

Course Specification

Course Summary Information		
1	Course Title	MA Visual Communication
2	BCU Course Code	PT0967
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>Our MA Visual Communication course is interdisciplinary and specialist in approach, reflecting the dynamic and contemporary practices within the creative industries. We create innovators and leaders in the field of visual communication, challenging and stimulating you to produce original, cutting-edge work and research.</p> <p>The structure of our postgraduate course is designed with imaginative approaches to visual practice in the creative industries.</p> <p>What's covered in the course?</p> <p>You'll be able to specialise in one of the following areas (indicated in brackets), all under the single named award of MA Visual Communication.</p> <ul style="list-style-type: none"> • MA Visual Communication • MA Visual Communication (Photography) • MA Visual Communication (Graphic Communication) • MA Visual Communication (Illustration) • MA Visual Communication (Film and Animation) <p>As a creative practitioner you are inspired to create and engage with industry alongside taught elements. Throughout the course you will have the chance to develop deep specialist knowledge in graphic communication, photography, illustration, film and animation, and research. The course provides an immersive and advanced learning experience for both advanced practitioners and recent graduates within the broad field of visual communication. Our visual communication Master's course is designed to provide you with the best possible chance to further your skills and widen your knowledge of the communication arts and industries. The course is rooted in practice, teaching you interdisciplinary design and research processes.</p> <p>The variety of subjects covered within this degree allows you to receive guidance in forming a more specific interest for Master's level study. Whether you have a definitive subject in mind, or you have a broader interest in the study of visual communication, the course is both interdisciplinary and specialist in approach, echoing the dynamic changes within its related industries.</p>

	<p>As a school we have strong industry connections which include live partnerships and collaborative projects. We have ongoing dynamic dialogues with international players in the creative industries. These leading professionals have provided us with direct feedback, identifying our courses as world-class models of creative education and fully supporting contemporary practice in an international context.</p> <p>We have a continuously developing and progressive vision of employability. We feel that as a creative practitioner you will need to adapt and respond to the demands of industry.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Visual Communication	7	180
	Master of Arts Visual Communication with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate	7	60
	Postgraduate Diploma	7	120

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	City Centre	1 year	PT0967
	Full Time with Professional Placement September	City Centre (and placement provider)	18 months	PT1440
	Full Time with Professional Placement January	City Centre (and placement provider)	18 months	PT1316

10	Entry Requirements
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The admission requirements for this course are stated on the course page of the BCU website at <https://www.bcu.ac.uk/> or may be found by searching for the course entry profile located on the UCAS website.

11	Course Learning Outcomes
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Knowledge and Understanding	
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| 1 | Synthesize your emergent knowledge and understanding of communication, creative development, analysis, critical awareness and professional practice to advance your standing and ability as a purposeful Visual Communicator. |
| 2 | Apply a range of formal research methods to significantly advance your knowledge and understanding of aspects of your specialism, plus the broader field of Visual Communication and disseminate your knowledge. |
| 3 | Formulate effective strategies for learning within a specialism, based on the review and evaluation of your identified learning needs. |

Cognitive and Intellectual Skills	
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| 4 | Synthesize your emergent knowledge and understanding of communication, creative development, analysis, critical awareness and professional practice to advance your standing and ability as a purposeful Visual Communicator. |
| 5 | Apply a range of formal research methods to significantly advance your knowledge and understanding of aspects of your specialism, plus the broader field of Visual Communication and disseminate your knowledge. |

Practical and Professional Skills	
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| 6 | Construct, manage and manipulate meaning in response to defined and context dependent visual communication problems, both visually and textually articulated. |
| 7 | Construct a personal profile based on your visual practice and academic understanding that is responsive to the needs and conditions of contemporary professional practice within your specialism. |

Key Transferable Skills	
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| 8 | Synthesize your emergent knowledge and understanding of communication, creative development, analysis, critical awareness and professional practice to advance your standing and ability as a purposeful Visual Communicator. |
| 9 | Construct, manage and manipulate meaning in response to defined and context dependent visual communication problems, both visually and textually articulated. |
| 10 | Construct a personal profile based on your visual practice and academic understanding that is responsive to the needs and conditions of contemporary professional practice within your specialism. |

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 160 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>VIS7048</td> <td>Dissemination: Case Study in Specialism</td> <td>20</td> </tr> <tr> <td>VIS7045</td> <td>Analytical and Creative Practice</td> <td>40</td> </tr> <tr> <td>VIS7046</td> <td>Contextual and Professional Practice</td> <td>40</td> </tr> <tr> <td>VIS7047</td> <td>Didactic Presentation in Specialism</td> <td>20</td> </tr> <tr> <td>ADM7000</td> <td>Major Project</td> <td>60</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to qualify for the award of MA Visual Communication 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"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	VIS7048	Dissemination: Case Study in Specialism	20	VIS7045	Analytical and Creative Practice	40	VIS7046	Contextual and Professional Practice	40	VIS7047	Didactic Presentation in Specialism	20	ADM7000	Major Project	60	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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12b Structure Diagram

Full time

Semester 1	Semester 2	Semester 3
VIS7045 Analytical and Creative Practice (40)	VIS7046 Contextual and Professional Practice (40)	ADM7000 Major Project (60)
VIS7048 Dissemination: Case Study in Specialism (20)	VIS7047 Didactic Presentation in Specialism (20)	

With Professional Placement

Year 1		
Semester 1	Semester 2	Semester 3
VIS 7045 Analytical and Creative Practice (40)	VIS7046 Contextual and Professional Practice (40)	ADM7000 Major Project (60)
VIS7048 Dissemination: Case Study in Specialism (20)	VIS7047 Didactic Presentation in Specialism (20)	
Year 2		
Semester 1	Semester 2	
PLA6003 Professional Placement (60)		

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

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

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	276
Directed Learning	1164
Private Study	360
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	