

MA Contemporary Typographic Media

For more information please
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London College of
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All administration and enrollment
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Office:

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Tel: +44 (0) 20 7514 6400



Level: Postgraduate
Study mode: Full-time
Duration: One year (45 weeks)
Start date: January
Application: Directly through LCC's Admissions Office

Course description

MA Contemporary Typographic Media is a course about visible words, exploring language in printed, virtual, moving, environmental and interactive spaces.

Rapid technological change is a condition of contemporary culture and it has a profound effect on how we transmit, receive and understand messages. These rapid developments are creating new forms of dialogue between producers and users, authors and readers, in both commercial and cultural discourse, giving rise to many new, exciting challenges.

Students on the MA Contemporary Typographic Media course seek to address these challenges by exploring the dynamics of visible language. We undertake intensive practical investigations of word and image, message and audience, media and technology, type and typography, and develop a unique set of critical skills and knowledge. Students are encouraged to explore and develop individual approaches to the production and communication of messages. Self-directed practical studies are based on significant current debates about typographic communication, contrasting its deep humanist origins with more recent systematic approaches to form-giving.

The course builds on LCC's long-standing and widely acknowledged reputation as a national and international centre of excellence for typographic design education. The history of Postgraduate provision within the College begins with the advanced typography course instigated by Anthony Froshaug and Ernest Hoch in 1972 and is represented most recently by the MA Typo/graphic Studies which was revalidated as MA Graphic Design in 2004.

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London College * *
of Communication * *

Course structure

MA Contemporary Typographic Media is structured around a programme of studies providing a wide range of opportunities for gaining specialist knowledge allowing you to develop a range of transferable skills. The programme is divided into three phases.

In Phase 1, **Text/Media** involves practical projects exploring the form and function of the visible word. It is based on studies of two objects central to all visual grammar: the *stroke*, which can be seen to represent humanist approaches to making, including calligraphy, drawing and aesthetic traditions; and the *dot*, which can be seen to symbolise modular systems including, printing, structuralism and mechanical reproduction. Practical work throughout the course will be based on the contrasts between these approaches to mark making, addressing the transformative potentials of physical, print, virtual, moving and interactive environments.

Also during Phase 1, **Text/Context** explores contemporary typographic design issues and the theoretical study of visual language, helping you to formulate a personal position relative to the wider social, cultural, historical, literary, and/or professional context of your practice.

Phase 2, **Text/Performance** helps you to develop personal approaches to the subject of type and typographic design which will inform your contextual knowledge and practical methods to be undertaken in the major project in Phase 3. Building upon the work undertaken in Phase 1, you will investigate subjects central to contemporary typographic practice such as the design and application of signs, symbols, signaries and fonts for communication, identity, audience, branding and purpose, through a cyclical reflective process of research, experimentation and contextual study. Work at this stage of the programme is supported by workshops, lectures and group seminars. From the start of this Phase a major self-initiated project proposal is developed with support from your course tutors.

Phase 3 allows for the intensive research and development of a self-initiated **Major Project**. Testing your ideas in practice, through critical reflection, tutorial guidance, peer review, professional collaboration and mentorship is key to the development of the project. This work culminates in the presentation of a practical project outcome together with a supporting written report. Alternatively, you may elect to submit a major project thesis with supporting practical work.

All three phases of the course are underpinned by a core postgraduate design lecture programme from key practitioners and postgraduate staff and workshops in areas such as Letterpress, Print Production and Photography, together with opportunities to visit museums, galleries and design studios.

FAQs

How do I apply?

Home/EU students should apply directly through the College's Postgraduate Admissions Office. Download an application form from the course page on the website:

<http://www.lcc.arts.ac.uk/courses/courses-by-level/ma-contemporary-typographic-media/>

and send it to:

Postgraduate Admissions, Central Administration Office, 5th Floor Tower Block, London College of Communication, Elephant and Castle, London, SE1 6SB

International/non-UK/EU students should apply via the LCC International Office. Download an application form from the LCC website at:

http://www.lcc.arts.ac.uk/media/lcc/documents/international_app.pdf

and send it to:

LCC International Office, London College of Communication, Elephant & Castle, London SE1 6SB

Is there a deadline for applications?

Applications can be made throughout the year. However, the course is very popular and reaches target numbers early each year. It is advisable to apply as early as possible – ideally before the summer prior to the course start date.

What are the standard admission requirements?

An Honours degree in a relevant subject, or a professional or academic qualification recognised as equivalent to an Honours degree. If you do not have the required qualifications, but do have professional experience you may be eligible to gain credit for previous learning and experience through the AP(E)L system. Your experience is assessed as a learning process and tutors will evaluate that experience for currency, validity, quality and sufficiency.

All students whose first language is not English require IELTS 6.5.

Do I need to produce a portfolio? If so, what should it contain?

Your portfolio should cover your most recent commercial or academic activity, showing your aptitude, ability and experience in typographic design. This can be supported with visual summary documents showing your research and working processes.

Important information: all applicants will be expected to submit an electronic portfolio on CD or via a website with their application form. This should include a maximum of **six** projects and supporting material as described above. These should be clearly annotated and organised. All candidates will be expected to outline their major project ideas in the application. This should describe the area of interest – *the field of study* and the particular *focus* of their intended work across the year. This should include an overview of how you intend to go about producing the project – *the methodology*. It is important to recognise that these ideas will inevitably develop and change across the year of study on the course and only serve to inform your application at this stage.

Will I need to attend an interview?

You will be advised of interview procedures once your application has been processed. You may apply with a portfolio, or may alternatively be called for interview where appropriate.

Are the requirements different for international and EU Students from outside the UK?

If your first language is not English you must demonstrate competence in English to IELTS (International English Language Testing System) 6.5 level or demonstrate an equivalent level of achievement.

Students from overseas should contact Vicky Gavulic in the International Office. Tel: +44 (0) 20 7514 8138.

Email: v.gavulic@lcc.arts.ac.uk

How long is the course?

Full-time: 1 year, delivered over 45 weeks

When does the course start and finish?

It runs from January until December each year.

How long would I spend in College per week?

Is it possible to work part-time while studying?

The course is timetabled for an average of two to three days per week contact time (though you may be scheduled for specific sessions or workshops on other days). You will be expected to work beyond this time on self-directed study, and may also access the range of LCC's technical resources and studios. Some students do manage to fit in part-time work, but College work must take a priority.

Where is the course taught?

At LCC, Elephant and Castle.

What kind of projects would I be working on?

The course is structured around three large projects, and a series of smaller workshops and electives. Phases 1 and 2 span the first half of the year and are designed to develop a range of research methodologies and practical skills, which may inform the development of an independent, self-initiated project.

The second half of the year, Phase 3, is dedicated to the development and realisation of a self-initiated major project. The programme addresses the discipline of typographic design by reinforcing the importance of research and design thinking in the identification of visual communication problems. Building on your previous experience and personal approaches to design, projects are structured with a clear statement of intent, focus and methodology at the proposal stage.

What kind of project is suitable for the major project?

You will develop a major project proposal during Phase 2 of the course, supported by seminars and workshops in research methodologies and personal tutorials. The specific content of the project is determined by you though it is anticipated that you will opt either to develop type and letterform designed for a specified purpose or to explore an aspect of typography in performance. All projects are underpinned with a clearly defined set of intentions and appropriate research methodologies through which to conduct experiments directed towards visual outcomes.

How will my work be assessed?

There are two principal forms of assessment: formative and summative. Formative assessment is intended primarily to give you feedback during your course and to provide guidance on your development. Within each unit there will be intermediate formative assessment points, which will enable tutors to monitor progress and identify any need for remedial action. Summative assessment is also undertaken and this forms the basis for measuring your overall achievement.

What are the facilities like?

The MA Contemporary Typographic Media course is based in the Postgraduate Design area which is equipped with computing and laser printing facilities, a wireless network point for laptop connectivity to the College network, and seminar, teaching and tutorial spaces. Beyond this, you will also have access to the full range of technical workshops across the College, including computer studios, printmaking, photography, letterpress, bookbinding, 3D workshop and moving image studios, as well as LCC's Library and Learning Resources facilities. There is an advice and information centre, exhibition galleries, lecture theatres, studios, laboratories, teaching areas, a shop, refectory, coffee bar and student bar. There is also an Enterprise Centre for Creative Arts, which provides information, events and advice on becoming self-employed in the creative industries.

What equipment will I be expected to have?

Access to a computer (ideally a laptop) and the internet. The postgraduate studios are equipped with computers and printers, together with some basic cutting and binding facilities and storage areas, and these can be used by all postgraduate students during their time on the course.

Will I be expected to have any prior knowledge of particular software or technical skills?

You will be expected to have a strong understanding of graphic design principles and technical skills in typography. Knowledge of type design programmes, such as Fontlab, are not mandatory but would be useful. You will need to be able to produce visual material to a very high standard throughout the course.

What kind of people should I expect to meet on the course?

Generally the full-time course is made up of around 50 percent international students and 50 percent home/EU students. Students come from right round the globe and across Europe.

What are the distinctive features of the course?

The course provides a robust framework for academic discussion and personal development, enhancing your ability to critically reflect, allowing you to initiate new and effective approaches to the subject and to engage with problems and insights at the forefront of the discipline. We aim to equip you to propose, research, develop and complete a self-directed project that reflects originality, critical analysis and evaluation underpinned with academic rigour.

What do students do after they finish the course?

All students leaving the course find their possibilities in the workplace have widened and are more focused on the area of communication they wish to pursue.

What are the course fees? Are there any additional fees?

For information about fees visit the website at <http://www.arts.ac.uk/fees-funding/fees/postgraduatefees/> or call the Postgraduate Admissions Office on: +44 (0) 20 7514 6000, press option 3.

Where can I get more information?

For more information about the course email info@lcc.arts.ac.uk

For administrative and enrollment matters, please contact the Postgraduate Admissions Office on +44 (0) 20 7514 6400, email: pgadmissions@lcc.arts.ac.uk or visit the website at: www.lcc.arts.ac.uk.