MA Design (and Pathways)

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Design
Department	Bath School of Design
Main campus	Locksbrook Campus
Other sites of delivery	n/a
Other Schools involved in delivery	n/a
Name of award(s)	MA Design MA Design (Textiles) MA Design (Illustration) MA Design (Graphics) MA Design (Visual Communication)
Qualification (final award)	MA
Intermediate awards available	PgCert, PgDip

Routes available	n/a
Duration of award	1 year full-time, 2 years part time
Sandwich period	n/a
Modes of delivery offered	campus based
Regulatory Scheme[1]	Taught Postgraduate Framework
Professional, Statutory and Regulatory Body accreditation	n/a
Date of most recent PSRB approval (month and year)	n/a
Renewal of PSRB approval due (month and year)	n/a
UCAS code	n/a
Route code (SITS)	DNMA DNVCOMMA DNGMA DNIMA DNTXMA
Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (December 2019) Characteristics Statement Master's Degree (February 2020)
Date of most recent approval	June 2021
Date specification last updated	March 2025

[1]This should also be read in conjunction with the University's Qualifications Framework

Programme Overview

The MA Design programme aims to provide you with the skills and abilities to become astute, adaptable and well-informed designers. We encourage individual and collaborative professional

level practice and the development of skills in contemporary software and equipment, in parallel with Masters level academic progress.

MA Design and its pathways in Textiles for Fashion & Interiors, Illustration, Graphics or Visual Communication allow students to select a route that suits an individual approach to specialist practice. You'll also be part of a wider cross school postgraduate community. The Art and Design programmes share research and theory modules. The practice modules are specific to each programme (Art or Design) and the Masters Project is specific to each pathway.

Each module is designed to help you to broaden your contextual understanding and deepen your specialist subject knowledge. You will interweave your particular developing skills to an advanced and professional standard. Our aim is to help you improve the contribution you can make in your workplace, to open new career opportunities and to enhance the cultural relevance of your work, whilst increasing the personal fulfillment you gain from your practice.

All our students are expected to develop ideas and projects independently and will be closely supported in this through studio meetings, seminars and tutorials and other course related activities. You will need to accumulate the necessary aesthetic, technical, practical, and research skills to develop your emerging practice. You will also need to demonstrate self-direction in extending networks and creating work-based learning opportunities in collaboration with Bath Spa University students and with professionals beyond the university.

Programme Aims

1. To explore and develop a systematic understanding of pertinent current design contexts combining an aesthetic, technical and research focus.

2. To enable informed critical evaluation in the critique of work, including implicit or explicit references to historic, cultural and professional contexts.

3. To enhance analytical and ethical approaches to design processes.

4. To demonstrate autonomous abilities in experimentation, innovation and risk-taking when handling complex issues.

5. To increase technological understanding and skills in chosen design specialism.

6. To strengthen critical and imaginative powers, experience and judgement whilst consolidating skills in creative problem solving, project management and leadership.

7. To synthesize core skills and enable informed, aesthetic, contextually engaged and professional design outcomes.

Programme Intended Learning Outcomes (ILOs)

(NB These ILOs are at level 7 of the FHEQ)

A Subject-specific Skills and Knowledge

A1 Comprehensive aesthetic understanding of approaches to your chosen design medium, demonstrating skills in making, perception, legibility and originality of production.

A2 Skills in conceptualisation, contextualisation and original application in your chosen design medium

A3 Systematic understanding of relevant contemporary design practices, through a carefully selected range of secondary references that indicate critical awareness and new insights from the forefront of academic practice in your field.

A4 Demonstrable practice-led research processes and enquiry within your original project outcomes.

A5 Critical evaluation of a range of research methods and resources, identifying and applying those relevant to your

B Cognitive and Intellectual Skills

B1 Progressively gain practical knowledge of how to structure, develop and refine your understanding of relevant design practices within a broad cultural context

B2 Discriminate between a range of techniques, processes and advanced research and autonomously apply these to your design practice

B3 Manage complex issues in difficult situations both systematically and creatively, making sound and confident judgments and clear decisions in the absence of complete knowledge

B4 Maintain an adaptive overview of your design practice, allowing continued advancement of knowledge and understanding whilst planning and taking responsibility for future development

C Skills for Life and Work

On achieving Level 7 you will be able to:

C1 Work Independently - Act autonomously in planning and implementing tasks in a professional context.

C2 Work with Others - Plan for and actively engage in inclusive collaboration with others to tackle and solve complex problems and develop original insights.

C3 Communicate with Impact - Communicate complex ideas clearly, effectively and impactfully with specialist and non-specialist audiences.

C4 Demonstrate Digital Fluency - Use digital skills productively, critically and ethnically to enhance creativity and communication in a professional context.

Intermediate awards

PgCert Intended Learning Outcomes

A Subject-specific Skills and Knowledge

A2; A3; A4

B Cognitive and Intellectual Skills

B1; B2; B3

C Skills for Life and Work

C1; C2; C3; C4

PgDip Intended Learning Outcomes

A Subject-specific Skills and Knowledge

A2; A3; A4

B Cognitive and Intellectual Skills

B1; B2; B3; B4

C Skills for Life and Work

C1; C2; C3; C4

Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or joint programme

MA Design - DNMA

MA Design (Textiles) - DNTXMA

MA Design (Graphics) - DNGMA

MA Design (Illustration) - DNIMA

MA Design (Visual Communication) - DNVCOMMA

[Name of subject]				Status				
Level	Code	Title	Credits	DNMA	DNTXMA	DNGMA	DNIMA	DNVCOMMA
7	AAD7100-15	Research Methods	15	C	C	C	C	C
7	AAD7102-15	Theory and Professional Context	15	C	C	C	C	C
7	DSN7100-30	Practice 1 (Design)	30	C	C	C	C	C
7	AAD7101-15	Research Practice	15	C	C	C	C	C
7	AAD7103-15	Theory and Professional Practices	15	C	C	C	C	C
7	DSN7101-30	Practice 2 (Design)	30	C	C	C	C	C
7	DSN7102-60	Masters Project (Design)	60	R	N/A	N/A	N/A	N/A
7	DSN7103-60	Masters Project (Illustration)	60	N/A	R	N/A	N/A	N/A
7	DSN7104-60	Masters Project (Graphics)	60	N/A	N/A	R	N/A	N/A
7	DSN7105-60	Masters Project (Textiles)	60	N/A	N/A	N/A	R	N/A

7	DSN7106-60	Masters Project (Visual Communication)	60	N/A	N/A	N/A	N/A	R

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Work experience and placement opportunities

This is an intense practice led course, which when taken full time requires full engagement for its duration, so there is little extra time available to take a work placement. However, our students are encouraged to develop collaborative live projects and to engage with a range of potential clients or collaborators.

In previous years our students have developed projects in our modules, which subsequently became live collaborative projects that extended beyond their studies

Additional Costs Table

There are no additional costs associated with this course.

Module Code & Title	Type of Cost	Cost

Graduate Attributes

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	The course equips me with a strong sense of self-awareness through continuous reflective practice and the application of transferable skills, enabling me to thrive in my chosen career.
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	Group teaching takes place throughout the programme including group tutorials. Opportunities for collaboration is embedded throughout from small group working to larger project such as setting up a group exhibition with supports my teamwork skills and emotional intelligence.
Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Group tutorials and group projects enable me to develop collaborative skills as well as highlighting my individual contributions as well as the contribution of others.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Tutorials support me to take risks within my practice and the programme equips me with the transferable skills required to problem solve both as an individual and as part of a wider team.

Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	Through individual and group teaching and critiques, the course emphasises the importance of research and reflection in relation to my own practice.
Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	Through independent study, assessment deadlines, and specific course related projects, I have developed strategies to manage my time and set objectives.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	Through the course I have explored the ethical and environmental role of making withing social, cultural and historical context the role of making. This has enhanced my understanding of my own social responsibility through my own practice and more widely.
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	Through my studio practice, tutorials and group projects I have been continually supported to take a dynamic approach to my studies, applying problems solving and innovative thinking.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	Through my studio practice, tutorials and group projects I have been continually encouraged to share and reflect with tutors and peers, in a supportive environment.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	The programme equips me with the necessary digital literacy skills to apply within the workplace and to promote myself professionally.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram – MA Design (And Pathways)

Full Time Programme structure diagram

Trimester 1	Trimester 2	Trimester 3
AAD7100-15 Research Methods 15 Credits	AAD7101-15 Research Practice 15 Credits	One of the following
AAD7102-15 Theory and Professional Context 15 credits DSN7100-30 Practice 1 (Design) 30 Credits	AAD7103-15 Theory and Professional Practice 15 credits DSN7101-30 Practice 2 (Design) 30 Credits	DSN7102-60 Masters Project (Design) DSN7103-60 Masters Project (Illustration) DSN7104-60 Masters Project (Graphics) DSN7105-60 Masters Project (Textiles) DSN7106-60 Masters Project (Visual Communication) 60 Credits

Part-time structure

	Trimester 1	Trimester 2	Trimester 3
Year 1	AAD7100-15 Research Methods 15 Credits	AAD7101-15 Research Practice 15 Credits	DSN7102-60 (Design) DSN7103-60 Masters Project (Illustration) DSN7104-60 Masters Project (Graphics) DSN7105-60 Masters Project (Textiles) DSN7106-60 Masters Project (Visual Communication) 60 Credits
	DSN7100-30 Practice 1 Design)		
	Trimester 1	**Trimester 2**	**Trimester 3**
Year 2	DSN7101-30 Practice 2 (Design)		DSN7102-60 Masters Project (Design)

	AAD7102-15 Theory and Professional Context 15 credits	AAD7103-15 Theory and Professional Practice 15 credits	DSN7102-60 Masters Project (Design) DSN7103-60 Masters Project (Illustration) DSN7104-60 Masters Project (Graphics) DSN7105-60 Masters Project (Textiles) DSN7106-60 Masters Project (Visual Communication) 60 Credits

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Intended Learning Outcomes												
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4
7	AAD7100-15	Research Methods	C			X	X		X			X		X	X	X
7	AAD7102-15	Theory and Professional Context	C			X		X	X			X		X	X	X
7	DSN7100-30	Practice 1 (Design)	C		X		X			X	X		X			
7	AAD7101-15	Research Practice	C			X	X		X			X		X	X	X
7	AAD7103-15	Theory and Professional Practices	C		X	X		X	X			X		X	X	X
7	DSN7101-30	Practice 2 (Design)	C		X		X			X	X		X			
7	DSN7102-60	Masters Project (Design)	R	X	X	X	X	X	X	X	X	X	X	X	X	X
7	DSN7103-60	Masters Project (Illustration)	R	X	X	X	X	X	X	X	X	X	X	X	X	X
7	DSN7104-60	Masters Project (Graphics)	R	X	X	X	X	X	X	X	X	X	X	X	X	X

| 7 | DSN7105-60 | Masters Project (Textiles) | R | X | X | X | X | X | X | X | X | X | X | X | X | X |
| 7 | DSN7106-60 | Masters Project (Visual Communication) | R | X | X | X | X | X | X | X | X | X | X | X | X | X |

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C,R,R*,O)[5]	Coursework		Practical	
				Research Document	Professional Context Folder	Exhibition or alternative submission	A/V Presentation
7	AAD7100-15	Research Methods	C	100%			
7	AAD7102-15	Theory and Professional Context	C		100%		
7	DSN7100-30	Practice 1 (Design)	C			90%	10%
7	AAD7101-15	Research Practice	C	100%			
7	AAD7103-15	Theory and Professional Practices	C		100%		
7	DSN7101-30	Practice 2 (Design)	C			90%	10%
7	DSN7102-60	Masters Project (Design)	R			90%	10%
7	DSN7103-60	Masters Project (Illustration)	R			90%	10%

7	DSN7104-60	Masters Project (Graphics)	R			90%	10%
7	DSN7105-60	Masters Project (Textiles)	R			90%	10%
7	DSN7106-60	Masters Project (Visual Communication)	R			90%	10%

[5] C = Core; R = Required; R* = Required*; O = Optional