

# MA Graphic Moving Image



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All administration & enrollment  
enquiries to the Postgraduate  
Admissions Office:

[pgadmissions@lcc.arts.ac.uk](mailto: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

*Screen based graphic design that moves with an intended purpose to inform and communicate.*

More specifically the course references 'traditional' moving image, such as documentary, short narrative film and broadcast design, and the articulation of content through storytelling.

It recognises new synergies between convergent technology, which are irrevocably changing the pattern of our society, moving us from a literary to a visual culture and from passive onlooker to 'owner', initiator and author. The course will reference a range of activities from live action, animation and motion graphics. Throughout the three units of the course, you will be encouraged to address narrative structures, conceptual frameworks, realisation and contextualisation.

Within these self initiated projects you will be encouraged to immerse yourself in practical considerations within several specialist areas around composition for example Screen Typography: as well as obvious aspects of design you will look at legibility, relevance, significance, transition and duration as well as current use and best practice of TV and web info graphics.

Sound is another key area where you are given the option to interrogate sound within visual narrative, from looking at basic methods of reproducing recorded sound for use with moving image to looking at focus, function and purpose both from a historical and contemporary context.

Staff and students in the Faculty of Design believe in active debate and discourse to articulate the function, value and purpose of graphic design. On the MA Graphic Moving Image course you will be encouraged to challenge existing design orthodoxies and to identify design related communication problems which will form a focus for your study and enable you to define your MA research and development and focus your final major project. Learning at

this level will be about research, intellectual engagement, discovery, interaction and change. The final product for us is not necessarily in itself the goal — it is the research, exploration, evaluation and intellectual understanding of Graphic Moving Image that makes the MA at LCC distinctive. Within this process alternative routes emerge that are perhaps outcomes within themselves.

## **Course structure**

The programme is divided into three stages:

Stage 1 sets projects which revisit and develop your understanding of fundamental design principles related to graphic design within a moving image or narrative-driven context. You will explore multi-disciplinary perspectives and design methodologies utilising theoretical and historical contexts for your work. This study is supported by a visiting lecture programme from key practitioners, and workshops in technical areas, together with visits to museums, galleries and design studios.

Stage 2 sets projects which explore current design issues and methodologies. Building upon the work undertaken in Stage 1 you will investigate issues central to contemporary design practice such as design authorship and social engagement, through a process of research, experimentation and the practical testing of your ideas. Study at this stage of the programme is supported by visiting lectures, further workshops and group seminars. During this period you develop your major self-initiated project proposal, with support from course tutors.

Stage 3 allows for an intensive exploration of the ideas you have developed and form the basis of your major self-initiated project. This work culminates in the presentation of your major project and supporting major project report. Alternatively you may elect to submit a major project thesis, usually with supporting practical project work.

## **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 it is

advisable to apply at least two months before you hope to start the course — ideally around October.

**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.

**Will I need to provide 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.

**Will I need to attend an interview?**

Initially we would like to see your work on well ordered CD/DVD that will run on a Mac. Any moving image work should be formatted as a quick time movies. Please take time thinking about what you put on you CD it as we get many with over 100 images or movies in no particular order or context.

**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 to December each year.

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

**Is it possible to work part-time while studying?**

The full-time course is time-tabled for an average of two to three days per week contact time. You will be expected to work beyond this time on self-directed study. 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. Units 1 and 2 span the first

half of the year, and designed to develop a range of research methodologies and practical skills, which may inform the development of an independent, self-initiated project.

Unit 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.

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

Students develop a major project proposal during Unit 2 of the course, supported by seminars and workshops in research methodologies and personal tutorials. You determine the specific content of the project 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 motion-based graphic 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.

**How will the 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 the tutor 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 Graphic Moving Image course is based in a specific design studio 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, students also have access to the full range of technical workshops across the Faculty of Design, including Computer Studios, Printmaking, Photography, Letterpress, Bookbinding, 3D Workshop and Moving Image studios, as well as College 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.

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

Any technical skills would be an advantage but not essential. We currently hope our students would have experience of editing software like Final Cut, and animation programmes like Aftereffects and Flash as well as the more basic graphic design programmes such as Photoshop and Illustrator. However the course offers access to tailor made tutorials as well as help in finding more specific technical support if needed.

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

Generally the full-time course is made up of around fifty percent International Students and fifty percent Home/EU Students. Students come from right round the globe and across Europe.

**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.

**Who teaches on the course?**

The course is run by the Graphic Moving Image specialist Penny Hilton, her background is TV advertising and broadcast design . She continues to run her own professional practice of documentary film making. Penny is supported by a the post graduate team of practitioner-teachers specialising in graphic design , typography, information design, and branding.

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

The course is all about research, intellectual engagement, discovery, interaction and change. The final product for us is not necessarily in itself the goal – it is the research, exploration, evaluation and intellectual understanding of Graphic Moving Image that makes the MA at LCC distinctive. Within this process alternative routes emerge that are perhaps outcomes within themselves.

**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?**

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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).