Programme Specification

MA Communication Design (full-time)	PFTZCDESIGHM
MA Communication Design (Book Design) (full-time)	PFTZCDBOOKHM (internal transfer only)
MA Communication Design (Book Design) (part-time)	PPTZCDBOOKHM (internal transfer only)
MA Communication Design (Graphic Design) (full-time)	PFTZCDGRAPHM (internal transfer only)
MA Communication Design (Graphic Design) (part-time)	PPTZCDGRAPHM (internal transfer only)
MA Communication Design (Information Design) (full-time)	PFTZCDINFOHM (internal transfer only)
MA Communication Design (Information Design) (part-time)	PPTZCDINFOHM (internal transfer only)
MA Communication Design (Typeface Design) (full-time)	PFTZCDTYPEHM (internal transfer only)
MA Communication Design (Typeface Design) (part-time)	PPTZCDTYPEHM (internal transfer only)
MA Communication Design (part-time)	PPTZCDESIGHM

For students entering in 2019/20

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	MA Communication Design (full-time) - 12 months MA Communication Design (Book Design) (full-time) - 12 months (internal transfer only) MA Communication Design (Book Design) (part-time) - 24 months (internal transfer only) MA Communication Design (Graphic Design) (full-time) - 12 months (internal transfer only) MA Communication Design (Graphic Design) (part-time) - 24 months (internal transfer only) MA Communication Design (Information Design) (full-time) - 12 months (internal transfer only) MA Communication Design (Information Design) (part-time) - 24 months (internal transfer only) MA Communication Design (Typeface Design) (full-time) - 12 months (internal transfer only) MA Communication Design (Typeface Design) (part-time) - 24 months (internal transfer only) MA Communication Design (part-time) - 24 months
Accreditation	N/A
Programme Start Dates	September

Programme information and content

The aim of this programme is to provide a thorough grounding in principles and methods of communication design, combining practical learning with the study of historical and theoretical issues. It aims to develop fluent, articulate, and reflective designers who are well-equipped to influence the direction of their subject and profession through their effective problem-solving abilities, through originality in their application of knowledge, and through their exercise of sound professional judgement. The programme aims to equip graduates with an understanding of how design principles and discourse interacts with current practice, including an engagement with the constraints and potential of current technology. The programme supports students in the development of skills relevant to current practice in different areas in Communication Design, as well as skills for lifelong learning.

Module information

The programme comprises of 180 credits, allocated across a range of compulsory and optional modules. Compulsory modules are listed.

Compulsory modules

Module	Name	Credits	Level
TYMCDC	Communication Design: Core Module	30	M
TYMCDDC	Communication Design: Dissertation CD	60	M
TYMCDP	Communication Design: Reflective Practice	90	M

Students taking a specialist pathway will be transferred onto a dissertation module related to their chosen pathway.

Part-time or flexible modular arrangements

Assignments on the core module, TYMCDC, are undertaken in the first year. Research methods sessions for the dissertation module are undertaken during the first year, with submission of the Dissertation at the end of the second year. Assignments on the practical module are taken across both years.

Additional costs of the programme

Students are expected to have their own laptops with the relevant software licenses for the projects they are working on. Printing facilities are available in the Department, and printout and mounting expenses will be incurred, depending on the individual projects that students undertake and the variety of working materials required for these projects (e.g. for creating models, mock-ups, etc.).

A series of optional field trips may be offered, which may imply travel, accommodation, and subsistence costs. Field trips may range from evening or day trips to London and Oxford for specific events like lectures, or trips to relevant conferences in the UK and abroad.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations.

Optional modules

Students select one from a range of Dissertation modules of 60 credits each in the spring term of their first year of registration. The selection of Dissertation module determines the pathway each student will be graduating in. Entry to optional modules will be at the discretion of the University and subject to availability.

Placement opportunities

There may be opportunities for Professional Practice Assignments with industry partners, on certain pathways within the Practice module.

Teaching and learning delivery

Teaching will be by means of lectures and seminars, oral presentations and writing assignments, studio sessions, demonstrations and critiques.

Weekly seminars consider key concepts in communication design, spanning the range of research and practice in which the Department is active. Seminars may focus on discourse areas, key texts, original artefacts, or topics relating to the pathways offered within the programme. Seminars make use of visual aids. These may be electronic resources or artefacts. Students are encouraged to explore both online and artefactual resources, and are provided with support for locating information online, and making use of the Department's Collections & Archives.

Practical projects cover both core areas in Communication Design, and areas aligned to the pathways available for each cohort. Teaching takes place in a series of weekly tutorials, demonstrations, and critiques which run throughout the Autumn, Spring, and Summer terms. The number and duration or projects is determined by the Programme Director and Pathway Leaders, and students may select from sets of related projects according to their interests, in consultation with teaching staff.

In addition to regular and visiting members of staff, visiting lecturers and demonstrators contribute with sessions or workshops on specific topics, enrich the subjects covered and provide important feedback from the industry.

The sessions are informal, and facilitate group discussion of project work. Students are encouraged to be reflective about their own work and will be expected to discuss their work in the studio. Projects are delivered in small groups and involve group and individual meetings and tutorials. Students may be offered the opportunity to engage in self-directed projects, or projects with industrial partners. At the end of a project a final review may include plenary meetings, and also sub-group meetings and individual tutorials. Projects may also require a concluding presentation to both students and supervisors.

Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is 360 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module contact

hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Assessment

The programme is assessed through a combination of coursework (including seminar papers, practical projects, and presentations) and a dissertation. Further information is contained in the individual module descriptions.

Progression

Part-time and modular progression requirements Assignments on the core module, TYMCDC, are undertaken in the first year. Research methods sessions for the dissertation module are undertaken during the first year, with submission of the Dissertation at the end of the second year. Assignments on the practical module are taken across both years. Students need to pass the core module TYMCDC to progress into the second year.

Classification

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The University's taught postgraduate marks classification is as follows:

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
For Masters Degree

To qualify for **Distinction**, students must

  i.   gain an overall average of 70 or more over 180 credits; and
  ii.   a mark of 60 or more for the dissertation; and
  iii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
  iv.   students must not have any mark below 40.

To qualify for **Merit**, students must

  i.   gain an overall average of 60 or more over 180 credits; and
  ii.   a mark of 50 or more for the dissertation; and
  iii.   the total credit value of all modules marked below 50 must not exceed 55 credits; and

iv.   students must not have any mark below 40.

To qualify for **Passed**, students must

  i.   gain an overall average of 50 or more over 180 credits; and
  ii.   a mark of 50 or more for the dissertation; and
  iii.   the total credit value of all modules marked below 50 must not exceed 55 credits;
         and
  iv.   the total credit value of all modules marked below 40 must not exceed 30 credits.

For PG Diploma

To qualify for **Distinction**, students must

  i.   gain an overall average of 70 or more over 120 credits; and
  ii.   In addition, the total credit value of all modules marked below 50 must not exceed
         55 credits; and
  iii.   students must not have any mark below 40.

To qualify for **Merit**, students must

  i.   gain an overall average of 60 or more over 120 credits; and
  ii.   the total credit value of all modules marked below 50 must not exceed 55 credits;
         and
  iii.   students must not have any mark below 40.

To qualify for **Passed**, students must

  i.   gain an overall average of 50 or more over 120 credits; and
  ii.   the total credit value of all modules marked below 50 must not exceed 55 credits;
         and
  iii.   the total credit value of all modules marked below 40 must not exceed 30 credits.

For PG Certificate

To qualify for a **Postgraduate Certificate**, students must

  i.   gain an overall average of 50 or more over 60 credits; and
  ii.   the total credit value of all modules marked below 40 must not exceed 10 credits.

**For further information about your Programme please refer to the Programme
Handbook and the relevant module descriptions, which are available at
http://www.reading.ac.uk/module/. The Programme Handbook and the relevant
module descriptions do not form part of your Terms and Conditions with the
University of Reading.**

MA Communication Design (full-time) for students entering in session 2019/20
5 August 2019
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