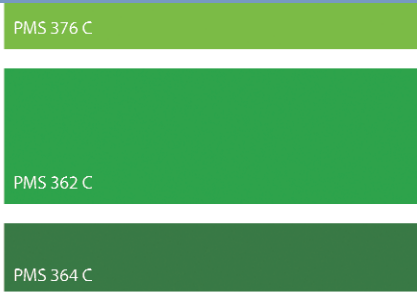


Postgraduate
PGCert/PGDip/MA [full-time and part-time]

Bath Spa University Design: Brand Development



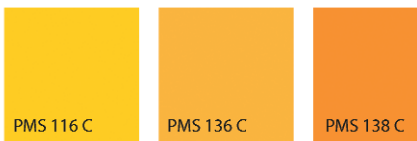
Primary Colours



Secondary Colours



Tertiary Colours



The MA Design programme has four routes: Brand Development; Ceramics; Fashion and Textiles; Investigating Fashion Design. The programme shares common principles in terms of its philosophy and research, particularly with regard to research methodologies, but acknowledges the diversity of individual design disciplines that collectively contribute so much to the cultural and economic life of 21st century society.

Brand Development aims to develop the analytical, strategic and creative thinking processes together with the skills related to brand creation, identity, positioning and marketing.

Graduates from design, business and media programmes can take this opportunity to gain true insights and skills in the development of successful brands. Design and business procedures are brought together to interact in a positive and productive way to simulate best practice in organisations committed to brand creation and development.

Snapshot



Awards

- MA Design: Brand Development.
- Postgraduate Diploma (PG Dip) Design: Brand Development.
- Postgraduate Certificate (PG Cert) Design: Brand Development.

Course length

- MA full-time: three trimesters (one calendar year).
- MA part-time: six trimesters (two calendar years).
- PG Dip full-time: two trimesters (one academic year).
- PG Dip part-time: four trimesters.
- PG Cert full-time: one trimester.
- PG Cert part-time: two trimester.

Course location

Sion Hill and Corsham Court campuses.

Key features

- this popular course combines theoretical and practical skills to enable students from a variety of backgrounds to find a position in the global market of Brand Development.
- the course invites students who display entrepreneurial thinking and creative flair with sound business logic, bringing together the disciplines of design, marketing, manufacturing, tourism, finance, business and sociology.

Applications

Application forms are available on the website and for any admissions enquiries please contact:

T: +44 (0)1225 875609

E: admissions@bathspa.ac.uk

Enquiries

For all enquiries about the course, please contact:
Paul Minott.

T: +44 (0)1225 876101

E: p.minott@bathspa.ac.uk

The Course

Course structure and content

The course is offered in both full and part-time modes. It is normally one year (3 trimesters) in duration in full-time mode or 6 trimesters in part-time mode. The first two trimesters comprise taught sessions and assessed projects, while the Master's Project in the final part of the course is by negotiated project only. Completion of the first 2 modules on the course lead to the award of the Postgraduate Certificate, and completion of the first 4 modules leads to the award of the Postgraduate Diploma. Subsequent completion of the MA double module leads to the award of MA Design: Brand Development.

The course combines theory and practice through assignments, case studies, research, analysis, planning, reporting and the production of creative solutions to given problems. You will explore issues such as corporate and brand history; methods of research, analysis and evaluation; issues related to sustainability, marketing, graphic and packaging design; new product development; and design management. Talks by visiting professionals with roles in design/brand management in industry or independent consultancies are an important element of the programme.

The first two trimesters will involve a programme of lectures, seminars, group critiques, assignments, research and independent study. You will take four modules, leading to the Postgraduate Diploma (PGDip).

The final trimester, leading to the MA, comprises an individually negotiated study, which is research based, resulting in a body of work for assessment and supervised at interim stages by tutorial. A choice of pathways is available at this stage allowing you to focus your study on either creative design or brand management issues.

Teaching methods and resources

Specialist facilities include computer studios with over 70 Macs, as well as flatbed and transparency scanners. There is a recently re-equipped digital media studio. All students have access to workshops in photography, sound and video, etching and litho, as well as the specialist Art and Design library.

Tutors and visiting professionals

- Paul Minott - An associate lecturer at Bath Spa who prior to running his own design partnership worked for consultancies including Conran Associates and Addison. His experience includes NPD packaging, and brand development.
- Graham McLaren - Graham is an historian of design, and Head of Research in the School of Art and Design. He has authored several books and lectured and published both nationally and internationally. He is currently an external examiner at the Arts Institute, Bournemouth and the London College of Fashion.

- Julia Moszkowicz - Julia is a research writer in the History and Theory of Graphic Communication. She has published work in a range of international journals, including Eye and Screen magazine. Julia is an experienced lecturer in Art and Design, contributing to MA programmes at the Royal College of Art and is currently an external examiner at London College of Communication and Wolverhampton University.

In addition specialist professionals are invited to lecture on particular aspects of the programme. These are drawn from creative design and brand management roles within major corporations and organisations and independent consultancies.

Modules

Research Methodologies

Part one introduces generic research methodologies with Part two considering subject specific material, analysis and evaluation techniques.

The Development of Brand Identity

Defining a brand, case studies of successful and unsuccessful brands, an analysis of the factors which contribute to the creation and positioning of brands, including brand mapping and market analysis.

History and Sustainability of Brands

An historical survey of brands and their evolution, a study of media strategies in support of brands together with a study of ethical, environmental and legislative issues.

New Product Development (NPD)

Needs driven methodologies for creating new brands and identifying NPD opportunities together with ideas generation techniques in a group dynamic leading to strategic approaches.

Master's Project

This Master's Project double module offers students a choice of emphasis in their studies either concentrating on creative or management issues within a comprehensive body of work that draws on the knowledge and experience gained through the taught programme.

Employability

The creative industries are increasingly looking for individuals who are not only able to produce creative solutions to problems but are able to ground these in the needs of the market. The course opens up career possibilities in design consultancies, advertising agencies, television companies, publishing, consumer-led industries and manufacturers, the retail sector, the public service sector including government departments, charitable and civic organisations, research organisations and marketing companies.



Student Profile

James MacTavish, MA Design: Brand Development

This is a course I would definitely recommend to any Undergraduate or alike who wishes to develop their skills and enhance their knowledge in one of the most important aspects of Graphic Design.

Assessment methods

Normal requirements are the presentation of a body of work for each of the four taught modules. Typically this would include a report which is supported by research and investigation with evidence of statistical data accompanied by visual work demonstrating the strategic and creative approach to the assignment. The final MA dissertation requires the submission of a body of work that clearly and comprehensively addresses all the issues agreed and identified in the initial proposal prior to commencement. There are no written examinations.

Entry requirements

Admission is normally based on a good undergraduate degree in a design, business or media discipline together with an interview. Applicants with a good honours degree in a related discipline and/or with relevant work experience will also be considered.

Overseas applicants with a design background should send a digital portfolio. Other overseas applicants will be assessed on the basis of their qualifications and statement included in the application form.

To help applicants – especially those from overseas – to decide if this course is appropriate for them, it is advisable to contact the course director prior to application.

Fees

The following fees are provisional for 20011/12 and may be subject to change. Fees are revised each year and the latest fee information can be found at www.bathspa.ac.uk/services/finance/students/

UK/EU students

£4,410 for the full-time MA or £735 per module plus £1,470 for the dissertation.

Overseas students

£9,690 for the full-time MA

Channel Island and Isle of Man students

As UK/EU students plus a one-off registration fee of £625 paid at the start of the course.

Studio fees are also payable, and for Design: Brand Development these are £128.

Fees are paid in total at the beginning of each academic year, or in instalments by standing order throughout the duration of the course. Please note that students contract to pay the fees for their full course when they register, and fees are not normally refundable.

Students failing to complete their course must continue to honour any instalment plan, even in the event of a subsequent withdrawal.

Frequently asked questions

Q. Will I be able to cope if my first degree is not in the design or marketing area?

A. The course is best suited to graphic designers or graduates with a business studies or marketing focus. Graduates from other fields of design will be considered at interview through the presentation of a portfolio. Graduates from non-design backgrounds would be advised to pursue the theoretical, strategic or managerial aspects of the subject.

Q. Can this course accommodate my other commitments as a part-time student?

A. You need to be present one day a week for seminars, lectures and tutorials and are also expected to spend on average, another day a week researching and preparing assignments. There is some flexibility in timetabling and rate of progression to benefit those considering part-time study. On-line tutorials are another feature of the course which also helps to support part-time students.

Q. What scope is there for specialisation?

A. There is scope for specialisation in the taught modules through individually negotiated assignment topics. The breadth of the curriculum is one of the attractions of the course and students are able to focus either on strategic and management issues or design outcomes. The dissertation gives all students the chance to select an area of special interest to them for in-depth investigation.

Notes

We advise you to obtain a copy of our postgraduate prospectus for full details of Bath Spa University and its programmes of study.

The contents of this leaflet are correct at the time of going to press. We will try to publicise any changes to it.

Please check the continued availability of the course and its modules before you apply by telephoning Student Services on +44 (0)1225 875875.

The operation of each course or module depends upon recruiting viable numbers. We may not be able to provide a course or module if insufficient numbers enrol. Our offer to you and your acceptance of a place here will be subject to this express condition.

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