



**PLYMOUTH
COLLEGE
of ART**



**The Open
University**

*Masters:
3D Design Crafts
Disruptive Design
Visual Communication
Digital Fabrication
Textile Design*

PROGRAMME HANDBOOK

2018-2019

NB: This handbook is for general guidance only. Content may be subject to change.

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1 Programme Details

INSTITUTION:	Plymouth College of Art
VALIDATING INSTITUTION:	Open University
POSTGRADUATE PROGRAMME LEADER:	Kim Charnley
PATHWAY LEADERS:	<ul style="list-style-type: none">• MA 3D Design Crafts – Gayle Matthias• MA Disruptive Design – Kevin Jenkins• MA Visual Communication – Neil Leonard• MA Digital Fabrication – Jason Marks• MA Textile Design – Cathy Freeman
PROGRAMME AWARD:	<ul style="list-style-type: none">• MA• PG• PG
PROGRAMME TITLE:	<ul style="list-style-type: none">• MA 3D Design Crafts• MA Disruptive Design• MA Visual Communication• MA Digital Fabrication• MA Textile Design
FUNDING BODY:	HEFCE
RELEVANT QAA BENCHMARK(S):	Business and Management
DATE OF VALIDATION:	March 2017
PROGRAMME START:	September 2017
DURATION:	1 year full-time, 2 years part-time
CREDIT VALUE:	PG Cert: 60 credits PG Dip: 120 credits MA: 180 credits
EXTERNAL EXAMINER:	Joanne Horton Senior Lecturer in Mixed Media Textiles BA (Hons) Textile Design, BA (Hons) Fashion Textiles and Accessories, MA in Fashion and Textiles De Montford University

2 Programme Leader Welcome

Welcome to Plymouth College of Art, we are delighted that you have chosen to study with us. We are sure you will enjoy your time with us and get a great deal from your study programme and from living in Plymouth.

The College, one of only four specialist colleges nationally providing FE and HE in art and design, was established over 150 years ago. We offer high quality higher education programmes (HE), as well as further education and creative industries activities.

This Programme Handbook will provide you with information and guidance about the College and your study programme.

3 The Open University

Your programme has been developed and will be delivered by Plymouth College of Art. The programme was validated (i.e. formally and independently accredited in terms of quality and standards) by the Open University. The Open University (OU) is a very well established higher education provider who, over recent years, has developed validation links with a number of creative arts institutions nationally and internationally. As well as programme specific information from the College, you will also be provided with a Student Guide from the Open University. This Guide will introduce you to the OU and explain what being registered on a programme validated by the OU means to you.

4 Introduction to the programme

The College has introduced this suite of Design programmes with a philosophy of preparing graduates as individuals who can confront the challenges and opportunities offered at the advent of the fourth industrial revolution, initiating dialogues and leading social change through design. The College is witnessing change on a scale never before experienced. Art and design education needs to be aware of the role it will need to play in the design and delivery of programmes that are progressive, responsive and relevant and can make a positive contribution to society.

Our MA programmes are taught by teams of active academic researchers and creative practitioners with postgraduate qualifications and experience of MA/MFA delivery. The Programme will offer a varied delivery in the form of lectures; seminars, 1 to 1 tutorials; group critiques, discussions and workshop demonstrations. Critical debate is encouraged through self, peer, professional and supervisor supported activities. We also have a dynamic visiting lecturer programme of artists, designers, curators and creative industry representatives, which instils a working knowledge of professional contemporary practice.

4.1 Programme overview

MA Visual Communication

Visual Communications are core to our way of living - they exert influence on us and shape systems and thinking in ways to affect the lives of the multicultural planet populace. MA Visual Communication at Plymouth College of Art brings together design-led and research driven approaches to an increasingly important practice and field of study. We take a critically informed and widely experimental approach to the production, form, and circulation of 'message'. The MA Visual Communication at Plymouth College of Art is an idea-driven programme, devised to assist the student in developing their unique approach within the broad field of contemporary communication-led practices including graphic design, advertising, packaging design, branding, and more. Students will engage in design thinking and research centred projects, visual literacies and iterative design. Through work, the student will develop a critical framework that will enable them to take on complex ideas and commercial demands.

The programme addresses areas of information design, work motivated by social needs, local, national and global contexts, and commercial propositions. The student will develop a critical understanding of their subject by testing and evaluating contemporary, and professional approaches.

At the students disposal are superbly resourced workshops and studios, allowing experimentation with a range of techniques and combine processes; from letterpresses to laser cutters, animation

suites, CoVE equipped photographic studios and screen printing to the latest software suites. This offer allows the opportunity to explore the ever-changing technological landscapes, time-tested processes of print and image generation, that are essential to all types of visual communication.

In an environment where the students are encouraged to assume responsibility for their chosen path, supervisors will give tutorial support and assistance in defining clear aims and objectives.

MA Textile Design

This MA programme facilitates an experimental and interdisciplinary approach to design, led through exploration, experimentation, innovation and craftsmanship that explore how textiles connect to contemporary design practice, human experience and issues of sustainability.

Design, material knowledge, process, colour, pattern and texture are at the core of this programme specialising in decorative design applications, through superbly equipped workshops and design studios and advice of expert design teams with an international profile.

This programme encourages entrepreneurial creativity through self-initiated and independent approaches to design whilst considering the subject at its extreme edges in relation to textile design; process, technique, application, customer use and audience are given significant consideration. The opportunity to connect with students across the disciplines is ever present and encouraged, maximising the opportunity to forge design partnerships and understand the individual's decorative design approach in a range of contexts. Pursuing attitudes of new thinking and investigations to develop personal design ideas, this programme encourages students to examine more personal references as well as interacting with emerging technologies, sustainable solutions and capitalise on collaborative opportunity and the numerous options for textile design, making and production.

The programme is designed to encourage the development of personal practice through enhancement of skills, critical engagement and collaboration with others, in the pursuit of new ideas and new ways of designing and making.

The range of specialist material processes within our textile workshop spaces includes rug tufting, digital embroidery, flat bed knitting, digital fabric printing, large format sublimation printing, extensive flatbed screen printing, dye lab facilities, AVA computer software, and WGSN and Future Lab trend forecasting. Laser cutting, 3d scanning and 3d printing, milling and routing are all available in our FabLab rapid digital prototyping facilities.

MA Disruptive Design

Disruptive Design is a paradigm in which new design thinking and societal needs are reconsidered, challenged and new solutions conceived which directly impact upon societies systems, models and products. These new manifestations of creative thinking have the capacity to influence all aspects of life and experience. Disruption, by nature causes a shift in experience, as it challenges normal protocols and the status quo. This MA design programme is unique in the UK. It is design without borders. The traditional idea of design disciplines has been dissolved to allow for the opportunity of new thinking and its impact on future society. This Masters programme puts creative thinking and cross discipline ideas exploration at the forefront, as students propose schemes and designs which will shape and impact upon society, and lifestyle.

Working at the interface between physical and digital design processes, this MA programme encourages innovation with an understanding of contemporary shifts in sustainable, ethical and open design principles. Sustainability and frugal innovation are key considerations on this programme; as a society we currently use twice as many resources as the planet can sustain. How will designers continue to enhance life experience within the planets means? This programme challenges creative makers and thinkers to propose new expressions of design - this is designing the future and will lead to key questions;

What is it that society needs? How will they access it? Will they need to own it? What will happen when they have finished with it?

This is an idea-driven programme, devised to assist the student in developing a unique, creative position to product design and society. Students will engage in design thinking and research centred projects, visual literacies and iterative design. Students will develop a critical framework that will enable them to take on complex ideas and commercial demands.

At the students' disposal are superbly resourced workshops and studios, allowing extensive material and process research, these include; FabLab digital fabrication facilities, 3d scanning, 3d printing, milling machines, laser cutting, traditional wood shop, large and small scale CNC routers, plastics facility, CAD software, access to Future Lab and WGSN trend forecasting, ceramic, glass and metals workshops, textile workshops, graphic and reprographic studios.

MA Digital Fabrication

Digital fabrication has sparked a design and manufacturing revolution where rapidly changing technologies are radically challenging what we conceive to be possible. MA Digital Fabrication at Plymouth College of Art offers contemporary makers the opportunity to research, explore and experiment with these emergent technologies. Students will critically analyse contemporary innovations and inventions and further consider the spatial, material and formal possibilities afforded by them in the development of their own approach.

At the core of the programme sits research, where students will formulate their own thesis from within a broad field that includes; digital work, product design, craft practice, material design, parametric design, generative design, hacking, scripting and much more. By working within a robust critical framework students will develop their own experimental and explorative set of methodologies, that will allow them to produce creative work with a strong conceptual base, capable of addressing future commercial development.

This programme will address the debates and opportunities generated by techniques such as rapid digital prototyping and consider how this has become a catalyst for social change. It will consider how, with the reduction of manufacturing hierarchies and increasing democratisation, there has emerged a more courageous entrepreneurial attitude; one which capitalises on the opportunity to make without a dedicated production line, and maximises product customisation, giving rise to a new form of entrepreneur, inventor, designer, marketer.

Sitting at the intersection of ideas, products, technology and manufacture, this MA programme is ideally suited to 'creatives' from all areas of art and design who are intent on mastering and challenging the quickly developing arena of digital fabrication. At the students' disposal will be our Fab Lab facilities which include; a range of 3D printers, 3D scanners, large scale CNC routers, milling machines, laser cutters, and a dedicated team of highly qualified technical support staff.

MA 3D Design Crafts

Sited at the intersection of design thinking and material processes, our MA 3D Design Crafts programme offers a cross disciplinary approach to the designer/maker who understands and wishes to explore the 'value of material knowledge' within the design process, through projects and experiments which challenge design thinking and concept in consort with material experimentation.

The current resurgence of interest in the 'handmade highly designed' is an expression of the fundamental importance of making as part of the human condition.

This programme enables students to critically engage with the current debates within the subject area and encourages them to consider what it means to be a designer/crafts person in the twenty first century, where sustainability, material life cycle, added value, approaches to market and sell are key issues within the debate.

Students will be encouraged to explore their current position in relation to design, materials and making, through a broad range of craft practice, contextual and critical frameworks. At the heart of this programme are design thinking and materiality. The emphasis on experimentation with materials and contemporary approaches to making innovative objects will lead the student to find new outcomes through critical engagement and the considerations of the 21st century. Students will have the opportunity to reposition their attitude and approach to materials and process, and establish their particular focus within the expanded field of design, crafts, and manufacturing.

Our modern design/craft studios are world class and house a vast range of equipment to aid development and progress. These include FabLab digital fabrication facilities, 3d scanning and printing, traditional wood shop, large and small scale CNC routers, plastics facility, CAD software, access to Future Lab and WGSN trend forecasting, ceramic, glass and metals workshops. The

programme prides itself on offering and combining traditional craft processes alongside the latest in technology.

Further information on the programme aims and objectives can be found in the Programme Specification.

5 Programme Structure

The programme is delivered full-time over one year or part-time over two years for the full Masters.

Full-Time	Year 1/level 7		
	Teaching block 1	Teaching block 2	Teaching block 3
	101 - 60 Credits	201 - 60 Credits	301 - 60 Credits
Part-time year 1	Year 1/level 7		
	Teaching block 1	Teaching block 2	Teaching block 3
	101 - 60 Credits		201 - 60 Credits
Part-time year 2	Year 2/level 7		
	Teaching block 1	Teaching block 2	Teaching block 3
	201 - 60 Credits	301 - 60 Credits	

6 The Team

Staff	Principle Responsibilities	Contact details
Kim Charnley	Postgraduate Programme Leader	kcharnley@pca.ac.uk
Cathy Freeman	Pathway Leader – Textile Design	cfreeman@pca.ac.uk
TBC	Pathway Leader – Visual Communication	
Kevin Jenkins	Pathway Leader – Disruptive Design	kjenkins@pca.ac.uk
Jason Marks	Pathway Leader – Digital Fabrication	jmarks@pca.ac.uk
Gayle Matthias	Pathway Leader – 3D Design Crafts	gmatthias@pca.ac.uk

7 Assessment

The College is committed to ensuring that all students have the opportunity to attain the highest possible levels of achievement in all elements and modules of programmes. This Handbook provides an overview of what you are required to undertake in order to complete the modules and achieve the relevant award. You should also refer to the grading matrix contained in this handbook and the full College Academic Regulations which are available on the Student Portal.

7.1 How your work is assessed

The programme of study is divided into modules and each module will have a final (summative) assessment. This may be one assessment at the end of the module, or made up of several smaller assessments which take place during and at the end of the module.

Each module assignment brief will clearly refer to the learning outcomes required and the tasks required to achieve these. The brief should be read in conjunction with the indicative grading matrix to help you maximise your work potential for an appropriate result.

The internal assessors for the module and external examiner will be looking for evidence that your work meets all the learning outcomes (in terms of the appropriate knowledge and skills, cognitive and intellectual skills, transferable skills and attributes and practical skills as indicated on the module).

Your work is allocated an indicative grade based the Grading Matrix. The College has in place an 'internal moderation' process where samples of assessed work are independently checked to ensure standards. Additionally, all modules will be subject to moderation by external examiners.

You should normally be made aware of your indicative grades within three working weeks of the submission date (this is extended for Contextual Studies modules). Under certain circumstances these grades may be subject to change by the External Examiner or the Assessment Board. You will receive your final transcript of grades and your award classification after the College Award Assessment Board has ratified the results.

7.2 Deadlines and Extenuating Circumstances

You will be set deadlines for hand in of work for assessment - if you have not finished the work for a module, it is important to submit the work you have undertaken to date. Coursework handed in after the deadline date and time will be dealt with according to the Academic Regulations for the programme. Extensions to deadlines cannot be granted by programme staff. If you miss a deadline or believe that you will miss a deadline due to exceptional circumstances you should submit an extenuating circumstances claim in accordance with the College regulations.

There may be times when, for personal reasons that are beyond your control, you may be unable to hand in on time or to your usual quality. If this is the case you must let your tutor know as soon as possible. If you wish to have extenuating circumstances considered should submit an Extenuating Circumstances form (available on the Portal). The form should be completed, corroborating evidence attached, and you should obtain the signature of your Programme Leader. Once the form has been signed the Programme Leader must pass the form to the Deputy Registrar for processing.

Straightforward claims will be considered within 10 working days of submission by the Deputy Registrar (HE) in negotiation with the relevant Head of School. Students will be advised of the decision regarding their claim within 15 working days of submission by email.

Complex claims will be considered by the EC Screening Committee. All decisions will be reported to the Module Assessment Board. Providing that the claim for extenuating circumstances is agreed, you will not be penalised for late submission.

If your 'extenuating circumstances' claim has been agreed you will be given a date for (re)submission of module work and if submitted on time the work will be graded, as if for the first time.

Further information on College Academic Regulations can be found on the Student Portal.

7.3 Award Requirements

To be eligible for a Postgraduate Certificate (PGCert) award you must achieve 60 credits at level 7, which means you must pass each module with at least 50% awarded for summative assessment. You will be awarded a Postgraduate Certificate with Merit provided that you have achieved an aggregate mark of 60% or above across all modules. You will be awarded a Postgraduate Certificate with Distinction provided that you have achieved an aggregate mark of 70% or above across all modules.

To be eligible for a Postgraduate Diploma (PGDip) award you must achieve 120 credits at level 7, which means you must pass each module with at least 50% awarded for summative assessment. You will be awarded a Postgraduate Diploma with Merit provided that you have achieved an aggregate mark of 60% or above across all modules. You will be awarded a Postgraduate Diploma with Distinction provided that you have achieved an aggregate mark of 70% or above across all modules.

To be eligible for a Masters (MA) degree award you must achieve 180 credits at level 7, which means you must pass each module with at least 50% awarded for the summative assessment. You will be awarded a Masters degree with Merit provided that you have achieved an aggregate mark of 60% or above across all modules. You will be awarded a Masters degree with distinction provided that you have achieved an aggregate mark of 70% or above across all modules (including the final major project) and the mark for the final major project module is not less than 70%.

Further information on College regulations can be found on the Student Portal.

7.4 Assessment Board

At the end of each Academic year an Assessment Board sits to confirm the results of each student and, providing that sufficient credits have been achieved, recommend that an award is granted or that the student may progress through the levels of the programme.

In the event of failure of a particular module, the Board will confirm in writing a date for resubmission, in order for you to be reconsidered for module assessment at the next appropriate Assessment Board.

Your module results are not confirmed until they have been agreed by the Award Assessment Board.

7.5 Appeals

You have the right to appeal against the decision of the Assessment Board. The College will only consider appeals where you can produce evidence that:

- Assessments were not conducted in accordance with the current Assessment Regulations.
- Some other material irregularity, related to assessment, has occurred.
- The mark(s) and/or result published by the College contains grammatical or other errors of fact.
That there is evidence of prejudice or of bias such that the validity of the result of assessment(s) is called into question.

Your appeal will be considered by the College Appeal Board. You will be provided with a copy of the Open University appeals and complaints procedure, this can only be used once all College procedures have been exhausted.

7.6 Plagiarism & Cheating

Plagiarism is defined as 'to steal or pass off work (the ideas or words of another) as one's own, and if discovered, will result in disciplinary action in line with the College's regulations. Plagiarism can range from the wholesale copying of an essay to cutting and pasting of sections and their rearrangement interspersed with original comment. The following guidelines will assist you:

1. Do not fall into the trap of thinking that if you rewrite something it is not cheating, even if you "put it into your own words" If you do not fully acknowledge the author, artist, sculptor, photographer *or fellow student* it is plagiarism.
2. Copying and pasting text, images or code from any on-line media, including web sites and "Free" reference material without proper acknowledgement is plagiarism.
3. Taking text, images or code from any printed material, be they books, magazines or instruction manuals without proper acknowledgement is plagiarism.
4. Just changing the text, image or layout without proper acknowledgement is plagiarism. You might feel that by changing a few words or altering someone else's design by changing the colours etc is OK. This is still plagiarism.
5. If you intend to use any media (pictures, paintings, graphics, video, sounds, music or layouts) in a presentation or project then you must acknowledge them otherwise it is plagiarism.
6. All material automatically confers copyright on its creator or employer. In general you may use this material in your project work if you or anyone else does **not** profit by it. You should seek permission from the originator and ALWAYS show your source in your bibliography. You must not pass this off as your own work or attempt to profit by it in any way, remember if you intend to put your work onto a website the whole world has access to it - including the originator of work which is not yours.
7. If you are working as part of a team on a project you may include other student's work as part of the material you present for assessment providing you have their agreement, it is an integrated part of the project and is acknowledged.
8. There are many sources that will provide material for your project work for a fee, this is plagiarism. A grey area is the use of "Clip Art", "Stock photographs", "Java Applets" etc which may be purchased legitimately from commercial sources, all use of this must be fully acknowledged.
9. Work done by parents, friends etc must be declared, if you do not this is plagiarism
10. You must not use work that you previously prepared for another module, course or project. You should talk to your tutor to get his or her opinion. By all means use it as a starting point and include it as part of your research material, but remember to acknowledge it in your bibliography.

8 Study Abroad

The College achieved the Erasmus Charter in 2009, which enables the College to instigate contacts and become involved in a variety of projects, including the opportunity for students to undertake part of their study abroad. As and when opportunities become available these will be publicised to student groups.

POSTGRADUATE AWARDS MARKS CRITERIA – LEVEL 7

These grading criteria have been designed to help in benchmarking grading decisions and to support self and peer evaluation and critique. Each statement should be read in conjunction with the learning outcomes on the module and assignment brief.

The criteria have been designed to fit all modules on your postgraduate programme, and we would expect to see increasingly autonomous, rigorously researched and original outcomes as you progress through the programme.

Grade Banding	Description	% Mark
Distinction	Outstanding work characterised by exceptional quality and originality evoked by the analysis and exposition, and the depth and breadth of knowledge, argument and execution. Work at this level is original and highly professional, worthy of publication and/or exhibition in its own right subject to conventional peer review process.	90%+
	Work of an exceptional quality based on extensive, systematic and independent research. There is a very clear insight, understanding and application of ideas, skills and content, based upon primary and/or independent study. There is a highly developed ability to critique, analyse and synthesise material in visual and written forms, with little need for correction. Skills developed demonstrate an exceptional level of competence and innovation, and the presentation of work is highly refined.	80-89%
	Work of a distinguished quality based on extensive and independent research. There is a clear insight, understanding and application of ideas, skills and content, mainly from independent study. There is a very well developed ability to critique, analyse and synthesise material in visual and written forms. Skills developed mainly through self-directed study demonstrate a very high level of competence and innovation, and the presentation of work is excellent.	70-79%
Merit	Work of an excellent quality based on thorough independent research. There is a clear insight, understanding and application of ideas, skills and content. There is a well-developed ability to critique, analyse and synthesise material in visual and written forms. Skills developed demonstrate a high level of competence and innovation, and the presentation of work is of a very high standard.	68-69%
	Work of a good quality that is based on wide ranging and mainly independent research demonstrating a clear understanding and application of concepts, methodologies, skills and content appropriate to the subject and to its visual and written representation. There are very sound abilities in the sustaining of personal practice, analytical and/or critical thinking and synthesis. There is evidence of innovation obtained through mainly independent insight. The work is well presented.	60-67%
Pass	Work of adequate quality that is based on appropriate research and demonstrates a competent understanding and application of concepts, methodologies, skills and content appropriate to the subject and to its visual and written representation. Personal practice is reasonably sustained and there is a degree of analytical thinking and synthesis. There may be some innovation, but the work tends to be routine. The work is appropriately presented and there are no serious omissions or irrelevancies.	53-59%
	Work represents the presumptive level of achievement and is sufficient for a bare pass, is of adequate quality, with minimum appropriate levels of critical judgement and professional presentation.	50-52%

Fail	Work shows potential but is of a basic, or insufficient quality and quantity, based on limited independent research. The work shows some organisation and presentation skill. Work shows a limited ability to select and apply information and there may be some omissions. Professional practice is inconsistent and responding to tutor direction.	40-49%
	Work of a poor quality and limited amount that does not cover the basic requirements of the Level 7 modules. It is characterised by minimal research, a lack of understanding and application of concepts, skills and methodologies, and limited ability to select relevant material. There is little or no evidence of analysis and synthesis, and a high proportion of omissions and irrelevancies. The work is poorly presented.	30-39%
	Little or no work submitted. Any work submitted is extremely poor quality and does not cover the basic requirements of the Level 7 modules. There is no evidence of research, visual and written skills are poor, and there is no evidence of understanding of concepts and methodologies, or the ability to analyse and synthesise. Presentation is extremely poor.	1-29%

