

MA Book Design

For students entering Part 1 in 2011/2

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	
Faculty:	Arts, Humanities and Social Science Faculty
Programme length:	1 years
Date of specification:	23/Aug/2011
Programme Director:	Ms Ruth Blacksell
Programme Advisor:	
Board of Studies:	Typography and Graphic Communication Board of
Taught Postgraduate Studies	
Accreditation:	

Summary of programme aims

The aim of this programme is to provide a thorough grounding in principles and methods of book design, incorporating study of historical and theoretical issues, as well as practical learning. Book design allows students to explore how authorial and editorial needs can be effectively mediated for the reader through an understanding of design principles and technical production issues. The programme also aims to give an understanding of the constraints and potential of current technology, and equip graduates with skills relevant to the practice of book design. The practical aspects of the course are provided by a number of projects that range from explorations of typographic detail to the design of complete books and series, and the opportunity to handle professional assignments for real clients. In all of these, relevance to a real-life environment is provided by the close links our teaching staff have with leading UK publishers, and by the proximity of the Design & Print Unit's facilities for pre-press and printing.

Transferable skills

The programme encourages development of transferable skills including:

- effective communication in speech and writing
- critical analysis and coherent argument
- researching and evaluating evidence
- undertaking self-directed independent work
- managing substantial projects
- using IT for research
- using IT for complex design tasks

Programme content

Code	Module	Credits	Level
TYMPBP	Book design: practice	90	7
TYMPBD	Dissertation	60	7
TYMPBC	Book design: core module	30	7

Part-time or modular arrangements

Part-time study lasts two years, with the practical module, TYMPBP, divided into two tracks. Full-time students undertake work on track A and track B simultaneously; part-time students undertake one track in each year. Assignments on the core module, TYMPBC, are undertaken in the first year. The dissertation module TYMPBD is normally undertaken during the second year.

Progression requirements

n/a

Assessment and classification

Teaching will be by means of lectures and seminars, oral presentations and writing assignments, studio sessions, demonstrations and critiques. Lectures and seminars run throughout the Autumn and Spring terms with some seminars in the Summer term; practical projects run in all three terms. (Small deviations from this schedule may be made to accommodate visiting members of staff.)

Mark Interpretation

70%-100% Distinction

60%-69% Merit

50%-59% Good standard (Pass)

Failing categories

40%-49% Work below threshold standard

0 - 39% Unsatisfactory work

To pass the MA students must gain an average mark of 50 overall and have no mark below 40 in modules TYMPBD and TYMPBP. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must be less than 60 credits.

Students who gain an average mark of 70 or more overall including a mark of 60 or more for practice and have no mark below 40 will be eligible for a Distinction. Those gaining an average mark of 60 or more overall including a mark of 50 or more for practice and have no mark below 40 will be eligible for Merit.

For Postgraduate Diplomas

To pass the Postgraduate Diploma students must gain an average mark of 50 or more. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must be less than 60 credits.

Students who gain an average mark of 70 or more and have no mark below 40 will be eligible for the award of a Distinction. Those gaining an average mark of 60 or more and have no mark below 40 will be eligible for a Merit.

For Postgraduate Certificate

To pass the Postgraduate Certificate students must gain an average mark of 50 or more. In addition the total credit value of all modules marked below 40 must not exceed 10 credits.

Admission requirements

The programme is appropriate for qualified or experienced typographers and graphic designers, or those from related fields who can demonstrate a keen sensitivity to book design. Applicants should hold a Bachelor's degree in design or a related field. The Department reserves the right to request evidence of relevant experience of skills, particularly in the case of candidates with a first degree from non-design-related fields. In the case of applicants without a first degree, evidence of relevant professional experience should be provided. We may ask for material evidence (e.g. of writing or design work) from any candidate.

Admissions Tutor: Professor Paul Luna

Support for students and their learning

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Student Employment, Experience and Careers Centre (SEEC), In-sessional English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and the Student Access to Independent Learning (S@il) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see www.reading.ac.uk/student

Career prospects

Graduates of the MA in Book Design can be expected to find demand for their skills in print and electronic publishing, corporate identity, information design, and graphic design. Previous graduates from other MA

programmes offered by the Department are working as employees of design consultants, digital type foundries, and as freelance designers.

Opportunities for study abroad or for placements

There are no formal arrangements in place.

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:

1. a broad historical and theoretical perspective on book design and production-related issues
2. the influence of technical developments on book design and production
3. the history of letterforms from classical Roman times to the 20th century
4. specialist knowledge in particular areas of either the history of book design or of issues such as evaluation and user-centred design

Teaching/learning methods and strategies

- lectures, seminars, and tutorials
- (modules TYMPBC & TYMPBP)

Assessment

One 3,000-word essay or equivalent on historical, theoretical, or practical aspects of book design; one report
10,000 - 13,000 word dissertation

Skills and other attributes

B. Intellectual skills - *able to*:

1. communicate effectively in speech: in particular discussing concepts and procedures, and presenting coherent arguments
2. communicate effectively in writing: in particular composing documents which investigate, analyse, and argue critically about relevant issues
3. research and evaluate primary and secondary source material

Teaching/learning methods and strategies

- tutorials with critical discussion sessions
- presentations on specific subjects
- review sessions for written project and dissertation proposals
- support for structuring written arguments
- feedback sessions on written work
- sessions on research methods
- sessions on dissertation preparation
- resource lists

Assessment

One 3,000-word essay or equivalent on historical, theoretical, or practical aspects of book design; one report
10,000 - 13,000 word dissertation

C. Practical skills - *able to*:

1. Handle the variety of tasks involved in book design (especially understanding user needs and production possibilities)
2. Undertake design and research tasks in a self-motivated and self directed way
3. use IT for complex design tasks (designing, typesetting, and proofing)
4. use IT for research

Teaching/learning methods and strategies

- seminars and tutorials (Module TYMPBP) including feedback sessions on practical design work
- sessions on research methods, electronic resources (Module TYMPBD)
- online resource lists, support sessions

Assessment

submission of a series of book design projects including the submission of workfiles

D. Transferable skills - *able to*:

1. communicate effectively in speech and writing
2. undertake independent research
3. use IT to conduct research

Teaching/learning methods and strategies

- sessions on research methods and dissertation preparation
- tutorials with critical discussion sessions

4. undertake self-directed independent work
 5. use IT effectively for substantial design projects
- presentations on specific subjects
 - review sessions for written project and dissertation proposals
 - support for structuring written arguments
 - feedback sessions on written work

Assessment

One 3,000-word essay or equivalent on historical, theoretical, or practical aspects of book design; one report

10,000 - 13,000 word dissertation

submission of a series of book design projects including the submission of workfiles

Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.