

## MASTER OF ARTS IN GRAPHIC DESIGN

Awarded by : Coventry University, UK

Intakes : January and July

Duration : 1 Year (Full-time)

### Core Modules

<p>Contemporary Issues</p>	<p>This module will enable the development of research skills relevant for post graduate study in graphic design. The module will address a number of different theoretical positions and visual languages used in art and design practice.</p> <p>The overall aims are to develop and enhance the theoretical and practical research skills required by professional artists and designers and to enable the students to become confident in negotiating different visual and theoretical frameworks relevant for their chosen field.</p> <p>Through considering a broad range of work across the visual arts, this module will explore the differences and intersections of contemporary debates across the visual arts and design which, in turn, will feed into their understanding of their discipline. From seminars, discussions and self directed research, this module will enable the student to re-evaluate and re-negotiate their aesthetic and theoretical frameworks.</p> <p>Credit Points: 20</p>
<p>Future Perfect</p>	<p>This module focuses on generating and maintaining currency and future relevance in graphic design practice, and on the dangers of cutting loose from reference points. It deals with the epistemological, intellectual and technical factors which shape graphic design and its audiences' receptivity.</p> <p>It considers graphic design's position in society, both as contributor and legatee. It offers students the chance to produce individual and innovative work which is nonetheless grounded in reason. Students will negotiate their own brief and practical project with tutorial guidance, and will also write a critical study of the relevance and benchmarks of the endeavour's success.</p> <p>Credit Points: 40</p>

International Contexts	<p>The aim of this module is to provide students with a practical and flexible insight into a broad range of international art and design-based practices and contexts. This module is designed to increase substantially students' knowledge, awareness and experience of a wide spectrum of professional contemporary art and design contexts in relation to their own specific practice and research.</p>
Lines of Communication	<p>This module deals with the nature of effective communication through design and aims to generate new ways of communicating. It questions established graphic design tenets, communication truths, methods, audience, behaviour and standards.</p> <p>It elaborates graphic design practice by allying it with other modes of creativity and shading it with individuality, intellectual curiosity, concentrated expertise and style.</p> <p>Students will negotiate their own brief and practical project with tutorial guidance, and will also write a critical study of the relevance and benchmarks of the endeavour's success.</p> <p>Credit Points: 40</p>
MA Major Project	<p>This self-directed major project provides an opportunity for students to develop and present specialist skills in sustained personal work at an advanced level. The module provides a reflective space for artistic and professional development.</p> <p>Providing the opportunity to create a body of work that reveals an individual practitioner voice, underpinned by intellectual engagement with relevant models of practice as appropriate to their selected area of study. The module will require the student to conceive and manage an independent project, enabling them to integrate knowledge already acquired whilst expanding subject expertise. Thus, students develop their skill in the conception, research, organisation and demonstration of practical work. The MA major project represents the first time the student will ultimately take full responsibility for their route through a module.</p> <p>Students are required to submit an MA Major Project proposal from the outset, indicating and justifying their focus of study and presentation/exhibition mode in negotiation with their subject supervisor through the creation of a learning agreement.</p> <p>Credit Points: 60</p>