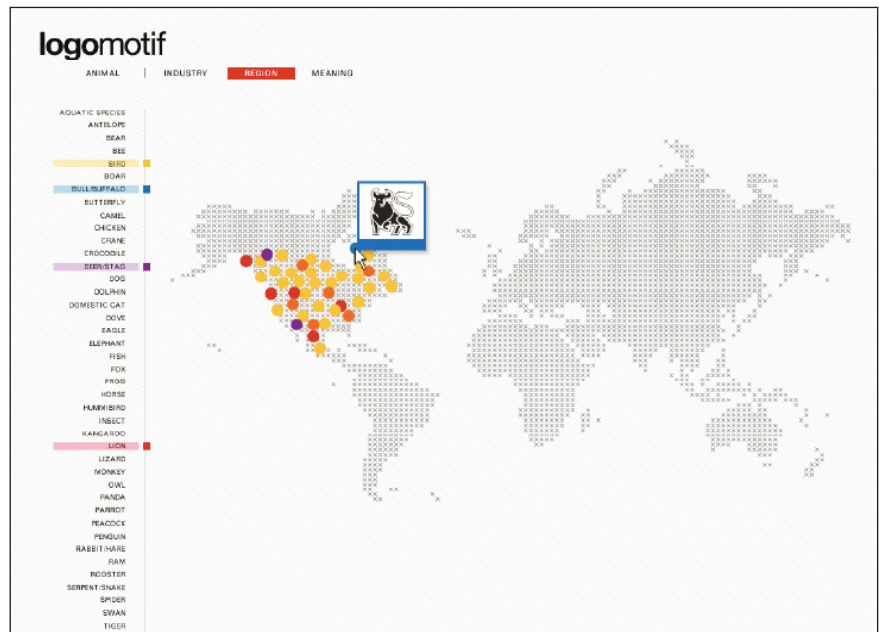


# MA Graphic Branding and Identity



For more information  
please contact:

graphics@lcc.arts.ac.uk

London College of  
Communication  
Elephant & Castle  
London SE1 6SB

www.lcc.arts.ac.uk

All administration & enrollment  
enquiries to the Postgraduate  
Admissions Office:

pgadmissions@lcc.arts.ac.uk

Tel: +44 (0) 20 7514 6400

Level: Postgraduate

Study mode: Full-time

Duration: One year (45 weeks)

Start date: January

Application: Directly to LCC's Postgraduate Admissions Office.

## Course description

*The design of the research method and the design of the design method are tasks of a higher order than the design of the communications. (Jorge Frascara)*

MA Graphic Branding and Identity is unique in that it encourages you to look critically at the visual and graphic elements that make up a contemporary visual identity and brand. The course is focused on the role of visual identity and the way this gives form to a wide range of principles and values in products, business and enterprise as well as cultural, social and political organisations.

The course has an emphasis on practical design, underpinned by theoretical and contextual components and the application of clear research methodologies in relation to the investigation and development of this significant form of visual communication.

The course allows you to engage with a deeper level of understanding of strategic thinking in relation to branding, visual identity and graphic design in general. You are required to develop an independent major personal project and to further understand your role in devising meaningful and effective outcomes within this specialist field of graphic design.

MA Graphic Branding and Identity addresses the subject from a broad perspective, and encourages engagement in the exploration and design of individual, cultural, national, international, corporate and commercial identities. This programme of study is underpinned by activities such as studio visits, live project work and a visiting lecture programme from industry practitioners.

The course runs parallel to the existing MA Graphic Design course, and shares its structure and some common units.

## Course structure

The course is divided into three phases and is set within a credit framework. Each phase involves a total of sixty credits (the duration of each phase is 15 weeks f/t). The course is delivered over 45 weeks full time. You will need a high level of commitment and self-management to achieve the course outcomes.

As an indicative guide, a 10 credit unit on the course involves a total of 100 notional hours of study, including taught sessions, independent study, research and access to facilities. You will need to plan your work carefully.

In addition to formal teaching sessions, seminar work, presentations, and tutorial work you will also be expected to engage in independent research, writing and course work, and to complete a major project, for which both tutor and peer support is provided through individual tutorials, group discussions and peer review.

The course offers you the opportunity to focus your study in a specialist area of your choice, based on your own self-initiated project proposal.

### *Phase 1*

Unit 1.1 Design Literacy	30 Credits
Unit 1.2 Contemporary Branding Discourse	20 Credits
Unit 1.3 Research Methods (1)	10 Credits

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60 Credits

### *Phase 2*

Unit 2.1 Elective A	10 Credits
Unit 2.2 Elective B	10 Credits
Unit 2.3 Rhetoric of Branding and Identity	20 Credits
Unit 2.4 Research Methods (2)	20 Credits

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60 Credits  
120 credits

### *Phase 3*

Unit 3.1 Major Project: Practical + Report or	60 Credits
Unit 3.2 Major Project: Thesis	60 Credits

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60 Credits

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180 Credits

## FAQs

### How do I apply?

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

[http://www.lcc.arts.ac.uk/docs/2007\\_2008\\_app\\_form.pdf](http://www.lcc.arts.ac.uk/docs/2007_2008_app_form.pdf)  
and send it to:

The Postgraduate Admissions Office, Room WG03, London College of Communication, Elephant and Castle, London SE1 6SB, UK.

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/docs/international\\_app.pdf](http://www.lcc.arts.ac.uk/docs/international_app.pdf)  
and send it to:

The International Office, Room WG03, London College of Communication, Elephant and Castle, London SE1 6SB, UK.

### 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.

### 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 and ability in design. This can be supported with documents showing your working processes and research (i.e. sketchbooks). Also include any other projects that indicate your personal areas of interest in the field of communication.

### Important information for applicants

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.

### 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)207 514 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?**

In January of each year until December.

**How long would I spend in College per week?**

The full-time 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 College technical resources and studios. Many 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 graphic design with a particular emphasis on branding and identity 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.

**How will the work be assessed?**

There are two main forms of assessment: formative and summative. Formative assessment is intended primarily to give you feedback during the course and provide guidance on your development. Within each Unit there will be intermediate formative assessment points, which will enable the tutor to monitor your 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 Graphic Branding and Identity course is based in a specific design studio 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 Graphic Design technical workshops, including Computer Studios, Printmaking, Photography, Letterpress, Bookbinding, 3D Workshop

and Moving Image studios. The LCC campus is well equipped with a large library and information centre with open access computer facilities, DVDs and videos. 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.

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

You need to be able to express your ideas on an academic level. We're looking for practical dreamers.

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

Generally the 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 kind of project is suitable for the major project?**

You will develop a major project proposal during Unit 2, supported by seminars and workshops in research methodologies and personal tutorials. The specific content of the project is determined by you, and as such the projects cover a wide range of subjects, from professionally-based 'real world' problem solving to more exploratory and conceptual approaches to design. All projects are, however, underpinned with a clearly defined set of intentions and appropriate research methodologies through which to conduct experiments with potential visual outcomes.

**What are the distinctive features of the course?**

The course provides a 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 University website at <http://www.arts.ac.uk/pg-fees.htm> 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: [graphics@lcc.arts.ac.uk](mailto:graphics@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](mailto:pgadmissions@lcc.arts.ac.uk) or visit the website at: [www.lcc.arts.ac.uk](http://www.lcc.arts.ac.uk).