

Overview

Programme Code	36757
Programme Title	Communication Design
Awarding Institution	Liverpool John Moores University
Programme Type	Masters
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Hatana El-Jarn

Partner Name	Partnership Type
International Skill Development Corporation	Validated

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Arts - MA	See Learning Outcomes Below
Alternative Exit	Postgraduate Diploma - PD	<p>Demonstrate a critical understanding of various Intellectual Property Rights and how they are integrated and valued within a commercial design context. Demonstrate a critical understanding of design as a strategic business tool. Demonstrate a critical understanding of the innovation process from development to delivery in a commercial context. Develop and promote a strategy and business plan for delivering a design concept. Research and interrogate a user focussed challenge and develop strategies for addressing the challenge. Deliver user centred creative solutions in a visual communication media of your choice employing advanced digital visual technology. Demonstrate an advanced level of competence in managing user interaction issues within proposed solutions in a chosen visual communication media. Demonstrate a critical understanding of how to integrate design thinking with advanced digital media technologies in a commercial and social endeavour. Critically understand and conduct basic market analysis and identify business opportunities. Evaluate and compare a range of visual communication media and be able to select the appropriate media to deliver specific outcomes. Identify future trends within a specific visual communication media Identify a specialist field of visual communication that is compatible with your competences and interests to further your studies during the course. Negotiate, argue, justify, articulate and evidence to a design and business audience your personal study plan in support of your final major project. Compile a substantial body of work that evidences critical research and in-depth lines of enquiry in support of your identified challenge and the medium by which you chose to deliver your final major project. Conduct iterative design investigation and realise design proposals evidenced in pre-production storyboards and visualisations. Record your project development journey and reflection in a substantial body of written and visual information that provides direction for your final major project.</p>
Alternative Exit	Postgraduate Certificate - PC	<p>Demonstrate a critical understanding of various Intellectual Property Rights and how they are integrated and valued within a commercial design context. Demonstrate a critical understanding of design as a strategic business tool. Demonstrate a critical understanding of the innovation process from development to delivery in a commercial context. Develop and promote a strategy and business plan for delivering a design concept. Research and interrogate a user focussed challenge and develop strategies for addressing the challenge. Deliver user centred creative solutions in a visual communication media of your choice employing advanced digital visual technology. Demonstrate an advanced level of competence in managing user interaction issues within proposed solutions in a chosen visual communication media. Demonstrate a critical understanding of how to integrate design thinking with advanced digital media technologies in a commercial and social endeavour.</p>

Alternate Award Names

External Benchmarks

Subject Benchmark Statement

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	January	ISCD - Kochi	18 Months
Full-Time, Face to Face	September	ISCD - Kochi	18 Months

Aims and Outcomes

Educational Aims of the Programme

This programme has been designed to reflect ISDC's mission and values in terms of creating a pioneering programme in Art and Design for the Indian market. Rather than create a more traditional practitioner-based programme, ISDC has set out to create problem solvers and solution finders for the next generation leaders in Communication Design thinking.

The MA in Communication Design is a transition programme aimed at upskilling the many BBA graduates in India, to enable them to contribute to the management of a broad and growing range of Art, Design and Communications businesses.

Learning Outcomes

Code	Description
PLO1	Employ and operate specialist industry standard digital technologies and applications.
PLO2	Evidence a creative praxis informed by research and reflection that is subsequently developed as a viable commercial project.
PLO3	Manage a design project from inception through production to delivery and follow up evaluation, displaying a high degree of professional practice and reflective learning
PLO4	Determine by self-reflection, research and discussion the next stage in your professional career and develop an aligned Continuing Professional Development Plan.

Programme Structure

Programme Structure Description

The programme is offered in full-time mode. The course of study will normally be completed in eighteen months, with the final module running for 6 months (full-time).

The Postgraduate Diploma and Postgraduate Certificate are alternative exit awards and do not recruit directly. A total of 60 credits is required for a PG Certificate and 120 credits for a PG Diploma (excluding the dissertation).

The MA Communication Design consists of 5 compulsory modules. Through the assessments, students will specialize in a particular area of creative communication design.

The programme has been designed to give students a sound underpinning in the business of design and then to provide students with opportunities to specialize in a particular area of art and design. Typically, students will opt to apply their learning and creativity to one of the following key areas in their specialist negotiated project and project development.

Animation

Advertising

Graphic design

Game art design

Visual effects

The programme and module learning outcomes have been created with reference to the QAA Subject Benchmark statements and mapping to FHEQ. The CDI institute has also been consulted in terms of the fit of the overall content with industry needs.

Programme Structure - 180 credit points

Level 7 - 180 credit points

Level 7 Core - 180 credit points

CORE

[MODULE] 7501CD Business of Design Approved 2022.01 - 30 credit points

[MODULE] 7502CD Design Thinking in Digital Visual Communications Approved 2022.01 - 30 credit points

[MODULE] 7503CD Project Development Approved 2022.01 - 30 credit points

[MODULE] 7504CD Digital Design Business Opportunities and Development Approved 2022.01 - 30 credit points

[MODULE] 7505CD Specialist Negotiated Project Approved 2022.01 - 60 credit points

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

ISDC provides a learning environment where students actively participate in the learning process and take responsibility for their work both individually and as members of collaborative group projects. Students are expected to assume a high degree of autonomy in their work and direct their own learning process. This will take the form of leading or making meaningful contributions to design outputs, preceded by independent preparation through course work and completing class assignments.

All modules of the MA Programme will be delivered with a high degree of application of knowledge built into the learning experience. This involves the delivery of lectures, complemented by independent student work both in the form of individual and group-based collaborative projects and assignments. Engagement with real in-house projects is central to developing the students' analytical skills and problem-solving ability and enhancing their employability.

Acquisition of knowledge is achieved mainly through lectures, seminars and practical problem-solving sessions. Students are expected and encouraged to be independent and curious learners and to take an active role in their learning through debates, discussions and student led presentations. Students are also encouraged to attend professional body talks and visits and where possible, engage with the broader industry.

The assessments are designed as part of the learning process to enable students to apply the tasks to their chosen specialist area. Students are encouraged to experiment, collaborate, and reflect on performance and outputs. Both individual and group feedback on the assignments adds to their knowledge base. Work created contributes towards the student's individual portfolio.

Assessment of the knowledge and skills base is through a combination of assignments, presentations, the production of artefacts and the dissertation.

Intellectual skills are developed through interactive seminars and lectures of the taught modules, and through problem-solving and assignments. These skills are further developed in the dissertation module, which is supplemented by the teaching of these skills in the Project Development module. The skills of self-appraisal, collaboration and critical evaluation are an integral part of most assessments, and feedback on these assessments is an integral part of the learning process. Intellectual skills are assessed through a combination of practical and reflective assignments, and the dissertation report.

Professional skills are developed throughout the programme mainly through class discussion, interactive seminars, the dissertation, and engagement with the profession. The assessment of professional skills is mainly assessed through written and creative assignments and presentations.

Transferable skills are taught throughout the programme, in all learning activities. Transferable skills are assessed throughout the range of assessment methods.

Across the full MA programme students will complete assessments for the four 30 credit modules, before embarking on the specialist project, which carries 60 credits.

The assessment load consists of either a single assessment or two pieces of assessment. Where two pieces of assessment are used, the principle of broadly equal weighting across all learning outcomes, has been applied. Thus, where two of four learning outcomes is assessed via an assessment mode, the weighting is 50/50. Where a

single learning outcome of four is assessed, 30% is allocated.

Assessments have also been designed to provide students with an opportunity to build a portfolio of students own original work and design thinking, which they can use to showcase their work to potential employers, which interests also serves to effectively design out plagiarism. In addition, written assessments will be put through plagiarism detection software.

Opportunities for work related learning

Students are encouraged and supported in accessing work related experience. At present work experience cannot be credit bearing until capacity has been built.

Entry Requirements

Type	Description
Undergraduate degree	Have successfully completed an undergraduate programme, in any relevant discipline and which is recognised by the Association of Indian Universities. Having successfully completed any recognised undergraduate programme in a relevant discipline, which equates to FHEQ level 6. This will be supported by the link tutor, who will work with LJMU's admissions team to ensure the criteria meet LJMU admissions criteria for undergraduate degree equivalence. Undergraduate degree equivalence will adhere to LJMU's international admissions criteria: https://www.ljmu.ac.uk/study/courses/international-entry-requirements/india
IELTS	The medium of instruction and assessment of the programme will be entirely English and students must satisfy: CEFR B2 as evidenced by, for example by an IELTS overall band score of 6.0 (with minimum 5.5 in each element) or Past educational qualifications, having been achieved through the medium of English. Applicants who have studied and successfully achieved a UK degree within 24 months of the start of the MA are exempt from the requirement for a proof of English certificate.
Alternative qualifications considered	The bridging programme is applicable to those from non-business, economics or finance background. It will be a 2 month programme which covers principles of marketing, management and organisational behaviour.

Extra Entry Requirements