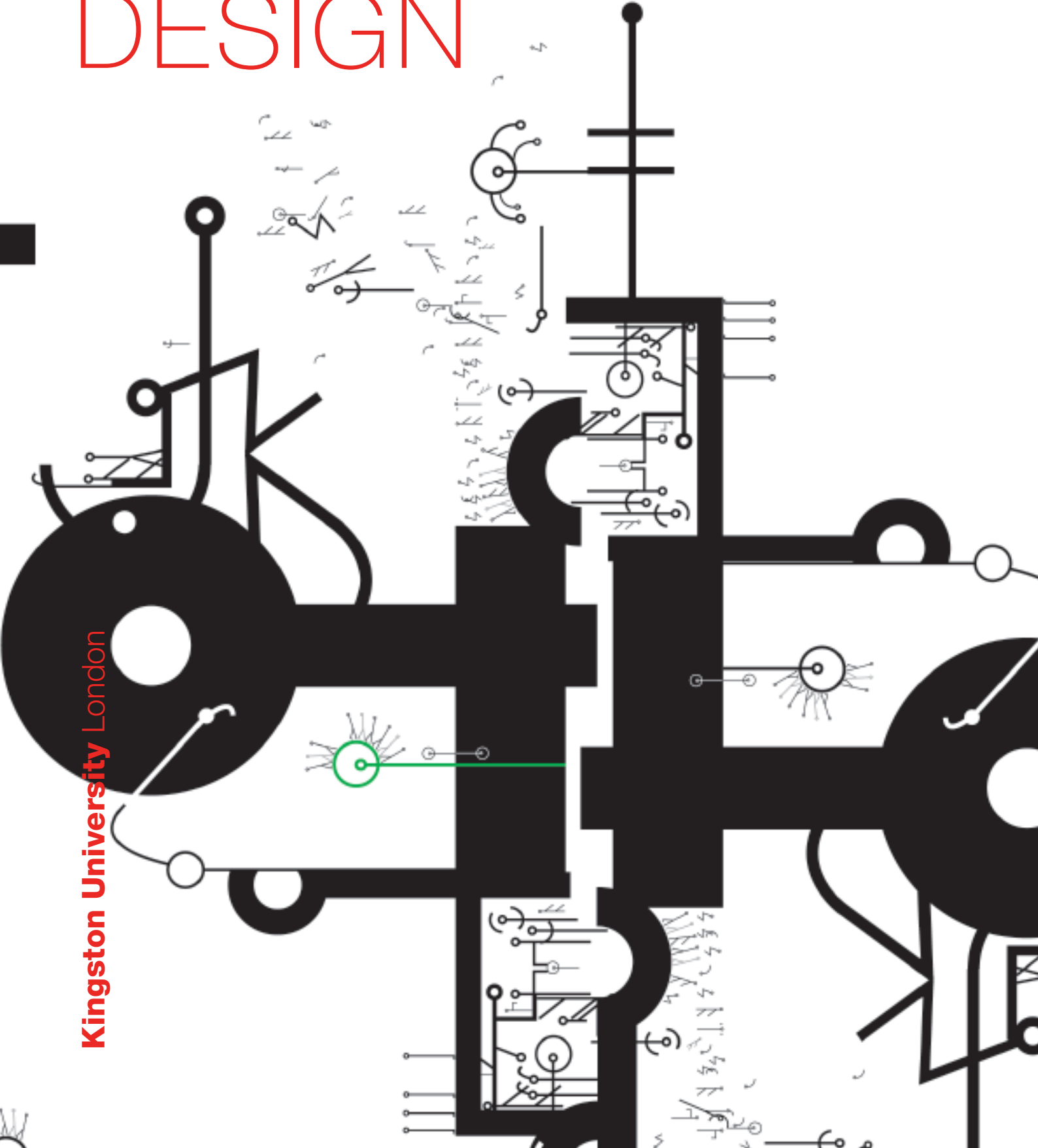


MA

# COMMUNICATION DESIGN

Kingston University London



# MA COMMUNICATION DESIGN

## FAST FACTS

### Further information, including fees

See [www.kingston.ac.uk/pgcommdesign](http://www.kingston.ac.uk/pgcommdesign)

### Duration

Full time: 1 yr

### Attendance

Full time: 3 days per week

### Qualification, recognition and accreditation

MA

### Entry requirements

Applicants should have a good BA(Hons) degree or equivalent qualification in graphic design or a related subject, such as moving image, graphic communication, illustration, 3D design, advertising, photography, packaging, computer-related design, architecture or fine art.

We also welcome applicants with relevant experience, which demonstrates the necessary skills and intellectual achievement needed to undertake the course. You will be asked to submit a portfolio of slides, CDs or video compilation

International students must have an IELTS score of 6.5 or equivalent.

### Interviews

We will invite all shortlisted candidates to an interview, asking you to bring your portfolio with you; and submit a major project proposal for discussion, which indicates areas of interest for further exploration.

We can make alternative arrangements for international students based overseas.

### Prior learning – AP(E)L

Applicants with prior qualifications and learning may be exempt from appropriate parts of a course in accordance with the University's policy for the assessment of prior learning and prior experiential learning

### Fees

For the latest information on fees please visit:  
[www.kingston.ac.uk/fees](http://www.kingston.ac.uk/fees)

### What is Communication Design?

The role of the graphic designer is expanding constantly as visual communication needs become increasingly demanding. This course will enable you to meet these demands by helping you to develop your ability to think strategically and create clear, meaningful and appropriate work. It will encourage you to become open and sensitive to changing cultural, social and political climates, and, while seeing the big picture, demand perfection in the detail.

### What you will study

You will work on a number of challenging, experimental projects using a wide range of media to develop your intellectual aesthetic considerations and your technical understanding. Projects are often run with other students and professionals, such as musicians, scientists, product designers and architects, as a way of offering an opportunity to explore and develop dynamic and innovative communication. The business and social context of communication design is covered in two series of six-week seminars. Your masters project will culminate in a gallery assessment show, which will include your professional portfolio of supporting work.

### Course structure

Please note that this is an indicative list of modules and is not intended as a definitive list.

### Modules

- Design Group Projects
- Design Projects
- Designer and Society
- Designer and the Market
- Individual Design Projects
- Master's Project
- Interdisciplinary Practice Research

### Assessment

Portfolio, exhibition, masters project

# MA COMMUNICATION DESIGN

## Course features

The Communication Design MA focuses on extending possibilities of visual communication. You underpin this with an understanding of the business and social context.

A series of projects enable you to challenge conventions and develop new skills using both traditional and current technologies. We often run these with students and professionals from other disciplines – such as musicians, scientists, product designers and architects.

The Master's Project allows you to build on this and produce a sustained body of original work, extending the boundaries of a particular area of communication design. It culminates in a gallery assessment show.

Alongside your academic studies, you develop workplace skills in:

- problem solving and organisation;
- data collation, review and synopsis;
- communication (oral, written and electronic);
- time management;
- computing; and
- co-operation and teamwork.

## Special features

The School of Design has an established reputation within the international design community, and graduates go on to successful careers in all areas of the industry, from television and film through multimedia to publishing, advertising and graphic design. Our industry connections mean we provide unique study opportunities, such as:

- the chance to have your work seen by eminent members of your profession
- 'live' projects, site visits and placements in prestigious companies or institutions
- project work and workshops with visiting lecturers and industry specialists
- a part-time study option to help you fit your MA around your other commitments.

## Links with business and industry

Our excellent reputation means that industry leaders regularly visit our student shows to see the best of the new talent. Our links with professional practice provide a real-world base for our courses. They also help us to ensure your studies are kept up-to-date and relevant to the workplace.

Many members of staff on the Communication Design MA are professional designers, which keeps your learning cutting-edge.

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## **Student exhibitions**

Your Master's project culminates with a gallery assessment show.

## **Events and lectures**

There are always interesting activities taking place at Kingston and exciting opportunities to take advantage of. The range of events and lectures in the Faculty of Art, Design and Architecture enhances your studies and adds an extra perspective to your learning.

## **Professional practice lectures**

"Interdependence" is a new series of lectures for postgraduate students in the School of Design in which leading practitioners explore the key issues for the creative industries.

For example, the first lecture addressed how to "Help Change The World During Working Hours". Tim Ashton (Antidote), a former Kingston graduate, and Eugenie Harvey (We Are What We Do) discussed themes from their latest book. Other recent lectures in the series included "Colour in Design" and "Envisaging our Design Future".

A series of film talks by Dominic Power (Head of Screen Arts at the National Film and TV School) is also featured.

## **Where is the Faculty based?**

Most students in the Faculty are based at the University's Knights Park campus, with surveying courses based at Penrhyn Road. Our well-equipped facilities offer a modern study environment so that you graduate with cutting-edge skills and knowledge.

# MA COMMUNICATION DESIGN

## SCHOLARSHIPS

### **Annual Fund Postgraduate Scholarships**

The Development Office is offering two postgraduate scholarships for UK and EU students for the 2007/08 academic year. They are available for any subject and will pay 50% of the fees for a one-year, full-time or two-years, part-time masters programme (excluding MBA). Applicants should:

- be classed as "home" for fees purposes; and
- have already received an offer of a place for 2008 entry.

Please contact [scholarships@kingston.ac.uk](mailto:scholarships@kingston.ac.uk) for further details.

### **International scholarships 2008**

The International Office is offering awards totalling £250,000 for 2008 entry, with each scholarship worth £3,000. These are open to prospective full-time postgraduates in any subject area on a one-year taught masters degree.

You can apply for an international scholarship if you:

- are an international student (classified as "overseas" for fee purposes)
- have an offer of a place on a course at Kingston for 2008 entry
- are not currently registered on a postgraduate course at Kingston University

You might also be eligible for an international loyalty bursary if you are Kingston University alumni or have a family connection with the University.

# MA COMMUNICATION DESIGN

## RESEARCH GROUPS AND CENTRES

All staff and student researchers in the Faculty are part of a research centre through which they engage both with collaborative and individual projects and with a range of local, national and international research events, including workshops, seminars, visiting lecture series, conferences and symposia.

### **CONTEMPORARY ART RESEARCH CENTRE: CENTRE FOR USELESS SPLENDOUR**

The recently established Contemporary Art Research Centre provides an intellectual and creative milieu for innovation in contemporary fine art. Taking its identity from Andre Breton's articulation of the imagination, we draw on that legacy of surrealism to conceptualise our project of innovation. In this way, researchers – staff and students – seek to imagine and enact possibilities of contemporary art in contingency with social politics, technology, models of knowledge and modes of experience.

The Centre focuses on four interconnected research spaces.

#### **Foyer**

Art and social context that explores propositions for agency and the generation of expanded and hybrid modes of socially sited artistic production through collaboration, curation, writing, publishing, broadcasting and other modes of dissemination.

#### **Machine Room**

Art and technology, where research focuses on how technologies, methods and processes might be understood, employed, detoured and reinvented.

#### **Hall of Records**

Art and epistemology, which considers how histories and bodies of knowledge might be generated, re-imagined and re-inscribed through work with archives and physical collections, found objects, constitutions, laws and manifestos.

#### **Lumber Room**

Art and materiality, explores the relationships between matter, experience and translation and how knowledge is developed through embodied temporal encounter in a wide range of practices, including performance and drawing.

Director Elizabeth Price

Co-Director Louis Nixon

E [contemporaryart@kingston.ac.uk](mailto:contemporaryart@kingston.ac.uk)

[www.kingston.ac.uk/design/contemporaryart](http://www.kingston.ac.uk/design/contemporaryart)

### **DESIGN RESEARCH CENTRE**

Kingston University's Design Research Centre provides a transdisciplinary, intellectual and creative environment for researchers engaging with the cultural, environmental and presentational contexts of design practice in its widest sense. Research in this diverse area is developed through five interrelated design thematics that inform and support our postgraduate courses in design, the creative industries and the built environment.

**Design Innovation** focuses upon the presentational contexts of contemporary design practice in which design products and activities are formulated, disseminated and displayed. Individual and collaborative research projects bring an experimental or laboratory-like quality to the design process, which situates the activities of the designer within the broader context of commerce, industry, cultural institutions and the general public. Research benefits from the longstanding participation of several leading figures from the professional design arena, including the design, manufacture and production of fashion, interiors, and product and furniture.

**Curating the Contemporary** researchers focus on new initiatives and perspectives on curating, including the interface between design, craft and fine art. Research activities include regular themed conferences with leading international museum curators, a visiting professor programme, and collaborative projects with Kingston's on-site Stanley Picker Gallery. Design for Environments is an interdisciplinary focus for researchers engaged in the theory and practice of design for diverse environments. This includes design for well-being, health and micro-environments, as well as more spatial, aesthetic and critical enquiry into building typologies and cultural analysis of urban and leisure environments. Funded research projects range from the study of interior design schemes in hospitals, hospices and prisons, to systems of display in public transport networks and museums.

# MA COMMUNICATION DESIGN

## RESEARCH GROUPS AND CENTRES

**Design for Screen** research focuses on interdisciplinary practice-based enquiry into screen-based media. Presentation and context is central to their critical investigation of the screen arts and industry, and researchers engage with documentary and experimental film-making, multimedia-based projects, mainstream film design and animation.

**Sustainability** focuses on multidisciplinary research into issues of sustainability across innovative product and packaging design, recycling and materials innovation. Research resources include the Recycling by Design Research Unit, the Inspirecycle web resource and the Creative Resource recycled materials' library, funded by the AHRC. Research outcomes range from product design and installations to consultancy reports and web-based resources.

Director Hilary Dalke  
Associate Director Professor Catherine McDermott  
Associate Director Professor Sarah Chaplin  
E [designresearch@kingston.ac.uk](mailto:designresearch@kingston.ac.uk)  
[www.kingston.ac.uk/design/designresearch](http://www.kingston.ac.uk/design/designresearch)

### **VISUAL AND MATERIAL CULTURE RESEARCH CENTRE**

Situated at Knights Park, Kingston University's Visual and Material Culture Research Centre (VMCRC) provides the focus for energetic interdisciplinary research in modern and contemporary visual and material culture and the histories of art, film, design and architecture. The Centre enables academics, emerging scholars and students to conduct research within a stimulating and collegiate environment that actively seeks to shape the future of these fields of inquiry. Researchers are engaged in both individual and collaborative projects with a shared emphasis on modernity and its futures, and, since 1997, have organised a series of conferences and symposia in collaboration with major London museums and galleries.

Distinct inter-animating areas of study are: Historical and Critical Studies engaging with issues of patronage, the art market, avant-gardes, and the history of the art school; Place, Space and Global Futures, which focuses on local, national, and international identity; and Gender, Technology and the Human Image.

Director Professor Fran Lloyd  
Associate Director Dr Marquard Smith  
E [vamcrc@kingston.ac.uk](mailto:vamcrc@kingston.ac.uk)  
[www.kingston.ac.uk/design/VAMCRC](http://www.kingston.ac.uk/design/VAMCRC)

# MA COMMUNICATION DESIGN

## RESEARCH GROUPS AND CENTRES

### **MODERN INTERIORS RESEARCH CENTRE**

Established in 2001 and based at Dorich House Museum, Kingston's Modern Interiors Research Centre (MIRC) provides a dynamic focus for interdisciplinary research on the subject of the design of the modern interior in the period 1870–1970. Its researchers work in the fields of design history, architectural history, art history, cultural history, and visual, material and spatial culture. MIRC researchers focus on interiors in both domestic and non-domestic settings and seek to explore the ways in which modern interiors have been created, disseminated and consumed, with an emphasis on the influences of socio-cultural factors such as class, gender and ethnicity.

Director Professor Penny Sparke  
Associate Director Dr Trevor Keeble  
Associate Director Prof Anne Wealleans  
E [mircc@kingston.ac.uk](mailto:mircc@kingston.ac.uk)  
[www.kingston.ac.uk/design/MIRC](http://www.kingston.ac.uk/design/MIRC)

### **REAL ESTATE RESEARCH CENTRE (RERC)**

Researchers within this Centre work across a broad spread of interests relating to real estate. The research takes a qualitative and reflective approach to the role of appraisal and management and the regulation of land and buildings. The work seeks to relate professional activity to changing social and political agendas.

A shared ambition of all researchers is to lead the knowledge and understanding of the relationship between the sustainability agenda and the operation of real estate markets. They are engaged in a range of exciting projects in highly focused and specialist areas relating to investment worth models, contaminated and brownfield land, taxation and financial incentives and the valuation of heritage assets.

Those interested in studying for research degrees in real estate and who have a relevant first or masters degree should contact the Director for an informal conversation.

Director Professor Sarah Sayce  
E [reerg@kingston.ac.uk](mailto:reerg@kingston.ac.uk)  
[www.kingston.ac.uk/design/RERC](http://www.kingston.ac.uk/design/RERC)

### **Student research**

You may be able to publish any research you undertake on the Kingston University Research and Innovation Reports (KURIR) website. This site gives anyone associated with Kingston University the opportunity to publish articles, which will be permanently available to the academic community.

See [www.kingston.ac.uk/kurir](http://www.kingston.ac.uk/kurir)

For further information on research within the Faculty, and to find out more about research opportunities, contact our research administrator:

T +44 (0)20 8547 7416  
E [e.day@kingston.ac.uk](mailto:e.day@kingston.ac.uk)  
[www.kingston.ac.uk/art-design-arch-research](http://www.kingston.ac.uk/art-design-arch-research)

# MA COMMUNICATION DESIGN

## FACILITIES

The Faculty of Art, Design & Architecture began an ambitious and ongoing programme of investment during 2007. Consequently, we have been able to make significant improvements to our workshops and some other resources in order to support your learning.

These include:

- Faculty wide technical resources available to students on all courses;
- significant improvements to the 3D workshops with an investment in new equipment, which now includes a CNC controlled 3D router, a rapid prototyper 3D printer, a 3D scanner and a 2D plotter/cutter;
- the creation of a state-of-the-art filming environment and animation suite;
- the development of an industry standard photographic suite with two new digital darkrooms;
- the newly specified Digital Media Workshops I & II, with hardware and software upgraded to a professional level;
- the creation of a bookable, inter-disciplinary project studio;
- ongoing refurbishment of studios.

The University has its own on-site galleries, including:

- Dorich House – home of the sculptor of Dora Gordine;
- the Stanley Picker Gallery – featuring exhibitions of contemporary art plus exhibition space for students; and
- project spaces in the main University campus, which you can book for the construction of large-scale work.

### You also benefit from:

- well-equipped lecture theatres, seminar rooms and workshops;
- the library's extensive book and journal collection – as well as over 150,000 slides and visual references dating back to the 1600s;
- computer resources; and
- the dedicated Graduate Centre on campus – including IT facilities, seminar rooms and social spaces.

## Resources in London

Kingston is just a 25-minute train journey away from central London. Here you can access a wealth of exhibitions and galleries, including the Tate Modern and the National Gallery.

## Learning support

We want to make sure you get all the support you need while you are with us. Here you can see the range of support we can offer you while you're doing this course.

When you arrive at Kingston, we will allocate you a personal tutor to make sure you have access to appropriate advice regarding your academic development. You will also be able to use the University's Careers Service and counselling service.

## Personal training plans

We offer all students training sessions when they arrive at Kingston University, covering:

- project management;
- communication skills; and
- information research and retrieval.

The aim is to give you the chance to improve your study, research and life skills.

## Blackboard

Blackboard is an online learning management system. It is a potentially limitless resource for lecture notes and interactive teaching including:

- access to course materials – such as lecture notes, backup materials, presentations and previous exam papers;
- online chatrooms and bulletin boards – so you can interact with staff and other students; and
- multimedia features – such as video tutorials.

Because you can use Blackboard from any internet-enabled computer at any time, you can choose when and where you study.

# MA COMMUNICATION DESIGN

## FACILITIES

### **StudentSpace**

The Kingston University student intranet provides a fast, easy way to find information and work online. It provides everything you need to know about student life at Kingston.

You can also use StudentSpace as a virtual workspace, customising it to include:

- your chosen web-based applications;
- favourite web links;
- a useful calendar; and
- your recently opened files.

### **The Graduate School and Centres**

All postgraduate students at Kingston have the support of the Graduate School. The Graduate School:

runs special training programmes for research students;

works with academics and administrators to develop graduate education and reinforce the links between teaching and research; and

helps to introduce new initiatives to postgraduate activities.

It also manages the Graduate Centres, dedicated spaces for graduate students. These are ideal for private study or holding meetings.

### **Language support**

International students can access plenty of language support, both before and during your course:

Pre-sessional English Language Course – improve your English language skills and learn about study methods and life in the UK

English Language Support Programme – after you enrol, this free programme offers a range of academic English courses and tutorial support throughout the academic year.

### **Where is the Faculty based?**

Most students in the Faculty are based at the University's Knights Park campus, with surveying courses based at Penrhyn Road. Our well-equipped facilities offer a modern study environment so that you graduate with cutting-edge skills and knowledge.

### **CONTACT**

Postgraduate Admissions Administrator

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