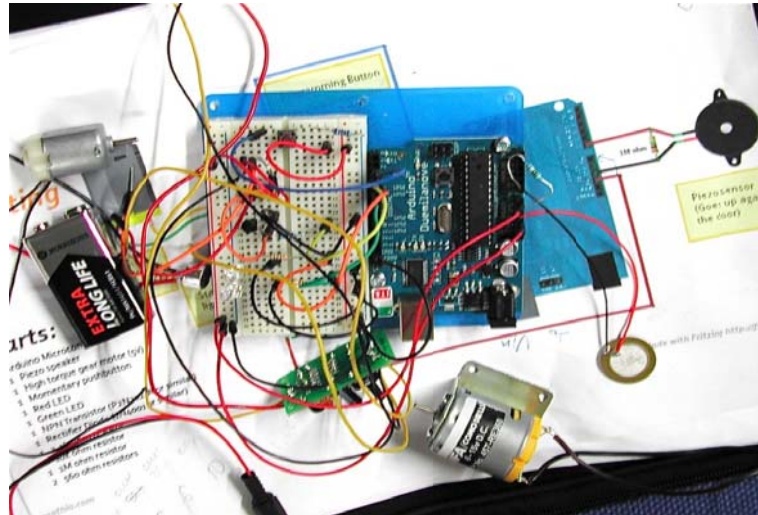


MA Interactive Media



For more information
please contact:

Faculty of Media
media@lcc.arts.ac.uk

London College of
Communication
Elephant & Castle
London SE1 6SB
www.lcc.arts.ac.uk

Level: Postgraduate
Study mode: Full-time
Duration: 45 weeks
Start date: 11th October 2010
Application: Directly through LCC's Postgraduate Admissions Office

Distinctive Features

The unique approach of this course lies in its emphasis on the role of theory in underpinning multimedia practice, and on making interactive media works to challenge and test theories of interactive communication. It is this that differentiates it from other related courses at postgraduate level.

The course places great weight on the learning opportunities afforded by group-work. It reflects the multi-disciplinary and cooperative nature of industry practice and has the added benefit of enabling students from many differing cultures to exchange ideas, concepts and learning experiences in a collaborative environment.

Another core concept central to the course is the assessment of students' learning during a project rather than the assessment of the artefacts produced. This enables students to work collaboratively on group projects whilst their individual learning is assessed independently.

This approach defines the course's teaching and learning strategy. From the start you will be expected to possess or be willing to acquire the level of facility required to test and express ideas. You will learn the principles behind the use of relevant software and hardware and will develop an initial perspective that will ultimately inform your specialist practice in the field of digital media.

You will work with highly qualified and experienced educators in multimedia who deliver the course and who retain close involvement with the industry, continuing their professional practice and, in the majority of cases, engaging in scholarly research at an international level. In addition, there will be visiting experts from the industry itself.

One of the differences you will experience between working at postgraduate level and working at undergraduate level is that you will be expected to timetable and manage your own learning to a much greater extent. Your success or failure on

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the course will depend on how rigorously and responsibly you take this self-direction and how well you respond to tutorial advice. The level of self-management required of you will increase throughout the course.

Another distinguishing feature of this postgraduate course is that much of the project work you will do will be in teams. For many of you, one of the most lasting impressions you will have of the course will be the experience of learning to work well in self-managed teams, and of working with fellow students from many other cultures. (Students from nearly 30 nationalities have graduated from the MA IM.) In a global culture, where technological developments are increasing freedom and breaking down physical and geographical barriers, such experience is invaluable.

The reputation of the University of the Arts London, the LCC, the course and its alumni helps us to maintain strong links with industry. The course is also currently developing its own dedicated international alumni network "The Channel" to enable the exchange and dissemination of expertise in both practice and research between alumni and the wider interactive media community.

Application process

For administrative and enrolment 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. Alternatively you can email Rob White the Course Director at; r.e.white@lcc.arts.ac.uk

International students should apply directly to the College. Further information and application forms can be found on the University website: http://www.lcc.arts.ac.uk/lcc_international_application.htm

Admission requirements

Applicants are expected to have an honors degree, preferably in a related subject. However we do not preclude candidates who have graduated from other less strongly aligned disciplines.

Additionally we welcome applications from non-traditional backgrounds and in particular mature students. We can also assess prior experience as part of our selection criteria.

If your first language is not English you must demonstrate competence in English to IELTS (International English Language Testing System) 7.0 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

Application Deadlines: 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 during the Spring prior to the course start date in October.

Selection Process

ALL applicants must submit a Portfolio of work together with the Application Form whether they are in the UK or resident overseas. Applications will be shortlisted and those candidates will be invited for interview (telephone

interviews can also be arranged if you live outside the UK). The portfolio should be in digital form either on CD or DVD or alternatively online.

University of the Arts London has representatives in a number of countries across the world. We encourage applicants who have a representative in their country to make them their first point of contact with the University. Our representatives can assist with all aspects of the application procedure, offer information about programs and courses and assist with immigration matters. http://www.arts.ac.uk/international_representatives.htm

Attendance Requirements

MA Interactive Media is a 1 year full-time Postgraduate course of 45 weeks duration.

The course comprises 3 Phases beginning in early October and finishing the following mid September.

(The timing of these 3 Phases differs significantly from the published Undergraduate term dates).

For the 2010 -2011 Course:

PHASE 1; Starts - 11/10/10, Ends - 04/02/11
(Recess - Winter Break from 16/12/10 to 05/01/11 inclusive)

PHASE 2; Starts - 07/02/11, Ends - 03/06/11
(Recess - Spring Break from 14/04/11 to 04/05/11 inclusive & Public Holiday on 30/5/11)

PHASE 3; Starts - 06/06/11, Ends - 13/09/11
(Public Holiday on 29/08/11)

Indicative learning hours are 600 hours for each Phase of the course making a total of 1800 hours over the 45 weeks (an average of 40 hours per week). During all course Phases you will be working on team based projects that will in most instances require students to attend the college for lectures, workshops, research, presentations or self-directed study for up to 5 days per week. Some projects may involve a level of fieldwork off campus.

The course is extremely intense and opportunities to undertake part-time paid work outside the published timetable are limited to evenings and weekends.

Facilities

The course is exclusively taught within the Faculty's dedicated Interactive Media teaching studio equipped with Apple Mac computers (*some of which are also configured to run Windows XP*). The studio also has high-speed Wi-Fi connectivity, enabling students to use their own laptops, iPhones, iPads or other devices. The course also runs its own Apple servers and has dedicated printing facilities.

The studio is equipped with data projection & audio-visual equipment for use in lectures and presentations and comprises two distinct areas; one for computer workstations and desks, the other a computer-free brainstorming / team-working space. The facilities are designed to replicate a similar commercial environment.

Teaching and Learning

The taught element of the course is delivered largely through lectures and practical workshops.

You will typically spend 30% of the total study time in lectures and workshops in the multimedia suite. The remainder of your time will be spent on research and study online, further reading, practical work using your own facilities and those provided in the multimedia suite on an open access basis. You are strongly encouraged to use online resources throughout the course.

Practical workshops, lectures, theoretical workshops and seminars will usually be based in the multimedia suite. Other activities may include attendance at conferences and exhibitions and visits to multimedia companies.

The emphasis in workshops and seminars will be on your active participation in the learning process, and you will be expected to contribute to these sessions and share insights from your studies and, where relevant, professional experience. In some cases, you will be asked to present an aspect of your work to other course members in either a formal or informal context.

The assessment for each Unit forms the principal vehicle for learning, and you are expected to define and solve the problem presented in a way which satisfies the relevant assessment criteria and develops your own professional interests. The role of subject tutors in this situation is to act as advisors and facilitators rather than simply as sources of knowledge, and to indicate how to acquire the practical and theoretical tools with which your projects/assessments may be completed.

Use of Online Resources

The course uses Blackboard (the online learning environment) to publish the timetable of taught Units and relevant news items. Each Unit including the Final Major Project has its own web pages, giving details of all lecture and workshop programmes, guidance on assessment, further readings and other information specific to the Unit. Blackboard also allows students and tutors to communicate and share resources remotely in real time.

Assessment and Projects

The aims of the assessments for this course are:

- To ensure that the programme outcomes and Unit learning outcomes have been achieved;
- To provide a vehicle for the development of new practical and intellectual skills and a focus for study, practice and self-evaluation;
- To provide a means of feedback on your progress and achievement on the course;
- To provide an equitable, reliable and timely measure of achievement with a minimum of subjective bias.

You will receive a preliminary briefing to explain the assessment programme during the induction at the start of the course. Assessment will be scheduled at the most appropriate time for particular Units, taking into account the overall time required for both practical and written elements, the requirement for you to manage your own time effectively and the constraints of the academic year. You will experience a range of types of assessment throughout the course.

The assessment programme is designed to promote learning and will involve both individual and group work. A wide variety of activities are included in the programme to ensure that you have the opportunity to learn, develop and demonstrate a broad range of knowledge and skills in interactive media. These activities include:

- Information gathering and research;

- Multimedia practical projects;
- Scholarly writing;
- Using blogs and wikis to enhance learning;
- Final Major Project including both practical and written elements (MA only).

Your assessment will take place through both individual and group work. Working in groups encourages a collaborative approach to learning in which you can develop your ability to analyse problems, communicate your views and derive a team perspective.

You will be assessed in accordance with an established scheme which provides assessment of academic performance in each of the programme Units. Each Unit is assessed in relation to the stated learning outcomes.

The entire course, and particularly the Applied Research Methodologies Unit and the Final Major Project (the latter for MA only), provides the opportunity for you to engage in periods of significant independent, self-directed study involving research and analysis into areas of particular interest. Learning support and guidance will be programmed into your timetable for this.

It is a requirement of the design of each of your projects, that your individual contribution to a project must be clearly distinguishable. For the practical element of the Final Major Project, you will be required to write a learning agreement with your team members, based on the project specification, showing what you contract to do in the realisation of the project.

Students and Staff

Students on the course come from a broad range of cultural and ethnic backgrounds, as well as differing age groups and a wide variety of previous experiences. Slightly over 50% of are from outside the European Union and represent a diversity of countries and continents.

The academic staff team comprises a full-time Course Director with experience in industry, teaching, practice and research and specialist part-time staff, who combine their teaching with successful careers in industry or the wider research environment.

Career prospects

Graduates of the MA Interactive Media are frequently recruited by a wide range of media companies in London in what are usually mid-level to senior positions. Those students entering organisations at a more junior level very soon find themselves promoted to increasingly senior positions. The course maintains strong links with industry partners who attend our annual Degree Show exhibition searching out new talent.

Some international students choose to remain in the UK to gain valuable industry experience whilst others return to their home countries to pursue successful careers.

The types of positions gained are varied but include; project manager, user experience architect, interface designer, senior web designer, information architect, programmer, usability specialist, producer, SEO specialist, content strategist, developer & interaction designer.

A significant proportion of our graduates start their own companies and in some instances further develop their course Final Major Projects and take them to

market. This process can be aided by the University's Enterprise Centre for the Creative Arts - ECCA.

Fees and associated costs

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 6400. There will also be an additional studio fee of around £635 payable at enrolment.

Where can I get more information?

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 University website at: www.lcc.arts.ac.uk.

The course also has its own dedicated website at: <http://mimm.arts.ac.uk> where examples of previous student Final Major Project work can be viewed.

Please also check out the course FAQs' page on the University Website

http://www.lcc.arts.ac.uk/courses/postgraduate/ma_interactive_media.htm