

MA DESIGN



LONDON SCHOOL
OF DESIGN
AND MARKETING

MA DESIGN



***WHERE
PASSION
BECOMES A
PROFESSION***



PROGRAMME SPECIFICATION (ACADEMIC YEAR 2020/21)

The Master's Degree in Design is intended for students, professionals, artists or freelancers with ambition or an established career in advertising (art directors, producers or designers), visual design, communication design, graphic design and interactive design (designers, producers, team leaders, art directors or creative directors). This is a sample programme subject to change with the validating body.

Validating Body:	University for the Creative Arts
Final Award Title and Type:	MA
Course Title:	MA Design
Course Location:	Online

ACCREDITATION BY UCA

The University for the Creative Arts (UCA) is the #1 creative specialist university in the UK.

As the 2nd largest provider of creative education in Europe, with around 160 years of history, UCA graduates include Oscar-winning film makers and animators, world-renowned fashion designers, television presenters and Turner-Prize nominees.

- Ranked 13th out of all universities in the UK by the Guardian League Table (2020)
- Highest-ranked creative specialist university in all three league tables in the UK (2020)
- Placed 2nd among all modern universities by the Complete University Guide (2020)
- Named "Modern University of the Year" by The Times and Sunday Times Good University Guide (2019)
- Winner of the Teaching for Excellence Framework Gold Award (2019)

UCA accredits all of our degree courses: BA (Hons) Marketing, BA (Hons) Design, MA Marketing and MA Design.



COURSE OVERVIEW

The Master's Degree in Design focuses on the intellectual support which improves the understanding of design and its relationships with companies and the professional industry. Our course is exclusively online and focuses on three main fields of practice: communication design, interactive design and product design.

LEARNING SKILLS

LSDM's students will adopt a reflexive, analytical and evaluative approach to design, achieving a greater understanding of the dynamic relationships between design, the industry and the commercial sector. Our study plan absorbs reality, providing advanced, specialised, artistic, academic and entrepreneurial knowledge, which will allow students to pursue an established career in the future.

TEACHING STAFF

Our teaching staff is composed of qualified, experienced and reputable teachers. Besides the Doctorate level academic degree, they present well-established professional careers, connecting the academic component with the job market.

TUTOR CENTRE

LSDM's students are supervised on a weekly basis through a Tutor Centre composed of a team of specialised tutors in Design, with Master's degrees and several years of proven experience. Our Tutor Centre is also available in English, Spanish and Portuguese.

OVERALL METHODS OF ASSESSMENT

Overall Methods of Assessment	Written Exams	Practical Exams	Coursework
Stage 1	0%	0%	100%
Overall Learning & Teaching hours	Scheduled	Independent	Placement
Stage 1	25,8% - 465 hours	74,2% - 1335 hours	0% - 0 hours
Mode of Study	Online Learning		
Language of Study	English / Spanish / Portuguese		

COURSE STRUCTURE

The Master's in Design is 100% online, designed for learning in accordance with our students' availability, without a fixed timetable. In other words, LSDM's students can define when or where they can access our contents and carry out the evaluation assignments. Only the final assignments and specific presentations will be scheduled in a fixed timetable, which will be reported in due time to LSDM's students.

Structure of the Course:

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Level 7	Term 1 (16 weeks)															
	Design Thinking 20 credits															Assessment
	Advanced Design Communication 20 credits															
	Advanced Design Lab 30 credits															
Level 7	Term 2 (16 weeks)															
	Research Methods 20 credits															Assessment
	Design Innovation 30 credits															
	Applied Design Project 60 credits							Formative Feedback	Applied Design Project							Assessment
Level 7	Term 3 (16 weeks)															
	Applied Design Project							Formative Feedback	Applied Design Project							Assessment

Key

Assessment

Formative Feedback

Teaching and learning methods used in this course:

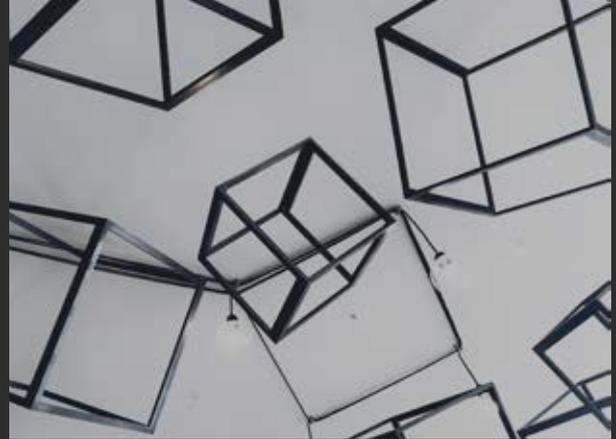
- Taught in English, Spanish and Portuguese;
- Maximum of 3 units at the same time and a final project;
- The unit's content is asynchronous and organised by weekly topics;
- Our Tutor Centre functions as a support and interaction tool for our students;
- Online resources (such as lectures, seminars and discussions, tutorials and feedback sessions, forums facilitation, online discussion groups and practical exercises).

UNITS CONTENT DESCRIPTION

DESIGN THINKING

The 'design thinking' process lies at the very core of the design activity and creative thinking. This unit introduces you to definitions and concepts of creativity and design. It allows you to explore what creativity in design is and reflects methods of creativity with concepts of taste, consumer needs as well as user interface.

Throughout this unit you will be required to implement creative processes using various techniques connected with the development of creative skills. As a result of being exposed to various models and methods, you will become more adept in ideas generation, lateral thinking and linking ideas to solve design briefs.



ADVANCED DESIGN COMMUNICATION

The aim of this unit is to allow you to reflect on the multidisciplinary nature of contemporary design communication. You will bring together all the key subject disciplines of design practice and develop your analytical skills while generating conceptual thinking needed to prepare for high-level professional practice.

Throughout this unit we want you to realise your own creative potential and self-reliance. As this is a fast changing world of creative communication, this unit will support you to identify whether you want to work as a freelance or pursue further developments in a design corporation.

ADVANCED DESIGN LAB

The Advanced Design Lab unit is made up of 3 strands: communication design, interactive design and product design. The strands have been developed to reflect the broad nature of Design and allow for divergent and convergent thinking.

You will be given the choice to explore one of these areas from the outset, dependent on your personal aims and ambitions. You should draw upon your supporting work developed in earlier units to give an overview of your project from inception to conclusion. Consideration should be given to the relationship between the theoretical discourses pursued within your studies and the practical design manifestation.

Your project should be regarded as an exercise in the analysis, interpretation and presentation of information, observations and creative ideas related directly to either communication design, interactive design or product design. As such, the format of the final submission is flexible to allow you to present your individual project in a context appropriate to your design ideation.

DESIGN INNOVATION

Throughout this unit we aim to develop and harness your skills in managing design and look to you as the design pioneers for strategic innovation and change.

You will explore theoretical topics in areas such as innovation and creativity and we will support you with more analytical discourse such as team-working and leadership. You will observe case studies, research methodologies, presentations and design audits.

The aim of this unit is to allow you to disseminate your practice in the observation, analysis, interpretation, and research activity stages and to allow you to make informed reference to the world beyond design looking at cultural and contextual references including new technology, economics, politics, law and the global environment.

RESEARCH METHODS

The unit will cover the main dimensions of completing research.

It is expected to give you the knowledge and acumen required to understand different research approaches and skills pertinent to design practice, and enable you to complete research within the academic and professional environment.

You will consider the conceptual tools of the formulation of scientific research problems as well as dealing with heuristic tasks, through analysis and data processing. You will finally resolve your research, according to standard scientific procedures and requirements for validation.

The unit focuses on essential topics for research methodology in the social sciences, covering the most frequent research tools in the field of design.

APPLIED DESIGN PROJECT

The Applied Design project is the culmination of your studies and will form an exposition of the central ideas and concepts developed throughout your Design MA. As such it should achieve a resolution to previous project units and demonstrate evidence of advanced conceptual, theoretical and technical capability over an extended period of self-directed study and practical production.

The outcome should draw upon your supporting work developed in earlier units to give an overview of your applied design project from inception to conclusion. Consideration should also be given to the relationship between the theoretical discourse pursued within your studies and the practical manifestation of your applied design project as a communicable whole.

Your project should be regarded as an exercise in the analysis, interpretation and presentation of your information, research, observations, practice and testing with proposals related directly to your design practice. Above all, the practical work you develop must reflect a high level engagement in advanced design practice and creativity.



COURSE OUTCOMES

KNOWLEDGE

- Demonstrate an advanced critical point of view on contemporary design practice.
- Identify opportunities presented by the contexts and demands of the design practice in the marketplace for the deployment of suitable creative strategies.
- Identify and rigorously investigate specific sources using appropriate research methods leading to new concepts or insights into existing Design practice.

UNDERSTANDING

- Interpret theory and practice of research to demonstrate a comprehensive and critical understanding of design and its underlying principles.
- Understand how creative practice, experimentation and risk taking advance the formulation of innovative and creative solutions to design.

APPLICATION

- Apply design skills for specific commercial activities using your knowledge of market behaviour, commercial trends, production means and technological updates.
- Demonstrate advanced creative skills and knowledge of processes by presenting work that consolidates creative and effective practice.
- Create a systematic framework to implement design development through project management and self-directed study.



ENTRY REQUIREMENTS

Candidates can apply for a Master's Degree in Design through the following application options:

VIA HIGHER EDUCATION

Applicants must have concluded Higher Education (3 years of study) in their country of origin attested by a certificate legally issued. This degree must have been obtained in the area you've chosen or in a related one.

Documents:

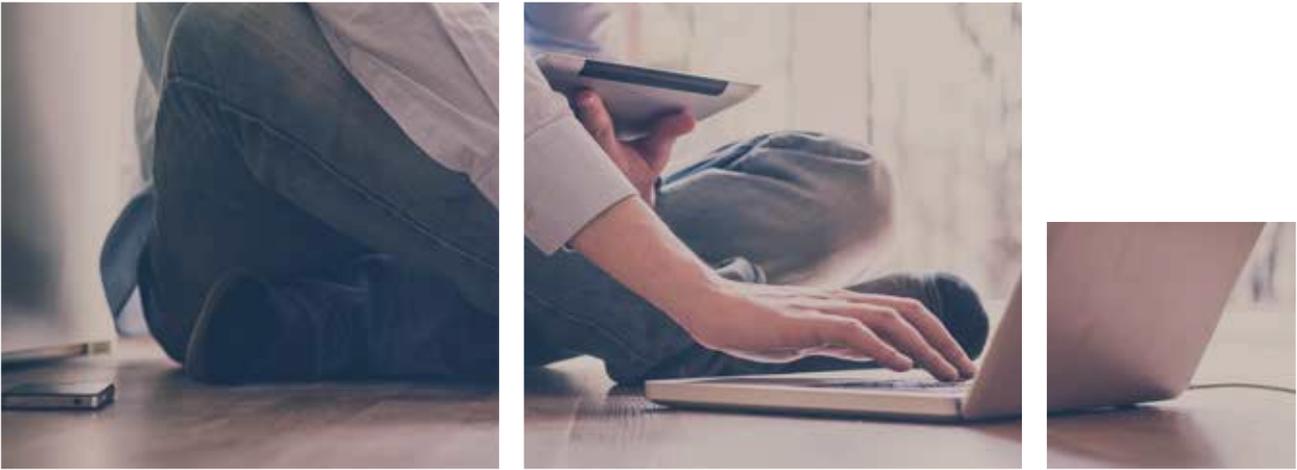
- Copy of the Identification Card (ID) or Copy of the Passport
- CV and Motivation Letter
- Academic Certificate (bearing the Hague Apostille or equivalent)
- Portfolio (demonstrating appetite for the creative area or design)
- * Language Certificate (required only for students wishing to attend the course in a language that is non-native.)

VIA PROFESSIONAL EXPERIENCE

Applicants must have relevant professional experience demonstrating their ability to study a Master's degree in Design, subject to the approval of LSDM based on the affinity and relevance of the student's basic education, training and projects' experience. A portfolio will be asked to the candidates revealing their professional experience in the area of Design.

Documents:

- Copy of the Identification Card (ID) or Copy of the Passport
- CV and Motivation Letter
- Portfolio (demonstrating appetite for the creative area or the design area, recommendation letters and any other evidence of the applicant's professional experience)
- *Language Certificate (required only for students wishing to attend the course in a language that is non-native.)



Students with Special Needs can also apply. An analysis will be carried out between the student and the responsible for the LSDM's student support regarding the specific needs of each case.

Mature students can also apply. There will be an analysis to the applicant's professional career, similar to the process carried out in the applications Via Professional experience.

LANGUAGE REQUIREMENTS

Language certificates are only requested for the students who wish to attend the course in a language other than their own. If a student wishes to attend the course in his own native language, he doesn't need to prove he masters the language. For non-native students who wish to attend the course in a different language, a certificate must be provided:

English - You must provide the IELTS Certificate with a grade equal to, or higher than, 6.

Spanish - You must provide the Cervantes Certificate (DELE).

Portuguese - You must provide the Camões Certificate (PLE of CAPLE).

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