

**Postgraduate Design Courses
School of Graphic Design
London College of Communication**

VC/GD

GBI/GMI

DWVC/ICI

IE/2010

Method

**Postgraduate Design Courses
School of Graphic Design
London College of Communication
2010**

PgCert Design for Visual Communication
PgDip Design for Visual Communication
MA Graphic Design
MA Graphic Branding Identity
MA Graphic Moving Image
MA Design Writing Criticism
MDes Innovation and Creativity in Industry
MRes Information Environments

**Designers address practical and theoretical concerns through a broad spectrum of media, materials and processes. Design is an activity of creative reasoning which is dependent upon flexibility of ideas and methodologies informed by an awareness of current critical debates... It is also an iterative process based upon evaluation and modification. Design is reliant upon constantly evolving dialogue and negotiation between the designer and the client, manufacturer, audience, user, customer, participant or recipient... There is no single definition or methodological approach to the discipline, nor are there limitations in terms of interdisciplinary relationships...*

The LCC School of Graphic Design has a long and prominent history of design education, with alumni and staff who have had a significant impact on shaping the contemporary design landscape. The School recognises that its graduates should possess the capacity for versatility that parallels the expansion of design into all aspects of our culture and society. These graduates will be initiators of ideas with a variety of skills both practical and intellectual. Design at LCC is based on a process of purposeful

enquiry, utilising logical and appropriate research methods in the exploration and development of effective solutions to real-world problems. Often this involves the proposition of new and creative models of design thinking that address the context of future technologies, audiences and social or cultural agendas. The intention of this process is to develop systematic ways of working which lead to successful outcomes, based on experiments, visual testing, materials investigation and audience feedback. The goal is to produce design that is effective, useful, challenging and engaging. The courses currently offered at Postgraduate level within the School cover a wide range of approaches to design, all of which share this premise of purposeful enquiry at the highest level.

Students undertaking these courses will be part of a unique learning community made up of staff, fellow students and guest speakers from a diverse range of design-related disciplines and cultures.

**Quality Assurance Agency for
Higher Education 2002*

**Postgraduate Certificate
Design for Visual Communication**

Level: **Postgraduate**
Study Mode: **Part-time 1 year**
Start Date: **January**
Application: **Directly to the College**

The Postgraduate Certificate offers an intensive, vocationally focused experience helping to build subject knowledge, technical and professional skills, and to develop critical and analytical abilities. Students may also consider these courses if they wish to prepare for a Master's degree in a subject that has not been their major subject at undergraduate level. These courses are designed to build confidence and skills for those relatively new to the subject, or alternatively wish to pursue a more specialist or intensive skills course in an area related to their first degree. The Postgraduate Certificate provides students with a strong portfolio with which to set out a career path.

Design for Visual Communication informs and reinforces the importance and relationship between traditional design values, skills and the development of new and personal methodologies. This approach prepares students for further study at Masters level, as well as being appropriate to sustainability in their future employment. Throughout the course students are given challenges through set and self-initiated projects promoting learning through discovery.

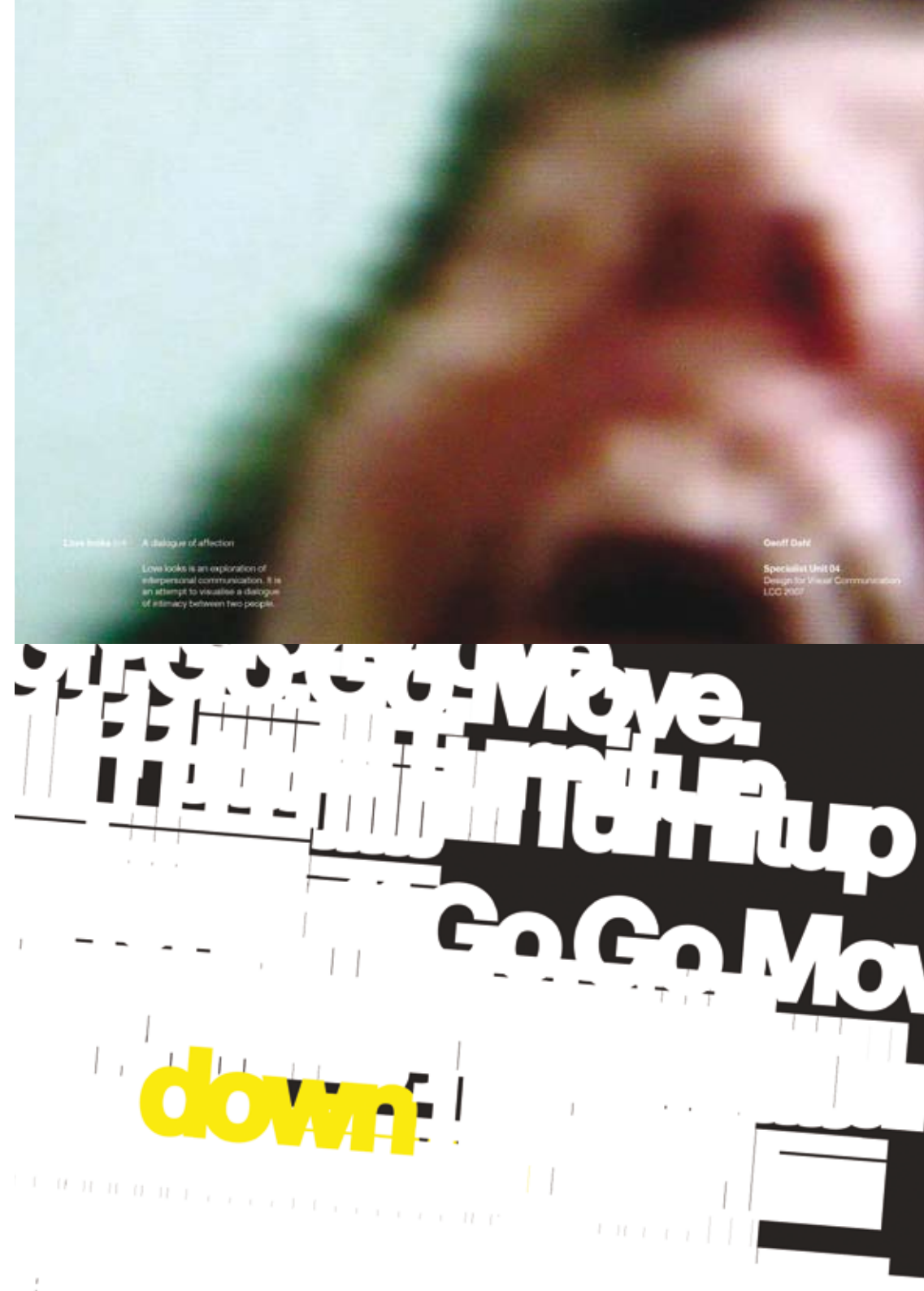
This course is unique in the opportunities it offers those who wish to convert career or undertake intensive preparation for further study. Visual communication is a process by which ideas are made visible and conveyed through media to enhance meaning, experience and understanding. It places emphasis on the consideration of client and audience or user.

Within a one year period of study students are introduced to the fundamental principles underlying the design process.

The course includes: visual language and grammar; typographic hierarchy; narrative and sequential design; symbol design; graphic representation; identity; informationvisualisation; as well as opportunities to pursue projects of individual interest.

The course is ideal for those from diverse academic, social and cultural backgrounds who wish to extend and develop their prior experiences through visual communication. Students on the course have come from a wide range of backgrounds such as psychology, geography, history and molecular genetics for example as well as subjects traditionally related to graphic design.

Students have come from all round the world and have experienced London as a unique multi-cultural resource that has influenced their personal approaches to visual communication and many projects have reflected this diversity and cultural exchange.



**Postgraduate Diploma
Design for Visual Communication**

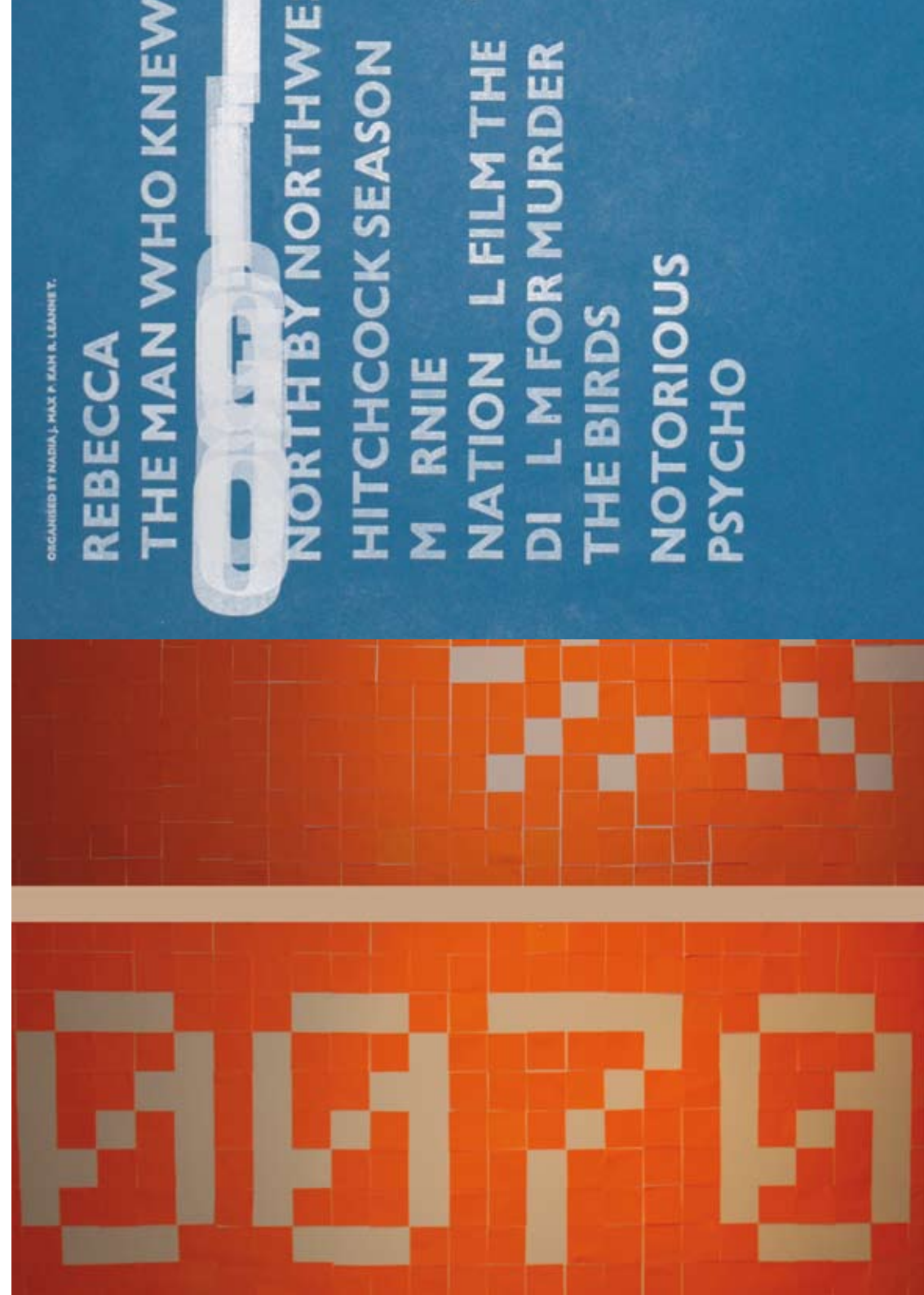
Level: **Postgraduate**
Study Mode: **Full-time 1 year**
Start Date: **January**
Application: **Directly to the College**

The Postgraduate Certificate Design for Visual Communication course is designed for those wishing to convert career through an intense, vocationally orientated experience that leads to a recognised qualification. Students will also find the course useful in building the confidence to undertake further postgraduate study. This practical, 'hands-on' course will introduce you to the basic principles of visual communication such as: visual language and grammar; type hierarchy; graphic representation; identity; and information design. You will also have the opportunity to apply these skills through conceptually driven personal projects. Past examples of personal projects have included: visual journals that explore a sense of place or space; a visual comparison of street signage in London; mapping directional devices in the city; a visual notation system for decoding dreams and a typology of street sticker art.

The course is ideal for those from diverse academic, social and cultural backgrounds who wish to extend and develop their prior experiences through visual communication. Students on the course have previously studied a wide range of disciplines as well as subjects traditionally related to graphic design. Students have come from all round the world. They have experienced London as a unique multi-cultural resource that has influenced their personal approaches to visual communication. Projects have reflected this diversity and potential for cultural

exchange. Students are offered multi-dimensional views on the world and communication beyond the limits of national borders.

These strengths have made the international design press: 'The students research capabilities and their capacity to think beyond pure aesthetics produce research that is structured, ordered and systematic. The ability to propose, test and evaluate a hypothesis is paramount to success. They learn basic compositional and typographic skills within a short period, enabling them to apply this visual knowledge to the communication of their research. The application of design principles gives clarity, order and assists the presentation of their research, and elucidates and communicates their hypotheses. They use design as a communicative tool – not as an end in itself'. (Eye Magazine, 2008).



MA Graphic Design

Level: **Postgraduate**
Study Mode: **Full-time or Part-time**
F/T: 1 Year P/T: 2 Years
Start Date: **January**
Application: **Directly to the College**

The MA Graphic Design course is based on the core principles of design thinking, research methodologies and a structured approach to working processes. Rather than giving an emphasis to the final product alone, the course helps students to identify working methods with which to construct more effective forms of design. The MA course seeks to question shared assumptions, and to formulate new methods of design research through a joint approach to both theoretical and practical investigations.

Focusing on each student's particular interests, this intensive programme builds on the design skills, knowledge and appreciation already gained through degree studies and/or professional practice in graphic design, typography or a related field. Students are encouraged to explore and develop their individual approach to the production and communication of messages.

The programme is divided into three phases.

Phase One involves projects that revisit and develop an understanding of fundamental design principles related to graphic design. Multi-disciplinary perspectives and design methodologies are explored within the projects and this study is supported by a visiting lecture programme from key practitioners, and workshops in areas such as Letterpress, Printmaking and Photography, together with opportunities to visit museums, galleries and design studios.

Phase Two sets projects that explore current design issues and methodologies. Building upon the work undertaken in Phase One students 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 ideas. Study at this stage of the programme

is supported by visiting lectures, further workshops and group seminars. During this period a major self-initiated project proposal is developed with support from course tutors.

Phase Three allows for an intensive exploration and development of ideas within the self-initiated Major Project. Industrial collaboration and mentorship allow the testing of ideas in practice, whilst developing the project. This work culminates in the presentation of a practical Major Project outcome together with a supporting Major Project Report. Alternatively students may elect to submit a thesis with supporting practical work.





MA Graphic Branding and Identity

Level: **Postgraduate**
 Study Mode: **Full-time or Part-time**
F/T: 1 Year P/T: 2 Years
 Start Date: **January**
 Application: **Directly to the College**

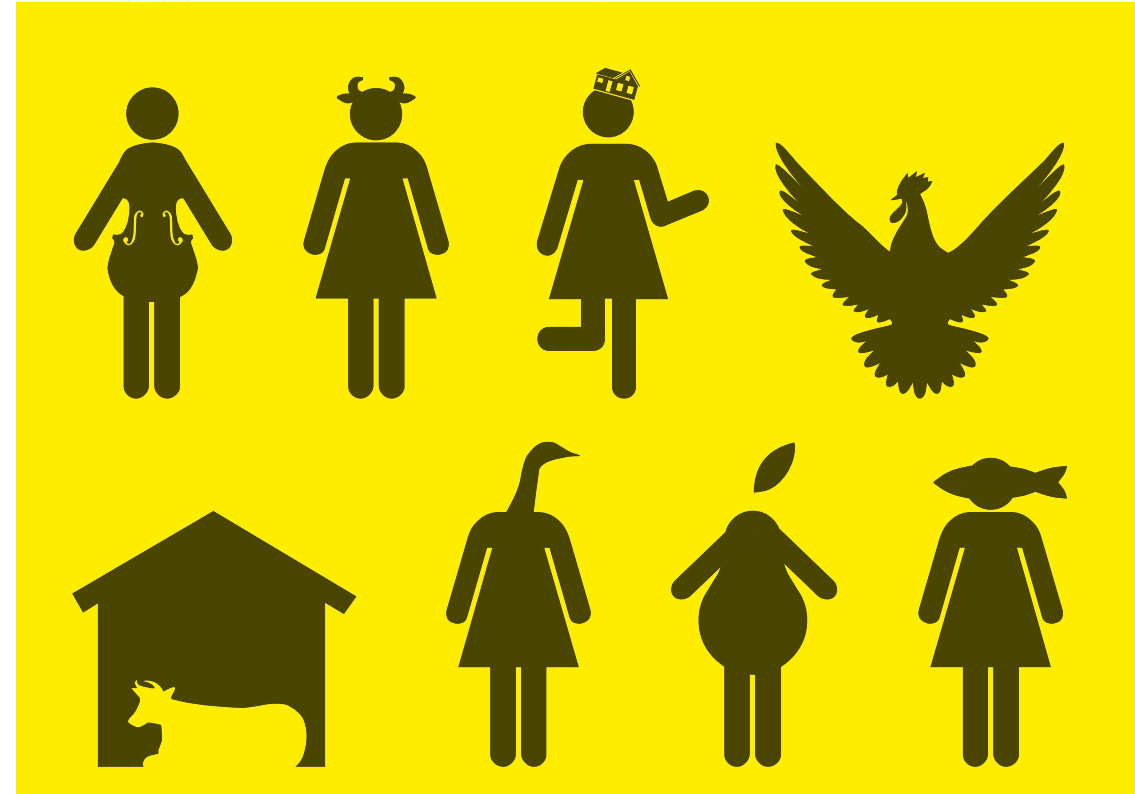
The course is unique in that MA Graphic Branding and Identity encourages students to look critically at the visual and graphic elements that make up a contemporary visual identity and brand. The course is focused on the role of visual identity and the way in which this gives form to a wide range of principles 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 students to engage with a deeper level of understanding of strategic thinking in relation to branding, visual identity and graphic design in general. Students are required to develop an independent major personal project and to further understand their 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 the 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. The course has three phases with two awards, the Post-Graduate Diploma (Phases One and Two) and the MA in Graphic Branding and Identity (Phase Three).



MA Graphic Moving Image

Level: **Postgraduate**
Study Mode: **Full-time or Part-time**
F/T: 1 Year P/T: 2 Years
Start Date: **January**
Application: **Directly to the College**

The Graphic Moving Image course at LCC is concerned with screen based and dynamic graphic design that has as its focus a purpose to inform and communicate. More specifically the course references many of the 'traditional' areas within the subject of moving image, such as documentary, short narrative film making and broadcast design, and the communication of ideas through visual storytelling.

The programme encourages students to explore new ideas surrounding the changing practice of screen-based graphic design and its relationship to visual culture and new technologies. Throughout each phase of the course students are encouraged to engage in a range of screen-based activities including live action, animation and motion graphics as well the general exploration of narrative structures and the conceptual frameworks that will inform their own practice. Within these self-initiated projects students address practical considerations within their specialist focused areas of study such as screen-based typography and TV and web info graphics. Sound is an increasingly important area in the production of graphic design for the screen and throughout the course there are opportunities to build on basic knowledge and methods of reproducing recorded sound for use with moving image projects.

On the MA Graphic Moving Image course you will be encouraged to challenge existing design orthodoxies within the field 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 is based in research, intellectual engagement and discovery. 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.

The course has three phases with two awards, the Post-Graduate Diploma (Phases One and Two) and the MA in Graphic Moving Image (Phases Three).



MA Design Writing Criticism

Level: **Postgraduate**
Study Mode: **Full-time**
1 Year
Start Date: **October**
Application: **Directly to the College**

MA Design Writing Criticism (DWC) is the first of its kind in Europe.

International attention given to the role of writing and criticism has increased significantly over the last decade. The design discipline itself has engendered wider public discourse as well as maintaining debate with studio practice and the academy.

As boundaries of design blur and interdisciplinarity becomes an essential direction in fostering innovation, design writing criticism will be key in enabling designers and producers to evaluate their own positions within a broader context of the social, political, economic, technological and global frameworks.

With this in mind the curriculum explores the impact of writing and criticism on contemporary design. The course is structured to encourage students to examine conventional written forms of journalism and criticism as well as the 'new visual journalism'.

The overarching course philosophy emphasises research, process and critical thinking. This is intended to allow individual and personal concerns to be explored through focused study in one area of design writing criticism. This programme proposes that critique is developed through a deeper understanding and engagement with: writing about design, writing into design, design as writing. Writing about design focuses on exploring the area of 'critical journalism' in which the more accessible

and stylistic potential of journalistic writing is combined with a more in-depth engagement and critical positioning of design and its related fields. Writing into design focuses on the critique. It also explores the notion of critical practices in design history and theory as well as examining alternative histories through contemporary design practices. Design as writing places an emphasis on ways in which the visual and its potential may in and of itself become a critical framework for exploring 'points of view'.

The course is structured in three phases. Through a series of projects and assignments Phase One explores a set of fundamental questions focusing on defining concepts such as 'what is design' and 'what is criticism'.

Phase Two examines the profession in more depth, examining design journalism and criticism, the nature of professional practice, the role of criticism and the position of design within contemporary debates.

Phase 3 allows for the development of an agreed, self-initiated major project, either a traditional written thesis or with supporting practical work.

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**MDes Innovation and Creativity
in Industry**

Level: **Postgraduate**
Study Mode: **Full-time**
Start Date: **October**
Application: **Directly to the College**

This Master of Design (MDes) programme is structured to develop creativity, design knowledge and numerous other skills to enhance the student's understanding of the wider application of design thinking and strategy to products, services and the public sector. The course philosophy is embedded in context-based design research methods and processes.

The course is predominantly aimed at design graduates, but it is also very relevant to students from other creative backgrounds or the social sciences who are passionately interested in working in multi-disciplinary teams to explore the strategic role of design and innovation within organisations.

The programme is unique in that it links LCC MDes students with the equivalent course at Cranfield where the backgrounds of the MDes students are as diverse as bioscience, engineering management and product design. The two courses, run at each institution, share a common vision which brings them together at key points through collaborative multi-disciplinary design projects, lectures, visits and joint critiques. Cranfield University is a solely post graduate institution with an international reputation in management, aerospace, automotive, defence, engineering, health management, manufacturing and the environment. The opportunity to combine the creative expertise available at the University of the Arts, together with the broader disciplines available at Cranfield, allows students to explore and apply their creative skills within a variety

of industrial, service and public sector contexts. This cross-disciplinary team working fosters an understanding and appreciation of different disciplines.

Throughout the LCC course, students work together, in multi-disciplinary teams of three or four, on design process-led projects. Recent projects have included exploring opportunities for supermarket data and its strategic application to creating services that address social and community issues as well as individual projects to investigate design-led processes to reduce food, paper and clothing wastage.

The course acknowledges prototyping as central to demonstrating, expressing and testing ideas for problem solving for products and services. Prototyping is interpreted in the widest context to refer to drawing, models, or films that capture and represent a product, system or service. All the course work is project based with design research methods and prototyping as fundamental to understanding user behaviours and creating user scenarios to move the design process forward.



MRes Information Environments

Level: **Postgraduate**
Study Mode: **Full-time**
Start Date: **January**
Application: **Directly to the College**

The course is the first of its kind within the University of the Arts, London (UAL), with a focus on communication both 'in' and 'through' Information Environments.

An Information Environments are as a physical or virtual space, where information is generated, processed, received and experienced. Examples of practice which support this concept include the design, navigation, orientation and exchange of knowledge and ideas, communicated in or through urban spaces, architecture and the built environment, exhibitions, museums, the internet, and learning environments. The course seeks to develop postgraduate students whose understanding of information, design and visual language enables them to become influential and useful practitioners in a world, which has become both rich in content and diverse in the range of physical and virtual environments. Research and enquiry in the pursuit of these aims will be informed by contextual and social, cultural and political awareness as well as subject expertise.

The course has emerged out of successful research collaborations with staff across UAL Colleges within the Research Unit Information Environments (IE). The overarching UAL postgraduate provision has always been recognised as being at the forefront of creative activity and education, and this new development extends beyond each individual College's expertise in design and visual communication. The IE Unit

works in partnership with a range of professional practices and organisations linking in expertise in architecture, spatial design and information design.

Students have the opportunity to develop transferable research skills that might be applicable within a commercial or professional context, or which might be further studied within an academic environment toward PhD level study. During Phase One of the course, core research methodologies are appropriate to both areas of future development. Tutorial teams work with students during Phase Two to provide guidance and support in order that students may specify which research track they wish to undertake. During this stage appropriate research skills are further developed in the initial scoping of the Major Project at the start of Phase Three.



General Postgraduate Information

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 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 and send it to:

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

Can I visit the course/s I am interested in?

Yes you can either by attending the regular open days organized throughout the year by the college or by contacting graphics@lcc.arts.ac.uk to make a personal appointment.

Is there a deadline for applications?

Applications can be made throughout the year.

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.

What should I put in my portfolio?

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. sketch-books). Also include any other projects that indicate your personal areas of interest in the field of communication.

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 would I spend in College per week?

The full-time courses are time-tabled for an average of two to three days per week contact time. The part-time courses run one day a week.

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 of study 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?

All of the courses are based in a suite of specific design studios which are equipped with computing and laser printing facilities, a wireless network point for laptop connectivity to the College network, and seminar, teaching and tutorial spaces. Students also have access to the full range of technical workshops across the School and College, including Computer Studios, Printmaking, Photography, Letterpress, Bookbinding, 3D Workshop and Moving Image studios, as well as College Library and Learning Resources facilities. 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.

What equipment will I be expected to have?

Access to a computer (ideally a laptop) and the internet.

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.

Where can I get more information?

For more information about the courses email the School of Graphic Design: graphics@lcc.arts.ac.uk For administrative and enrollment matters, please contact the Postgraduate Admissions Office on 020 7514 6400, email: pgadmissions@lcc.arts.ac.uk or visit the website at: www.lcc.arts.ac.uk.

Process

University of The
Arts London
London College
of Communication

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Email: info@lcc.arts.ac.uk
Website: www.lcc.arts.ac.uk

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