

Course Specification

Course Summary Information		
1	Course Title	MA Design and Visualisation
2	BCU Course Code	PT0799
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>Looking for an MA course in design visualisation? Design and Visualisation plays a key role in many of today's businesses and organisations. From designing complex animations, brand identity, 3D products, virtual interiors, landscape, architectural visualisation and new conceptual designs, employers look for graduates with creativity and knowledge-based software skills.</p> <p>You can choose to study from a variety of cross-disciplinary MA modules in which to learn how to apply design visualisation techniques and strategies. Choose from areas such as product design, interior design, graphic design and various other specialisations.</p> <p>What's covered in the course?</p> <p>This course will enable you to develop your skills and competencies as a 3D Design Visualiser with an understanding of the key design process stages. You will be taught how to make important critical decisions, how to devise visualisation strategies, develop design methodologies and how to use these skills across a range of disciplines.</p> <p>You will learn how to evaluate, choose and apply relevant theories, concepts and techniques to the solution of design and the knowledge that underpins it. This knowledge and the transferable skills you will develop will help you to succeed in an increasingly competitive industry.</p> <p>You will have the opportunity to engage with 'Live Projects' within the curriculum, offering unique opportunities to experience working on real projects for real clients. The learning objectives place emphasis on the process of development, rather than just focusing on the final outcome. Importance is placed not only on the quality of the design outcome but also on the engagement of practice, creative participation and on how the design has been developed.</p> <p>The course incorporates frameworks for reviewing, reflecting, analysing and critiquing existing designs and techniques. You will graduate with a solid understanding of design visualisation, as well as how to apply different visualisation techniques to different situations.</p> <p>You will study at our City Centre Campus Parkside Building, a five-floor building with studios and social space for students and staff to engage in creative ideas.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Design and Visualisation	7	180
	Master of Arts Design and Visualisation with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Design and Visualisation	7	60
	Postgraduate Diploma Design and Visualisation	7	120

8	Derogation from the University Regulations		
	Not applicable		

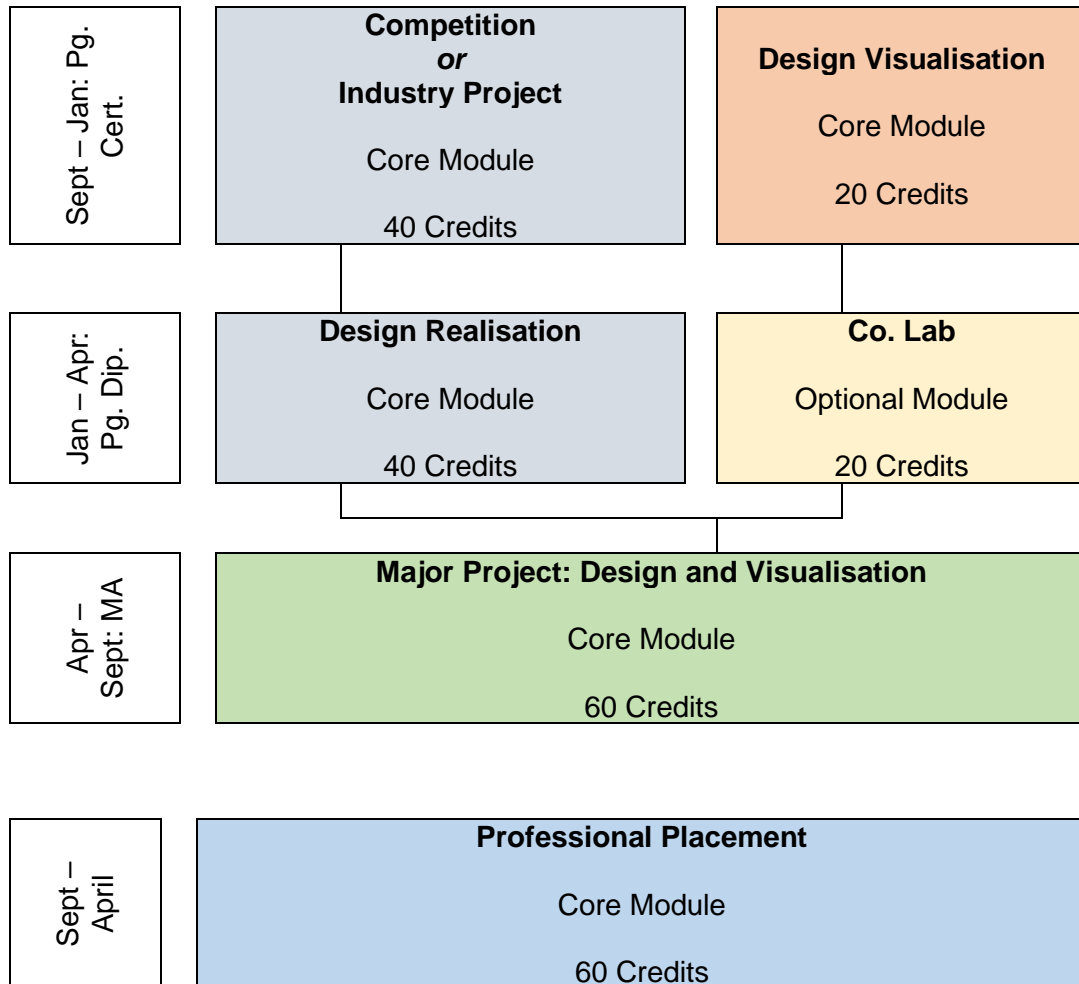
9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	1 year
	Full Time with Professional Placement	City Centre (and placement provider)	18 months
			Code(s)
			PT0799
			PT1465

10	Entry Requirements
<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/.</p>	

11 Course Learning Outcomes	
Knowledge and Understanding	
1	The appreciation of developmental sketches/models in design evolution and processes, and the relative merits of generic and bespoke models when applied to design processes and the development of digital outcomes.
2	The wider influence of the 'digital design world' upon designers, and its effect upon design decisions made at local, national and international levels – including social, political, aesthetic, cultural and economic factors.
3	Apply established and radical methods of creative thinking and practice to facilitate innovative digital design outcomes.
4	A comprehensive understanding of key roles of strategic thinking, hypothesis, methodology, research, critical analysis, scrutiny and synthesis in successful design research.
Cognitive and Intellectual Skills	
5	Apply analysis and critically evaluate existing design outcomes and their related design processes, to then further develop potential ideas as logical progressive digital or analogue design proposals.
6	Interpret the wider influences acting upon the learner's specialisation, to either conform to or subvert expected industry practices and 'norms'.
7	Propose and develop innovative concepts and ideas expressed as design experiments and solutions through continuous evaluation, which form part of a personally identified course of study.
8	Argue rationally and draw new independent design conclusions from a personally identified course of study based upon a clear, rigorous, analytical and critical approach to the chosen subject area and its applied hypothesis.
Practical and Professional Skills	
9	Apply the knowledge, skills and methodologies of the discipline(s) or field(s) of study to the analysis and solution of complex problems or to the expression of sophisticated ideas, reflecting on personal practice and modifying it accordingly.
10	Develop creative thinking and practice through deconstructive and then reconstructive approaches to design.
11	Pursue a chosen field of study and practice with authority, working autonomously and accepting accountability, leading to the expression of a sophisticated and innovative design proposal through a variety of appropriate media.
12	Reflect upon the whole journey of personal practice and communicate both process and final outcome at a professional level.
Key Transferable Skills	
13	Objectify a complex situation and break it down into component issues and tasks.
14	Use a variety of forms of communication and expression tools and employ them selectively, appropriately, effectively and professionally according to the needs of the situation or context.
15	Develop innovative, creative and contemporary digital and analogue design approaches to a design brief.
16	Manage a complex situation and identify component issues, tasks and take responsibility for a project within agreed timescales.

12	Course Requirements																									
12a	<p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ARC7454</td> <td>Design Visualisation</td> <td>20</td> </tr> <tr> <td>ARC7453</td> <td>Design Realisation</td> <td>40</td> </tr> <tr> <td>ARC7471</td> <td>Major Project: Design and Visualisation</td> <td>60</td> </tr> <tr> <td>ARC7459</td> <td>Co. Lab</td> <td>20</td> </tr> <tr> <td>ARC7455</td> <td>Competition</td> <td>40</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to qualify for the award of MA Design and Visualisation with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table> <p>Note: For Post Graduate Certificate and Post Graduate Diploma, students must complete CORE modules totalling 60 credits and 120 credits respectively. Please see Structure Diagram on following page for specifics.</p>		Module Code	Module Name	Credit Value	ARC7454	Design Visualisation	20	ARC7453	Design Realisation	40	ARC7471	Major Project: Design and Visualisation	60	ARC7459	Co. Lab	20	ARC7455	Competition	40	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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12b Structure Diagram



13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

20% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	270
Directed Learning	1170
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%