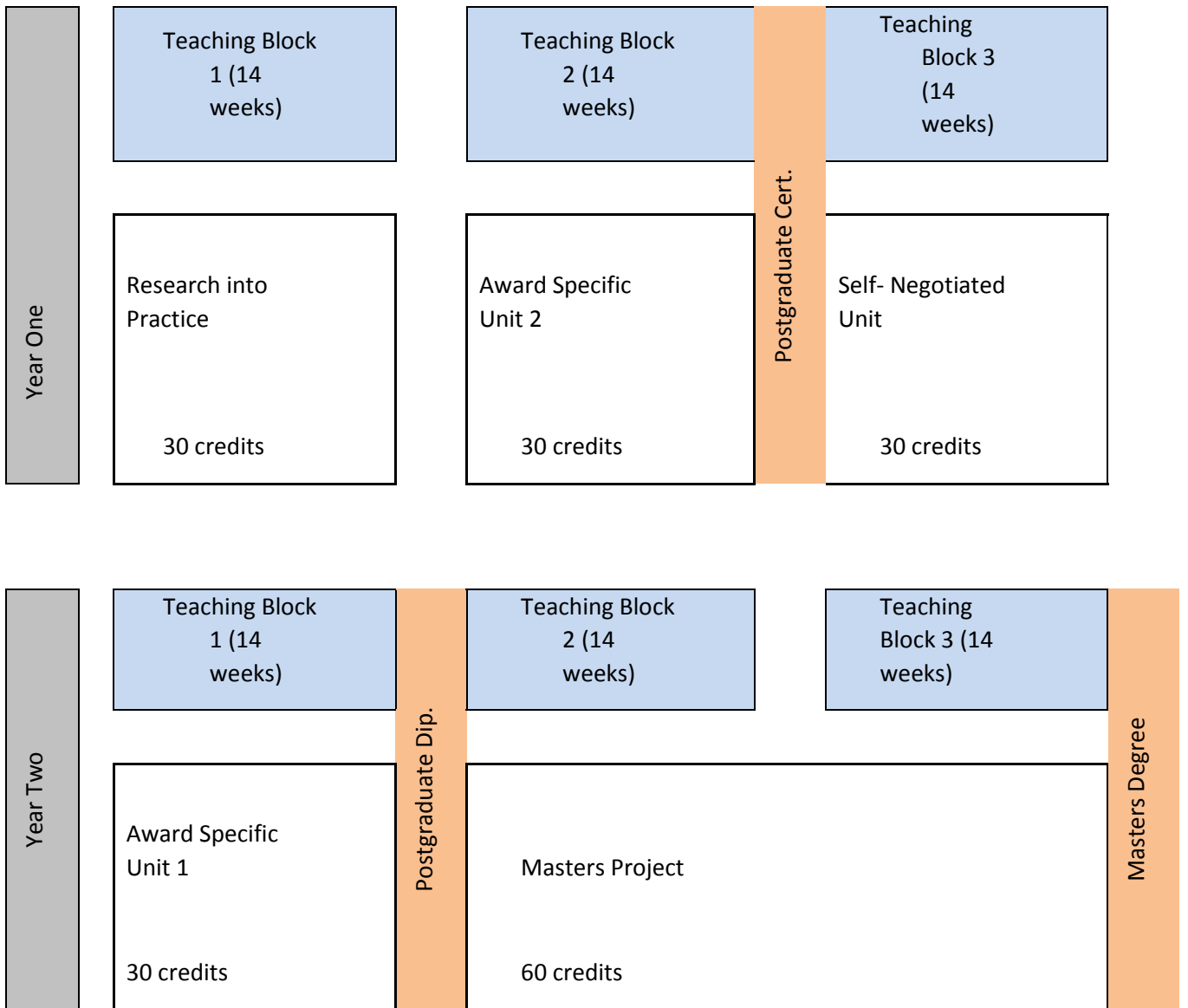
- Have developed the knowledge and skills to embark on a professional career as an independent practitioner in a related subject discipline;
- Have developed the skills and knowledge to be able to progress to the next level of study including, where appropriate, a postgraduate research degree programme;
- Be able to locate their work within relevant professional, cultural, historical and educational frameworks;
- Demonstrate a highly self-motivated, professional approach and work towards achieving their full potential as a career creative practitioner;
- Work professionally in an area appropriate to the chosen sphere of practice;
- Have developed the capacity to critically and rigorously examine contemporary culture, ethics and creative production;
- Be able to analyse information and experience to formulate and present reasoned, accessible arguments to a range of audiences;
- Have a clear understanding of the extent of their knowledge, and how this informs analysis and interpretation based on their expertise in their chosen area of practice;
- Be able to present, locate and interpret their subject practice using visual range of communication skills;
- Possess the qualities and transferable skills necessary for employment, self-employment and portfolio assuming full responsibility for decision-making;
- Be able to work flexibly to anticipate and respond creatively to change and uncertainty;
- Be able to work independently and collaboratively while having due regard to the views and inputs of others;
- Have developed the ability to make effective and innovative use of process and materials appropriate to the subject;
- Demonstrate some originality in the application of specialist knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject;
- Demonstrate the capacity for independent learning required for continuing professional development;
- Be able to work with due regards to Health and Safety procedures as appropriate to the chosen area of specialism.

# COURSE DIAGRAM

## MA Course Diagram Full-time Mode (one year)



**MA Course Diagram Part-time Mode (two years)**



## WHAT YOU WILL BE DOING IN THIS UNIT

This Award Specific Unit will enable you to use communication design to address problems and communicate messages based on commercial, cultural or personal concerns. You will use image, sound and text to convey messages by means of communication formats which could include illustration, photography, graphic design, interactive design and even 3 dimensional objects and the moving image.

Through small group discussions and by responding to the workshop briefs, you will extend your subject knowledge using specialist practice and experimentation. You will examine the boundaries of your own design practice and consider how these may be extended or challenged through experimentation, innovation with a consideration of potential audiences. Alongside the taught sessions and workshop briefs, you will develop a body of work throughout the independent project. With appropriate support from staff you will need to consider the theme of your project carefully at the outset of the unit and use the workshop sessions to stimulate new thinking or research enquiry in relation to your own. Through tutorials and seminars, you will negotiate your individual approach to the tasks and develop a Learning Agreement, indicating your intended outcomes for the unit, your approach to meeting the stated Learning Outcomes for the unit and the resources required. Workshop inductions and Health and Safety training are by negotiation as appropriate to the agreed project.

<b>Unit Title:</b>	Award Specific Unit
<b>Reference:</b>	ASU1
<b>Year:</b>	1 (full-time students) 2 (part-time students)
<b>Credit Points:</b>	30
<b>Duration:</b>	14 Weeks
<b>Study Time:</b>	300 Hours

### Description

The Award Specific Unit offers you the opportunity to extend your subject knowledge through specialist practice, supported by tutorials and group critiques. The aim of the unit is to allow you to explore the boundaries of your subject and to engage with a variety of concepts, processes and materials through the production of work. The experimentation and reflection carried out during this unit will help provide you with the working methods, background research and conceptual framework for the development and delivery of your Masters Project.

You may be supported in writing a Learning Agreement that you will develop at the start of the unit. In addition to outlining your concepts and outcomes in the Learning Agreement, you will also be expected to negotiate access to specialist resources that you feel are essential to the production of your work.

### Outline Syllabus

The syllabus for this unit will include the following areas:

- Guided independent study (using Learning Agreements where appropriate).
- Opportunities for subject practice supported by specialist academic and technical staff.
- Opportunities for collaborative working with other creative practitioners.
- An engagement with subject-specific concepts and knowledge of contemporary practice in your subject.
- Cultivating an awareness of professional practice in the creative industries.
- Presenting your work professionally and communicating ideas to others.
- Opportunities to acquire specialist technical skills as appropriate to your subject.
- Safe working practices.

### **Method of delivery**

You will experience a range of teaching methods on this unit which may include: lectures, seminars, studio teaching, study visits, workshop demonstrations, presentations, tutorials and group critiques.

### **Feedback to students**

Formative feedback will take place through discussion in group tutorials. Written feedback will be provided following the summative assessment point. Feedback on assessment will be via a written report and you will be given the opportunity to discuss this feedback with a tutor. Feedback refers to your achievement of the unit Learning Outcomes and you will also be given advice and guidance on areas for future development.

### **Aims**

1. To help you acquire, create and interpret subject specific information and knowledge.
2. To enable you develop specialist conceptual and applied skills in relation to your subject.
3. To enable you to identify contextual frameworks essential to an effective and developmental engagement with your subject.
4. To develop your professional practice and enhance your awareness of the creative industries relevant to your practice.

### **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO1:** Identify and apply concepts and principles associated with your subject to a range of contexts and environments
- LO2:** Employ appropriate methods, processes and materials to produce experimental and finished work relevant to current practice in your area.
- LO3:** Examine complex problems in your area of study and articulate a range of solutions.
- LO4:** Evidence your understanding of contemporary practice and the creative industries relevant to your subject area.

### **Assessment Requirements**

The specific content of each requirement will be negotiated as part of the Learning Agreement.

- a) A Learning Agreement.
- b) A Body of work appropriate to your discipline and practice.
- c) A Reflective Journal relevant to your practice in this unit.

## WHAT YOU WILL BE DOING IN THIS UNIT

The Research into Practice Unit is the introductory, core unit, common to all our MA courses as a means of enabling interdisciplinary discussion and disseminating best practice in terms of research methodologies appropriate to practice – whatever the nature of that practice might be in terms of specialism. The research and practice elements of the MA curriculum provide a bridge between undergraduate study, Masters experience and the subsequent pursuit of a professional career. MA at NUA and will help sharpen your critical thinking and enrich your intellectual engagement through the study of emerging, current and key themes in your area of study. The course involves exploring the contexts of your subject area in multidisciplinary groups and with interdisciplinary projects. You will be working with full time and part-time students from across the range of our MA courses.

You will be introduced to a range of creative practices, histories, cultural theories and societal influences which might impact on your subject area and that might help you identify and apply relevant research methods. These will assist your scholarly and creative independence while also refining your professional creative choices.

You will be taking part in discussions, lectures and seminars regarding current and historical topics and will be working in small groups in guided peer learning sessions. Visiting industry specialists and creative professionals will facilitate your understanding of research into practice, whilst recognizing the pre-eminence of practice as a key driver and tool for exploration.

<b>Unit Title:</b>	Research into Practice
<b>Reference:</b>	RIPU
<b>Year:</b>	1 (full-time students) 1 (part-time students)
<b>Credit Points:</b>	30
<b>Duration:</b>	14 Weeks
<b>Study Time:</b>	300 Hours

### Description

This unit launches the Masters' study experience on all courses for all new students. The unit forms a bridge to postgraduate study and will help you to consider new ways of thinking and reflecting on your practice. You will be challenged to engage with concepts, theories and methods that may seem unfamiliar to you and encouraged to consider how your practice may evolve through an appreciation of the wider issues of art, design and media.

Collaboration forms an important theme in the unit. You will be invited to work with students from different disciplines and consider how their approach to practice differs from and resonates with your own. Multi-disciplinary sessions will give you a chance to meet the wider postgraduate community and form bonds that could lead to support and potential collaborations as your studies progress.

We will examine a variety of research-led approaches to practice and discuss how historical, political, social, cultural or technical research may influence your work. As you gain an understanding of a range of approaches to research, you will plan and develop a research-driven project that demonstrates a clear understanding of how to select and apply appropriate methods for your discipline and interests. Effective research strategies are essential to the progression of all work within the broad parameters of art, design or media practice. Rigorous analysis of technical, creative and critical approaches will be required as you develop your project.

You will develop and submit a Research Report that critically reflects upon your research and development in this unit. This will be supported by a body of practical work and related research material which demonstrates both the research and development of ideas along with the finished outcomes.



## Outline Syllabus

The syllabus for this unit will include the following areas:

- An engagement with the wider issues of research in art, design and media practices.
- Opportunities to develop academic skills in research and communication.
- Opportunities for collaborative working with other creative practitioners.
- Opportunities for subject practice supported by specialist academic and technical staff.
- An engagement with subject-specific concepts and knowledge of contemporary practice in your subject.
- Presenting your work professionally and communicating ideas to others.
- Safe working practices.

## Method of delivery

Lectures, presentations, seminars and group tutorials.

## Feedback to students

Formative feedback will take place through discussion in group tutorials. Written feedback will be provided following the summative assessment point.

## Aims

The aims of the unit are:

1. To help you to identify key contextual frameworks as manifest by other creative practitioners, writers, political/social and economic factors etc.
2. To enable you to locate and analyse relevant source material and methodologies.
3. To enable you to reflect upon, review and evaluate your own learning.
4. To develop skills in organising, planning and managing independent research projects.

## Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO5:** Identify contextual frameworks that enable you to locate or position your work within contemporary research and scholarship around your practice area.
- LO6:** Evaluate and critique research methods and material relevant to your work.
- LO7:** Apply objective and reasoned evaluation to your research and communicate your findings to your peer group.
- LO8:** Plan, manage and prepare an independent research study.

## Assessment Requirements

You are required to submit the following for assessment:

The specific content of each requirement will be negotiated as part of the Learning Agreement.

- a) A 2,000 word research report with bibliography and references that critically reflects upon the impact of your research and the methods used in relation to the work produced.
- b) A body of work that responds to your research for the unit.
- c) An annotated research file

## WHAT YOU WILL BE DOING IN THIS UNIT

The Self Negotiated Unit is a core unit offering you the opportunity to pursue ideas and allow you the creative freedom to experiment and push the boundaries of your work to create something new, or to capitalise on ideas and themes drawn from other units within the MA. You will negotiate your project with your tutors through the production of a learning agreement where you will determine the focus and parameters of study and the final project outcomes. Whatever you decide to produce, this experimental and developmental unit aims to prepare you for the final unit of the award: The Masters Project.

The Self Negotiated Unit also provides you with the opportunity to develop and extend your understanding and engagement with the creative industries associated with your practice and you will be expected to work to the professional standards expected by practitioners and industry. You will be supported to build your professional networks under the guidance of core teaching staff. You will, for example, be encouraged to establish links with businesses, institutions and individuals whose work relates to your own and to negotiate sponsorship, internships and collaborations as appropriate to your project and discipline.

Self directed study which you organise through your learning agreement, tutorial sessions, seminars and group critiques will encourage discussion and critical reflection upon your research, methods of working and developing practice. The critiques are developed as multi-disciplinary group tutorials where you will show work in progress at key intervals in the Unit.

<b>Unit Title:</b>	Self Negotiated Unit
<b>Reference:</b>	SNU
<b>Year:</b>	1 (full-time students) 1 (part-time students)
<b>Credit Points:</b>	30
<b>Duration:</b>	14 Weeks
<b>Study Time:</b>	300 Hours

### Description

The Self-Negotiated Unit is an opportunity to develop a new and discrete body of work or to continue with emergent ideas and themes from other units within the named MA award. The unit aims to prepare you for the final unit of the award, the Masters' Project. You will negotiate with tutors to determine the focus and parameters of study and the final project outcomes.

This unit provides the opportunity to develop and extend your understanding and engagement with the creative industries associated with your practice. You will be encouraged to establish links with businesses, institutions and individuals whose work relates to your own and to negotiate sponsorship, internships and collaborations as appropriate to your project and discipline.

Tutorial sessions, seminars and group critiques will encourage discussion and critical reflection upon your selected research methodologies, relevant contextual frameworks of discourse, evolving content and the process of concept realisation.

### Outline Syllabus

The syllabus for this unit will include the following areas:

- Guided independent study using Learning Agreements.
- Opportunities to cultivate skills in developing, planning and managing an independent project.
- Opportunities for subject practice supported by specialist academic and technical staff.
- An engagement with subject-specific concepts and knowledge of contemporary practice in your subject.
- An engagement with professional practice in the creative industries.
- Presenting your work professionally and communicating ideas to others.
- Safe working practices.

### **Method of Delivery**

Presentations, tutorials, seminars and group critiques.

### **Feedback to students**

Formative feedback will take place through discussion in tutorials, and group critiques. Written feedback will be provided following the summative assessment point.

### **Aims**

1. To develop critical reflection of methodologies and outcomes.
2. To encourage self-direction, ambition and originality in all aspects of the work.
3. To nurture a proactive approach to engagement with relevant creative industries.
4. To enable independent learning through the application of initiative, planning, organisation and personal responsibility

### **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO9:** Employ appropriate and contemporary methodology to research and generate outcomes in response to an initial project proposal.
- LO10:** Generate work that demonstrates innovation in its approach; that challenges existing perspectives and is responsive to discourse associated with your area of enquiry.
- LO11:** Evidence your understanding of professional practice and the creative industries relevant to your subject area
- LO12:** Plan and employ a clear programme of learning to develop relevant skills and knowledge and demonstrate independence and professionalism through effective decision-making and evaluation.

### **Assessment Requirements**

Specific content of each requirement will be negotiated as part of the Learning Agreement.

- a) A Learning Agreement
- b) A body of work appropriate to your discipline and practice.
- c) Research files (notebooks, worksheets, sketchbooks, reflective journal, etc).
- d) A 1,500 word critical evaluation of the work, which must include a bibliography and references.

## WHAT YOU WILL BE DOING IN THIS UNIT

This Award Specific Unit will see you using communication design to solve problems and communicate messages based on commercial, cultural or personal concerns. You will use image, sound and text to convey messages by means of visual communication formats which could include illustration, photography, graphic design, interactive design, 3D objects or moving image.

Through group discussions and responses to the workshop briefs, you will extend your subject knowledge using specialist processes and experimentation in practice. You will examine the boundaries of your own design practice and consider how they may be extended or challenged through experimentation, innovation and audience.

Alongside the taught sessions and workshop briefs, you will develop a body of work through an independent project. You will need to consider the theme of your project carefully at the outset of the unit and use the workshop sessions to stimulate new thinking or research enquiry in relation to your own.

Through tutorials and seminars you will negotiate your individual approach to the tasks and develop a Learning Agreement, indicating your intended outcomes for the unit, your approach to meeting the stated Learning Outcomes and the resources required. Workshop and Health and Safety inductions will be provided as appropriate.

**Unit Title:** Award Specific Unit 2

**Reference:** ASU2

**Year:** 1 (full-time students)  
1 (part-time students)

**Credit Points:** 30

**Duration:** 14 Weeks

**Study Time:** 300 Hours

### Description

The Award Specific Taught Unit offers you the opportunity to extend your subject knowledge through specialist practice, supported by tutorials and group critiques. The aim of the unit is to allow you to explore the boundaries of your subject and to engage with a variety of concepts, processes and materials through the production of work. The experimentation and reflection carried out during this unit will help provide you with the working methods, background research and conceptual framework for the development and delivery of your Masters Project.

You may be supported in writing a Learning Agreement that you will develop at the start of the unit. In addition to outlining your concepts and outcomes in the Learning Agreement, you will also be expected to negotiate access to specialist resources that you feel are essential to the production of your work.

### Outline Syllabus

The syllabus for this unit will include the following areas:

- Guided independent study (using Learning Agreements where appropriate)
- Opportunities for subject practice supported by specialist academic and technical staff.
- Opportunities for collaborative working with other creative practitioners.
- An engagement with subject-specific concepts and knowledge of contemporary practice in your subject.
- Cultivating an awareness of professional practice in the creative industries.
- Presenting your work professionally and communicating ideas to others.
- Opportunities to acquire specialist technical skills as appropriate to your subject.
- Safe working practices.

**Method of delivery**

You will experience a range of teaching methods on this unit which may include: lectures, seminars, studio teaching, study visits, workshop demonstrations, presentations, tutorials and group critiques.

**Feedback to students**

Formative feedback will take place through discussion in group tutorials. Written feedback will be provided following the summative assessment point. Feedback on assessment will be via a written report and you will be given the opportunity to discuss this feedback with a tutor. Feedback refers to your achievement of the unit Learning Outcomes and you will also be given advice and guidance on areas for future development.

**Aims**

The aims of the unit are:

1. To help you acquire, create and interpret subject specific information and knowledge.
2. To enable you develop specialist conceptual and applied skills in relation to your subject.
3. To enable you to identify contextual frameworks essential to an effective and developmental engagement with your subject.
4. To develop your professional practice and enhance your awareness of the creative industries relevant to your practice.

**Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO13:** Identify and apply concepts and principles associated with your subject to a range of contexts and environments.
- LO14:** Employ appropriate methods, processes and materials to produce experimental and finished work relevant to current practice in your area.
- LO15:** Examine complex problems in your area of study and articulate a range of solutions.
- LO16:** Evidence your understanding of contemporary practice and the creative industries relevant to your subject area.

**Assessment Requirements**

The specific content of each requirement will be negotiated as part of the Learning Agreement.

- a) A Learning Agreement
- b) A Body of work appropriate to your discipline and practice
- c) A Reflective Journal relevant to your practice in this unit

## WHAT YOU WILL BE DOING IN THIS UNIT

The Masters Project is an opportunity for you to engage in a sustained period of self- directed study. You will complete a Masters Project Proposal Form at the start of the unit which should identify:

- current practice and research in the relevant field of study
- an analysis of intended research methodology
- an outline of ideas and/or creative intentions
- the proposed format and method of communication for the work.

Guidance will be provided on how to draft the Proposal Form and tutors will support you to formulate a programme of work that is appropriately challenging and reflects the expectations of this unit which is the culmination of your Masters study. Tutorials, seminars and critiques will provide opportunities to critically reflect on progress through discussion with tutors and your peers.

You will continue to develop skills in proactivity and resourcefulness that were established in your Self Negotiated Unit. The Masters Project helps you to extend your understanding and engagement with creative industries associated with your practice. You will be expected to recognise and work to the professional and creative expectations of your subject area and will be supported to nurture links with businesses, institutions and individuals whose work relates to your own, and to negotiate sponsorship and collaborations as appropriate to your project and discipline.

<b>Unit Title:</b>	Masters Project
<b>Reference:</b>	MP
<b>Year:</b>	1 (full-time students) 2 (part-time students)
<b>Credit Points:</b>	60
<b>Duration:</b>	14 Weeks
<b>Study Time:</b>	600 Hours

### Description

The Masters Project is an opportunity for you to engage in a sustained period of self- directed study. You will complete a Masters Project Proposal Form at the start of the unit which should identify:

- current practice and research in the relevant field of study
- an analysis of intended research methodology
- an outline of ideas and/or creative intentions
- the proposed format and method of communication for the work.

Guidance will be provided on how to draft the Proposal Form and tutors will support you to formulate a programme of work that is appropriately challenging and reflects the expectations of this unit which is the culmination of your Masters study. Tutorials, seminars and critiques will provide opportunities to critically reflect on progress through discussion with tutors and your peers.

Continuing to develop skills in proactivity and resourcefulness that were encouraged in the Self-Negotiated Unit, the Masters' Project helps you to extend your understanding and engagement with the creative industries associated with your practice. You will be expected to nurture links with businesses, institutions and individuals whose work relates to your own and to negotiate sponsorship and collaborations as appropriate to your project and discipline.

## Outline Syllabus

- Guided independent study using the Masters Project Proposal Form.
- Opportunities to extend skills in developing, planning and managing an independent project.
- Opportunities for subject practice supported by specialist academic and technical staff.
- An engagement with subject-specific concepts and knowledge of contemporary practice in your subject.
- An engagement with professional practice in the creative industries.
- Presenting your work professionally and communicating ideas to others.
- Safe working practices.

### Method of delivery

Presentation, tutorials, seminars and group critique.

### Feedback to students

Formative feedback will take place through discussion in tutorials, and group critiques. A tutorial to review outcomes will be provided following the summative assessment point.

## Aims

The aims of the unit are:

1. To enable you to sustain a period of personally directed study at a level that requires an in-depth, professional and critical engagement with issues.
2. To enable you to initiate, research and engage in critical discourse that is at the forefront of your area of enquiry through visual, written and/or oral means of presentation and communication.
3. To build confidence and capability in relation to dealing with complex issues, enabling sound and informed judgments in relation to communicating with a specialist and non-specialist audience and professional peers.
4. To ensure a proposal can be explored, tested and resolved within the context of current thinking and professional practice demonstrating rigour, originality and ambition.

## Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO17:** Evaluate current issues, practices and initiatives associated with your field of study in relation to the development of your work.
- LO18:** Demonstrate understanding of the materials and processes associated with your subject through experimentation, research and application.
- LO19:** Devise and generate a body of work that demonstrates innovation in its approach; challenges existing perspectives and shows a reflective and critical approach to your subject area.
- LO20:** Critically evaluate and apply appropriate methodologies and research findings to your project
- LO21:** Articulate the content and ambitions of your work to peers, specialist and non-specialist audiences, verbally and in writing, in an appropriate and professionally viable format.
- LO22:** Plan, organise and produce an original and creative body of work to a standard that reflects the professional expectations of your subject area.

**Assessment Requirements**

The specific content of each requirement will be negotiated through the Masters Project Proposal Form

- a. Masters Project Proposal Form
- b. A body of work appropriate to your discipline and practice.
- c. Research Files (notebooks, worksheets, sketchbooks, reflective journal, etc).
- d. A critical and reflective evaluation of the work (2,500 words), which must include a bibliography and references.



## **LEARNING AND TEACHING**

Learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning.

NUA emphasises learning and discovery through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials. Other learning and teaching methods include lectures, individual and group tutorials, short placements and work-related learning, alongside technical demonstrations, exhibition practice, visiting experts and professionals and other presentations of students' work.

Students' progress is assessed in a number of ways. All courses provide clear information about the work required for assessment, and the criteria which are used in assessment. Courses make considerable use of group critiques where students present their work for discussion. Courses also use self-evaluation and peer evaluation to complement the assessment of work by tutors. Students come into contact with a wide range of staff, all of them committed to supporting learning. As well as academic staff, these include staff in technical workshops, the Library, Employability Service, and Student Support.

### **Independent Learning**

At postgraduate level, a significant emphasis is placed on independent learning. This enables students to make the best use of the University's resources in support of individual creative development. Independent learning may be based on projects or assignments set by staff, or it may be self-initiated. Independent learning complements and builds upon your ability to master your subject area and undertake research that is specific to your areas of interest. Key aspects of learning develop through the acquisition of research skills, the generation and development of ideas, and independent study. Learning Agreements are used by courses to support independent study and to enable students to focus, direct and negotiate their individual pathway through the course.

At postgraduate level, a significant emphasis is placed on independent learning. This enables students to make the best use of the University's resources in support of individual creative development. Independent learning may be based on projects or assignments set by staff, or it may be self-initiated.

### **Collaboration**

One of the most exciting aspects of study at NUA is the opportunity for students to concentrate on their art and design discipline. However, there are also valuable opportunities to learn from the experience of working collaboratively or as part of a team with students on other courses. Collaborative projects may form part of the approved content of a course unit, with the outcomes of the collaboration being formally assessed, or they can be negotiated as part of a learning agreement. The chief benefit of collaborating in this way is that it reflects the realities of professional practice in the creative industries, and thus it enhances students' understanding of the professional context for their work.

### **Work-Related Learning**

All NUA courses offer students opportunities to undertake periods of work placement in order to reinforce their professional development and awareness. Other types of work-related learning emphasised by courses include: guest lectures or workshops led by visiting artists and designers; 'live' projects or commissions for external clients; mentoring by practising artists and designers; and projects which simulate professional practice in the creative sectors. In addition, students are encouraged to participate

in regional and national competitions for artists and designers such as the Royal Society of Arts Student Awards and Design & Art Direction Awards, often achieving significant success.

Students undertake voluntary projects, for example in schools, hospitals and the wider community. This experience is particularly valuable for those who want to pursue a career in teaching or community work. NUA is developing mechanisms by which such activity can be accredited towards a degree. The University regularly takes advice from the creative and cultural industries in order to maintain the currency of its courses and to ensure that the learning experience is relevant to future employment, freelance work and progression to postgraduate study.

## **Learning and Teaching Strategy**

All of these features of learning, teaching and assessment are underpinned by NUA's Strategy for Learning, a key document which sets out its principle aims and the ways in which learning and teaching will be enhanced at NUA. Academic and other staff involved in teaching and the support of learning regularly identify and share good practice with colleagues within the University and nationally. Each year NUA recognises the contribution made by staff through the award of a Teaching Fellowship and a number of Teaching and Student Support Awards.

Staff are able to apply for small grants for the development of new approaches to learning and teaching, and for funding to promote the application of their research and creative practice to inform and update their teaching. The University is committed to a learning environment in which traditional forms of learning and teaching are complemented by e-learning, and which is significantly enhanced by its Library and learning resources.

## **ASSESSMENT**

Assessment is the process of evaluating or assessing your learning. Sometimes it will involve consideration of work in progress, while at others it concentrates on work which you have completed and submitted as assessment requirements for each unit of study.

The University assesses you through the coursework that you produce as you complete each unit.

There are two types of assessment that you will receive while on your course:

- Formative assessment is the process whereby your work and progress are assessed at regular intervals with accompanying feedback from staff in order to help to improve your performance. Staff will provide you with feedback on the progress of your work before you reach the assessment point at the end of the unit. This may take place one-to-one with a tutor (e.g. in a tutorial) or in group sessions.
- Summative assessment is the process whereby your work is evaluated and given a mark at the end of course unit. Summative assessment formally records your achievement of the unit's learning outcomes.

You will be assessed against the approved unit learning outcomes and assessment requirements as outlined in Unit Outlines, which you can find in the Course Guide. Unit handbooks guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and so successfully achieve the unit learning outcomes. Further information about assessment can be found in the Course Guide which is available on the relevant area of the VLE.

Many courses also employ self and peer evaluation or assessment within their overall assessment processes. Self-evaluation and self-assessment require you to reflect upon your learning and performance and to submit this to tutors. Peer evaluation and peer assessment are used when students have been working in teams and require each team member to reflect upon their peers' performance and to submit this to tutors.

### **Feedback Following Assessment**

Formative assessment is itself a process of feedback on your progress. You are also given feedback on your performance following each summative assessment. This is delivered in accordance with your unit outline and with reference to the NUA Student Agreement. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion.

## REQUIREMENTS FOR PROGRESSION ON THE COURSE

When you complete and hand in assessment requirements for a unit, we assess how well you have done against each of the **Learning Outcomes** for that unit. If you don't meet the standard needed for each Learning Outcome, you won't pass the unit.

Academic credit is gained when a unit is passed. If you fail a unit, you don't gain academic credit for that unit.

See the University's Student Regulations and Procedures  
<http://www.nua.ac.uk/about/information/support/>

## REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To be awarded a Norwich University of the Arts Master's degree (an MA), you must have achieved at least 180 credits at FHEQ Level 7 (which is the level of all units on a taught postgraduate course at NUA).

*If you do not complete your course for any reason, you may qualify for an exit award as follows:*

- Norwich University of the Arts Postgraduate Certificate of Higher Education (a PGCert) (60 credits at Level 7 (FHEQ))
- Norwich University of the Arts Postgraduate Diploma of Higher Education (a PGDip) (120 credits at Level 7 (FHEQ))

## CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

The University may terminate your place on a course if:

- Your attendance is deemed unsatisfactory;
- You do not meet the requirements for progression as set out in the Student Regulations and Procedures;
- You do not pay the University fees and/or any other required payments in line with our Undergraduate or Postgraduate (Taught) Student Tuition Fees Payment policies;
- You are found to have broken specific course or other regulations about student conduct or anti-social behaviour; or
- You need a visa to study at NUA and have broken the terms and conditions of that visa as set out by UK Visas and Immigration (UKVI). UKVI is the part of the Home Office responsible for deciding who has the right to visit or stay in the country, including the right to study.

## QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988, and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the [OfS Register](#) and on the [list of recognised bodies](#) published on the UK Government (GOV.UK) website. The OfS regulatory framework will come fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards. From 1 April 2018 until 31 July 2019 the University will be subject to the OfS Transitional Arrangements.

Prior to 2016, the University was quality assured by the QAA. Read [NUA's latest review](#).

Quality in the University is assured by a number of systems and procedures. Many of these notably those which contribute to annual monitoring work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement;  
and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.

**Date of Course Specification: September 2018**