

MA Design (and Pathways)

- [Programme Overview](#)
- [Programme Aims](#)
- [Programme Intended Learning Outcomes \(ILOs\)](#)
- [Programme content](#)
- [Assessment methods](#)
- [Work experience and placement opportunities](#)
- [Graduate Attributes](#)
- [Modifications](#)
- [Appendix 1: Programme Structure Diagram – MA Design \(And Pathways\)](#)
- [Appendix 2: Map of Intended Learning Outcomes](#)
- [Appendix 3: Map of Summative Assessment Tasks by Module](#)
- [Appendix 4: Module Descriptors](#)

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Design
Department	Bath School of Design
Main campus	Locksbrook Campus
Other sites of delivery	n/a
Other Schools involved in delivery	n/a
Name of award(s)	MA Design MA Design (Textiles) MA Design (Illustration) MA Design (Graphics) MA Design (Visual Communication)
Qualification (final award)	MA
Intermediate awards available	PgCert, PgDip
Routes available	n/a
Duration of award	1 year full-time, 2 years part time
Sandwich period	n/a
Modes of delivery offered	campus based

Regulatory Scheme ^[1]	Taught Postgraduate Framework
Professional, Statutory and Regulatory Body accreditation	n/a
Date of most recent PSRB approval (month and year)	n/a
Renewal of PSRB approval due (month and year)	n/a
UCAS code	n/a
Route code (SITS)	DNMA DNVCOMMA DNGMA DNIMA DNTXMA
Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (December 2019) Characteristics Statement Master's Degree (February 2020)
Date of most recent approval	June 2021
Date specification last updated	May 2021

^[1]This should also be read in conjunction with the University's Qualifications Framework

Programme Overview

The MA Design programme aims to provide you with the skills and abilities to become astute, adaptable and well-informed designers. We encourage individual and collaborative professional level practice and the development of skills in contemporary software and equipment, in parallel with Masters level academic progress.

MA Design and its pathways in Textiles, Illustration, Graphics or Visual Communication allow students to select a route that suits an individual approach to specialist practice. You'll also be part of a wider cross school postgraduate community. The Art and Design programmes share research and theory modules. The practice modules are specific to each programme (Art or Design) and the Masters Project is specific to each pathway.

Each module is designed to help you to broaden your contextual understanding and deepen your specialist subject knowledge. You will interweave your particular developing skills to an advanced and professional standard. Our aim is to help you improve the contribution you can make in your workplace, to open new career opportunities and to enhance the cultural relevance of your work, whilst increasing the personal fulfillment you gain from your practice.

All our students are expected to develop ideas and projects independently and will be closely supported in this through studio meetings, seminars and tutorials and other course related activities. You will need to accumulate the necessary aesthetic, technical, practical, and research skills to develop your emerging practice. You will also need to demonstrate self-direction in extending networks and creating work-based learning opportunities in collaboration with Bath Spa University students and with professionals beyond the university.

Programme Aims

1. To explore and develop a systematic understanding of pertinent current design contexts combining an aesthetic, technical and research focus.
2. To enable informed critical evaluation in the critique of work, including implicit or explicit references to historic, cultural and professional contexts.
3. To enhance analytical and ethical approaches to design processes.
4. To demonstrate autonomous abilities in experimentation, innovation and risk-taking when handling complex issues.
5. To increase technological understanding and skills in chosen design specialism.
6. To strengthen critical and imaginative powers, experience and judgement whilst consolidating skills in creative problem solving, project management and leadership.
7. To synthesize core skills and enable informed, aesthetic, contextually engaged and professional design outcomes.

Programme Intended Learning Outcomes (ILOs)

(NB These ILOs are at level 7 of the FHEQ)

A Subject-specific Skills and Knowledge

A1 Comprehensive aesthetic understanding of approaches to your chosen design medium, demonstrating skills in making, perception, legibility and originality of production.

A2 Skills in conceptualisation, contextualisation and original application in your chosen design medium

A3 Systematic understanding of relevant contemporary design practices, through a carefully selected range of secondary references that indicate critical awareness and new insights from the forefront of academic practice in your field.

A4 Demonstrable practice-led research processes and enquiry within your original project outcomes.

A5 Critical evaluation of a range of research methods and resources, identifying and applying those relevant to your

B Cognitive and Intellectual Skills

B1 Progressively gain practical knowledge of how to structure, develop and refine your understanding of relevant design practices within a broad cultural context

B2 Discriminate between a range of techniques, processes and advanced research and autonomously apply these to your design practice

B3 Manage complex issues in difficult situations both systematically and creatively, making sound and confident judgments and clear decisions in the absence of complete knowledge

B4 Maintain an adaptive overview of your design practice, allowing continued advancement of knowledge and understanding whilst planning and taking responsibility for future development

C Skills for Life and Work

C1 Autonomous learning (including time management) that demonstrates the exercise of initiative, personal responsibility and decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional development.

C2 Team working skills necessary to succeed in the global workplace, with an ability both to work in and lead teams effectively, as well as the ability to act autonomously in planning and implementing tasks at a professional or equivalent level.

C3 Communication skills that show the ability to communicate clearly to specialist and non-specialist audiences knowledge at, or informed by, the forefront of the academic discipline, field of study or area of professional practice, and the conclusions drawn from dealing with complex issues systematically.

C4 IT skills and digital literacy that demonstrate the ability to develop new skills to a high level and to approach complex issues systematically and creatively.

Intermediate awards

PgCert Intended Learning Outcomes

A Subject-specific Skills and Knowledge

A2; A3; A4

B Cognitive and Intellectual Skills

B1; B2; B3

C Skills for Life and Work

C1; C2; C3; C4

PgDip Intended Learning Outcomes

A Subject-specific Skills and Knowledge

A2; A3; A4

B Cognitive and Intellectual Skills

B1; B2; B3; B4

C Skills for Life and Work

C1; C2; C3; C4

Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or joint programme

MA Design - DNMA

MA Design (Textiles) - DNTXMA

MA Design (Graphics) - DNGMA

MA Design (Illustration) - DNIMA

MA Design (Visual Communication) - DNVCOMMA

[Name of subject]				Status				
Level	Code	Title	Credits	DNMA	DNTXMA	DNGMA	DNIMA	DNVCOMMA
7	AAD7100-15	Research Methods	15	C	C	C	C	C
7	AAD7102-15	Theory and Professional Context	15	C	C	C	C	C
7	DSN7100-30	Practice 1 (Design)	30	C	C	C	C	C
7	AAD7101-15	Research Practice	15	C	C	C	C	C
7	AAD7103-15	Theory and Professional Practices	15	C	C	C	C	C
7	DSN7101-30	Practice 2 (Design)	30	C	C	C	C	C
7	DSN7102-60	Masters Project (Design)	60	R	N/A	N/A	N/A	N/A
7	DSN7103-60	Masters Project (Illustration)	60	N/A	R	N/A	N/A	N/A
7	DSN7104-60	Masters Project (Graphics)	60	N/A	N/A	R	N/A	N/A
7	DSN7105-60	Masters Project (Textiles)	60	N/A	N/A	N/A	R	N/A

7	DSN7106-60	Masters Project (Visual Communication)	60	N/A	N/A	N/A	N/A	R
---	------------	--	----	-----	-----	-----	-----	---

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Work experience and placement opportunities

This is an intense practice led course, which when taken full time requires full engagement for its duration, so there is little extra time available to take a work placement. However, our students are encouraged to develop collaborative live projects and to engage with a range of potential clients or collaborators.

In previous years our students have developed projects in our modules, which subsequently became live collaborative projects that extended beyond their studies

Graduate Attributes

	Bath Spa Graduates...	In MA Design, this means...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Embedding a professional approach into all modules; advocating design projects that offer opportunities for teamwork and leadership; encouraging students to engage in live industry projects and actively engaging with external input
2	Will be able to understand and manage complexity, diversity and change	Enabling students to apply their creative and technical skills to diverse design opportunities and problems; developing project management skills; engaging with a contemporary social and cultural context and developing a thorough contemporary knowledge and an ongoing interest in technological and cultural developments in design
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By encouraging experimentation and taking creative risks; thinking and problem solving through making; collaborating across disciplines and fields; working across materials and contexts
4	Will be digitally literate: able to work at the interface of creativity and technology	By encouraging students to use software and utilise apps when planning and creating their projects; developing students' skills in specialist digital design and making processes; utilising and driving digital platforms, as well as traditional processes, to promote and explore design practice
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By integration with UK and international students in the school and on within the programme. By offering study abroad opportunities; international field trips; encouraging student participation in international research projects
6	Will be creative thinkers, doers and makers	By ensuring that creative practice and confident attitudes to experimentation are expectations of all students; encouraging and delivering innovation; on this practice-based course that has 'thinking through making' at its heart
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	Will be able to relate critical and conceptual approaches to visual communication by, embedding theory within practice and developing written and analytical skills alongside visual outcomes, to aid discussion and presentation

8	Will be ethically aware: prepared for citizenship in a local, national and global context	Will be able to relate critical and conceptual approaches to visual communication by, embedding theory within practice and developing written and analytical skills alongside visual outcomes, to aid discussion and presentation
---	--	--

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram – MA Design (And Pathways)

Full Time Programme structure diagram

Trimester 1	Trimester 2	Trimester 3
AAD7100-15 Research Methods 15 Credits	AAD7101-15 Research Practice 15 Credits	One of the following
AAD7102-15 Theory and Professional Context 15 credits	AAD7103-15 Theory and Professional Practice 15 credits	DSN7102-60 Masters Project (Design)
DSN7100-30 Practice 1 (Design) 30 Credits	DSN7101-30 Practice 2 (Design) 30 Credits	DSN7103-60 Masters Project (Illustration)
		DSN7104-60 Masters Project (Graphics)
		DSN7105-60 Masters Project (Textiles)
		DSN7106-60 Masters Project (Visual Communication)
		60 Credits

Part-time structure

	Trimester 1	Trimester 2	Trimester 3
--	-------------	-------------	-------------

Year 1	AAD7100-15 Research Methods 15 Credits	AAD7101-15 Research Practice 15 Credits	DSN7102-60 (Design) DSN7103-60 Masters Project (Illustration) DSN7104-60 Masters Project (Graphics) DSN7105-60 Masters Project (Textiles) DSN7106-60 Masters Project (Visual Communication) 60 Credits
	DSN7100-30 Practice 1 Design)		
	Trimester 1	Trimester 2	Trimester 3
Year 2	DSN7101-30 Practice 2 (Design)		DSN7102-60 Masters Project (Design)

	<p>AAD7102-15</p> <p>Theory and Professional Context</p> <p>15 credits</p>	<p>AAD7103-15</p> <p>Theory and Professional Practice</p> <p>15 credits</p>	<p>DSN7102-60</p> <p>Masters Project (Design)</p> <p>DSN7103-60</p> <p>Masters Project (Illustration)</p> <p>DSN7104-60</p> <p>Masters Project (Graphics)</p> <p>DSN7105-60</p> <p>Masters Project (Textiles)</p> <p>DSN7106-60</p> <p>Masters Project (Visual Communication)</p> <p>60 Credits</p>
--	--	---	--

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Intended Learning Outcomes												
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4
7	AAD7100-15	Research Methods	C			X	X		X			X		X	X	X
7	AAD7102-15	Theory and Professional Context	C			X		X	X			X		X	X	X
7	DSN7100-30	Practice 1 (Design)	C		X		X			X	X		X			
7	AAD7101-15	Research Practice	C			X	X		X			X		X	X	X
7	AAD7103-15	Theory and Professional Practices	C		X	X		X	X			X		X	X	X
7	DSN7101-30	Practice 2 (Design)	C		X		X			X	X		X			
7	DSN7102-60	Masters Project (Design)	R	X	X	X	X	X	X	X	X	X	X	X	X	X
7	DSN7103-60	Masters Project (Illustration)	R	X	X	X	X	X	X	X	X	X	X	X	X	X
7	DSN7104-60	Masters Project (Graphics)	R	X	X	X	X	X	X	X	X	X	X	X	X	X
7	DSN7105-60	Masters Project (Textiles)	R	X	X	X	X	X	X	X	X	X	X	X	X	X
7	DSN7106-60	Masters Project (Visual Communication)	R	X	X	X	X	X	X	X	X	X	X	X	X	X

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O) [5]	Assessment method			
				Coursework		Practical	
				Research Document	Professional Context Folder	Exhibition or alternative submission	A/V Presentation
7	AAD7100-15	Research Methods	C	100%			
7	AAD7102-15	Theory and Professional Context	C		100%		
7	DSN7100-30	Practice 1 (Design)	C			90%	10%
7	AAD7101-15	Research Practice	C	100%			
7	AAD7103-15	Theory and Professional Practices	C		100%		
7	DSN7101-30	Practice 2 (Design)	C			90%	10%
7	DSN7102-60	Masters Project (Design)	R			90%	10%
7	DSN7103-60	Masters Project (Illustration)	R			90%	10%
7	DSN7104-60	Masters Project (Graphics)	R			90%	10%
7	DSN7105-60	Masters Project (Textiles)	R			90%	10%

7	DSN7106-60	Masters Project (Visual Communication)	R			90%	10%
---	------------	--	---	--	--	-----	-----

[5] C = Core; R = Required; R* = Required*; O = Optional