

**Programme Specification for Postgraduate Programme Leading to:
MSc Digital Design and Branding
MSc Digital Design and Branding with Placement**

Applicable for all postgraduate students starting on or after 1st September 2020

<u>Version No.</u>	<u>Date</u>	<u>Notes – QA USE ONLY</u>	<u>QA</u>
2020-21 v1	February 2020	Minor modification to programme. Part-time route clarified as 24 months and not 30 months as previously stated. Further, delivery of the programme by part-time mode is also clarified.	JP
2020-21 v2	March 2020	LBIC intakes clarified as January and May each year.	JP
2020-21 v3	21 August 2020	SASP and College approval to add placement.	JP
2020-21 v4	26 August 2020	Senate approval to add placement.	JP
2020-21 v5	7 October 2020	On 23 September Senate approved that a PGDip may be awarded by substitution of the dissertation for up to 30 credits of modular/assessment blocks in the taught part of the programme, provided the learning outcomes have been met.	JP

Postgraduate Taught Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college/department/division	College of Engineering, Design and Physical Sciences/Brunel Design School/Digital Media
4. Contributing college/department/division /associated institution	Brunel Pathway College for Pre-Masters (see section 25)
5. Programme accredited by	None
6. Final award(s) and FHEQ Level of Award	MSc Digital Design and Branding (FHEQ level 7) MSc Digital Design and Branding with Placement (FHEQ level 7)
7. Programme title	MSc Digital Design and Branding
8. Programme types (Single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	FT – 12 months (equivalent to 52 weeks) FT (with Placement) – 24 months PT – 24 months PT (with Placement) – 36 months Where students commence their programme with the Brunel Pathway College the normal length stated above will vary as follows: June commencement + 4 months
10. Maximum period of registration for each mode of study	Normal or standard duration plus 2 years (as defined above in 9) up to a maximum of 5 years.
11. Variation(s) to September start	January from 2021 See document “Validated Programme Element Specification for Generic Pre-Masters (with and without work placement) entry points
12. Modes of study	Full Time (FT) Part Time (PT)
13. Modes of delivery	Standard
14. Intermediate awards, titles and FHEQ Level of Award	Postgraduate Diploma in Digital Design and Branding (FHEQ level 7) Postgraduate Certificate in Digital Design and Branding (FHEQ level 7)
15. UCAS Code	N/A
16. HECoS Code	100048 (10%), 100075 (10%), 100182 (80%)

17. Route Code	W200PDIGDBR
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	UK Quality Code for Higher Education QAA Subject Benchmark Statement (Engineering) Brunel University London 2030 Brunel Placement Learning Policy, as published under the 'Placements' section of the ' Managing Higher Education Provision with Others ' page.
19. Admission Requirements	Details of PGT entry requirements are provided on the University's and College website. Levels of English for non-native speakers are outlined on Brunel International's language requirements pages.
20. Other relevant information (e.g. study abroad, additional information on placements)	Students may normally undertake a placement after successful completion of the taught part of the programme.
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	None
22. Further information about the programme is available from the College website.	MSc Digital Design and Branding

23. EDUCATIONAL AIMS OF THE PROGRAMME

- To prepare students for creative roles in digital branding industry - both at executive (e.g. designer) and strategic and managerial levels (e.g. creative director).
- To produce graduates capable of making a major contribution to the use of digital design and branding in organisations.
- Develop creativity and independent learning ability required for continuing professional development, further research, and for acquiring new skills at a high level.

24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

FHEQ 7	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Masters Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
	K	Understand the theory and practice of advanced, state-of-the-art digital design practices (methodologies and workflows)				EE5602 EE5603 EE5605
	K	Knowledge of digital marketing and branding theory and related research methods.				EE5607 EE5602 EE5603 EE5605

	K & C	Understand the theory and practice of research methodologies in the context of digital media research for the purpose of branding.				EE5605
	K & C	Critical understanding of the necessary digital media underpinning technologies in the context of digital branding.				EE5602 EE5603 EE5604 EE5605
	K & C	Critical understanding of the effectiveness of communication with managers, their peers and the wider research community				All
	K & C	Demonstrate an understanding of and critically evaluate advanced digital design practices within the context of branding.				All
	K, C & S	Show the ability to design and create a convincing digital branding campaign and critically evaluate it.	x			EE5605
	C	Appraise and discriminate a range of different research approaches and review and draw conclusions from current research literature.				EE5605
	C	Critically evaluate, discriminate and select between good and excellent digital media design styles and strategies in a variety of professionally produced media.				EE5602 EE5603 EE5605

	C	Analyse results of tests on media product (e.g. functional and performance tests, user trials etc.) and discuss strengths and weaknesses of digital media product or service				EE5602 EE5603 EE5604 EE5605
	C & S	Demonstrate self-motivation and direction and apply independent thinking skills and manage time and resources and work effectively in a team and independently.				All
	S	Communicate clearly in written, oral and visual form to a highly professional standard.				All
	S	Employ of a wide range of digital media design techniques to effectively develop a digital branding campaign in a highly nuanced manner and critically evaluate them.				All
	S	Apply the research methods to one research topic of interest and provide an in-depth project proposal and literary study of the research topic of their interest				EE5605
	S	Extensive ability to adapt to professional behaviour and organisational expectations in the digital creative industries (with Placement)				DX5555
	C	Critically analyse issues encountered in an employment context from an academic perspective (with Placement)				DX5555

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

Modes of Delivery:

As detailed in the programme specification, a wide range of learning and teaching methods will be employed in the programme, from traditional lectures to more active learning techniques and independent learning. All modules will emphasize, to a greater or lesser extent, both the practical aspects conveyed around labs and workshops as well as the theoretical aspects conveyed via lectures and directed learning. All staff will be encouraged to employ the University's virtual on-line learning environments such as Blackboard and place more emphasis on independent learning as befits Masters level students.

Imparting Knowledge through Instruction and Practical:

Some of the more transferable skills are taught more explicitly whilst some will be learnt more implicitly as students carry out their design assignments and dissertation projects. It is anticipated that these two approaches will complement each other well, as students acquire the declarative knowledge through formal teaching but gain experience in application under individual supervision in Masters Project - Digital Campaign modules.

Addressing Variety of Student Intake Qualifications:

The teaching will meet the expectations of this diverse group of students by group tutorial sessions. This will be achieved through a two-week tutorial session at the start of the course for the entire cohort.

Personal Development Plan for Students: Each student will agree with the course directors a Personal Development Plan (PDP) which will take the form of:

- Peer group learning
- Suggested On-line and off-line resources
- Staff run research seminars
- Support from Doctoral Training Assistant's

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

The forms of assessment and the assessment criteria will be carefully selected to reflect the defined intended learning outcomes for each module. Our strategy throughout the course is to form a strong, coherent connection between learning outcomes, teaching and learning activities and assessment. This „constructive alignment“ between assessment tasks, learning activities and learning outcomes encourages the right approach to learning in students and ensures that learning outcomes are achieved.

More specifically, the programme will include a variety of methods ranging from formal written examinations, individual and group coursework assignments, oral presentations and structured debates. By presenting the students with a variety of assessment tasks, we ensure that the diversity of subject material is appropriately covered.

In addition to summative assessment, all modules will include forms of self-, peer and formative assessment, which will allow both lecturers and learners to monitor the learners“ progress and identify gaps in skills and knowledge.

25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left-hand column;

- **Optional block:** one which students choose from an 'option range'. These will be listed in the right-hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade C- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at C- or better, but not necessarily all elements, then the block itself is core.

e.g. AB5500 Project (40)

Core: Block

Where only some elements of assessments are required to be passed at C- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)

Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXXX Title (XX credits)

Core: All, Block

- A **non-core assessment** does not have to be passed at grade C- or better but must D- or better in order to be eligible for the final award.

FHEQ Level 7	
Compulsory assessment block codes, titles and credit	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume	Optional Study block codes, titles and credit volume
Compulsory modular block codes, titles and credits Full-time mode EE5607 Digital Branding Strategy (30 Credits) EE5602 Brand Experience Design (30 Credits) EE5603 Digital Design (30 Credits) EE5604 Digital Media Technologies (30 Credits) EE5605 Major Project (60 Credits) Core: Block Part-time mode <u>PT Mode Year 1</u> EE5603 Digital Design (30 Credits) EE5604 Digital Media Technologies (30 Credits) <u>PT Mode Year 2</u> EE5602 Brand Experience Design (30 Credits) EE5607 Digital Branding Strategy (30 Credits) EE5605 Major Project (60 Credits) Core: Block For students pursuing the MSc Digital Design and Branding with Placement the following block must be completed: DX5555 Professional Digital Creative Industries Placement (0 credits)	Optional modular block codes, titles and credits None

Progression and Award Requirements

[As per Senate Regulation 3](#)

A PGDip may be awarded by substitution of the dissertation (EE5605) for up to 30 credits of modular/assessment blocks in the taught part of the programme, provided the learning outcomes have been met.

Pre-Masters

The pre-masters structure available to international students is specified in document “Validated Programme Element Specification for Generic Pre-Masters”. This document also specifies the admission and progression requirements.

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a major modification occurs.