



MA GRAPHIC DESIGN WITH SPECIALISATION IN DIGITAL ARTS/EDUCATION - OUpm012

1. Rationale

The MA Graphic Design with Specialisation Digital Arts/Education is a tailor-made programme that has been developed to help both Graphic Artists/Designers as well as Art & Design educators in being equipped professionally to the requirement of the design industry. There was the need for such a programme as currently none of the tertiary institutions in Mauritius are offering the same, while the market potential is there, considering the number of art teachers at the secondary level as well the number of advertising agencies. Though the programme offers two different specializations in the final year, all learners will go through the fundamentals of design and design management.

2. Aims & Objectives of the programme:

The MA Graphic Design with Specialisation Digital Arts/Education is a 2-year programme that will enable learners to enhance their ongoing skills and knowledge within the various areas of design and to be specialized in either Digital Arts or Education.

From visual branding to editorial design, from information graphics to digital interactivity, the programme will further develop the learner's thinking in using graphic design as a critical tool to understand the challenges of contemporary visual culture.

After completing Year 1, they will be able to specialize in either Digital Arts where they will be exposed to advanced graphical tools and their applications or specialized themselves in Education where they will have deeper exposure of Art & Design teaching methods as well as how to improve their teaching skills with the aid of technology.

3. **Entry Requirements**

- a) A Bachelor's degree in Visual Arts/Fine Arts/Design or within any related Arts and Design field from a recognized University.
- b) Relevant experience will be an advantage.
- c) Applicants may be asked to present a portfolio.

4. **Programme Duration**

Minimum: 2 Years

Maximum: 4 Years

5. **Minimum Requirements for the Award**

MASTERS DEGREE AWARD: 42 Credits

POST GRADUATE DIPLOMA: 30 Credits

POST GRADUATE CERTIFICATE: 18 Credits

Each credit in the University's system is equivalent to a minimum of 20 hours of study including all learning activities (i.e. reading and comprehending the print material, listening to audio, watching the video, attending tutorials/ counseling sessions, writing assignment responses and preparation for the examinations). Thus, a 3-credit course involves a minimum of 60 hours of study.

6. **Assessment:**

Each module carries 100 marks and will be mainly assessed as follows:

Assessment will be based on a written examination of 2 hours duration which would account for 50% of the final module grade and continuous assessment which includes coursework or other forms of assessments like portfolios and mini-projects would account for the remaining 50% of the final module grade. Some modules will be 100% coursework only. Modules which are 100% coursework will be assessed by a viva or presentation.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required with minimum thresholds of 40% within the individual continuous assessment and written examination. Learners may re-sit up to a maximum of two failed modules for the semester of the programme.

7. **Grading:**

Marks (x) %	Description	Grade	Grade Point
$x \geq 70$	Excellent	A	5
$60 \leq x < 70$	Very Good	B	4
$50 \leq x < 60$	Good	C	3
$40 \leq x < 50$	Satisfactory	D	2
$0 \leq x < 40$	Ungraded	U	0

8. Awards:

The different awards will be as follows:

DISTINCTION	Above 70
MERIT	60 - 69
PASS	40 - 59

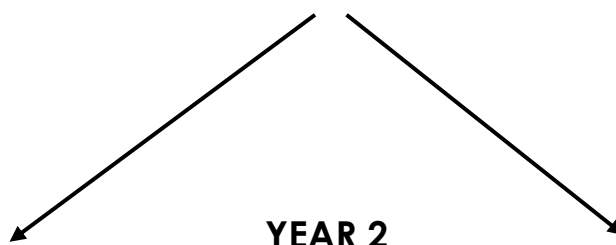
If CPA is less than 40, the student will have to repeat the entire semester and retake the modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained. Students are allowed to repeat twice once over the entire duration of the Programme of Studies.

No award is made if CPA is less than 40. A learner who fails a Masters project / Dissertation and subsequently passes it will only be eligible for the award of a Master Degree at a pass level.

9. Programme plan:

YEAR 1

Semester 1				Semester 2			
Code	Module name	F2F (hrs)	Credits	Code	Module name	F2F (hrs)	Credits
OUpm012111	Design Principles and Application	10	3	OUpm012121	Research Techniques & Methodology	10	3
OUpm012112	Branding and Identity	16	6	OUpm012122	Printing & Digital Arts Production	16	6



YEAR 2

SPECIALISATION IN DIGITAL ARTS

SPECIALISATION IN EDUCATION

Semester 1				Semester 1			
Code	Module name	F2F (hrs)	Credits	Code	Module name	F2F (hrs)	Credits
OUpm012211a	User Interface & Web Authoring	16	6	OUpm012211b	Art & Design Teaching Methods	16	6
OUpm012212a	Project Development and Realisation	16	3	OUpm012212b	Educational Leadership & Management	16	3

Semester 2				Semester 2			
Code	Module name	F2F (hrs)	Credits	Code	Module name	F2F (hrs)	Credits
OUpm012221a	2D & 3D Visual Effects Design and Production	16	6	OUpm012221b	Technology Enhanced Education	16	6
OUpm012222a	Advanced Project Development	16	9	OUpm012222b	Dissertation	16	9

Syllabus Outline:

YEAR 1 SEMESTER 1

Module Name	Design Principles and Applications
Module Code	OUpm012111
Credits	3
Aims	This module aims at developing learners in understanding the importance of effective visual communication to enhance the application of design elements & principles.
Learning Outcomes	Upon successful completion of this module, learners should be able to: <ul style="list-style-type: none">• Develop an understanding of the importance of design elements and design principles• Develop creative and effective visual communication skills• Critically analyze design problems and propose appropriate design solutions
Contents	<ul style="list-style-type: none">• Introduction to Design Elements & Principles• Application of Design Principles• Design Concepts• Colour Psychology• The Design Process• Compositional Strategies and Structure• Indoor and Outdoor Designs
Assessment Structure	50% Coursework / 50% Exams

Module Name	Branding and Identity
Module Code	OUpm012112
Credits	6
Aims	This module will enable learners to describe the process and methods of brand management, including how to establish brand identity and build brand equity. Learners will also be able to compose, assess and incorporate creative input using both primary and secondary sources, thus producing effective visual and brand identity.
Learning Outcomes	<p>Upon successful completion of this module, learners should be able to:</p> <ul style="list-style-type: none"> • Describe the process and methods of brand management, including how to establish brand identity and build brand equity • Compose, assess and incorporate creative input using both primary and secondary sources to produce effective team project output • Evaluate through a critical analysis of current identity, its origins, values, and context in which identity has evolved • Produce visual and brand identity using symbolism
Contents	<ul style="list-style-type: none"> • Overview of Branding & Identity • Context & Content • Mood board Design and Development • Mark and Logo Development • Style Guides • Brand Audit & Strategic Recommendation • Presentation Analysis & Development
Assessment Structure	100% Coursework

YEAR 1 SEMESTER 2

Name	Research Techniques & Methodology
Module Code	OUpm012121
Credits	3
Aims	This Module will focus on approaches to Research Techniques and Methods. Learners will be able to design a research proposal within her/his intended field of specialization.
Learning Outcomes	<p>Upon successful completion of this module, learners should be able to:</p> <ul style="list-style-type: none"> • Understand research concepts and process; • Identify a suitable research problem based on relevant literature; • Develop an understanding of the application of research methods and techniques. • Design a research proposal
Contents	<ul style="list-style-type: none"> • Overview of key concepts of Research • Identifying and clarifying a research problem • Research methods and techniques • Analysing data • Writing a research proposal
Assessment Structure	100% Coursework

Name	Printing & Digital Production
Module Code	OUpm012122
Credits	6
Aims	This module accentuates on design and production principles which helps to develop the students' knowledge and skills required to solve graphic design and layout problems encountered in various print and digital media. Learners are introduced to the step-by-step creative and organizing process that results in a finished digital art and design project.
Learning Outcomes	<p>Upon successful completion of this module, learners should be able to:</p> <ul style="list-style-type: none"> • Demonstrate the ability to resolve problems and think critically by effectively completing challenging individual and group projects and assignments. • Acquire creative skills, perception, and technical skills to express and communicate ideas graphically. • Effectively exploit a variety of digital resources and art tools to create images for commercial, web-design, and digital art applications or personal use. The skills acquisition will focus on using the latest technologies. • Create digital productions and evaluate the learner's work's effectiveness through the criticizing process.
Contents	<ul style="list-style-type: none"> • Design & Prepress • Digital Design Process • Computer Aided Graphic Arts • 3D Printing • Two-Dimensional Computer Design • Digital Photography • Computer-Photographic Imaging
Assessment Structure	100% Coursework

YEAR 2 SEMESTER 1
SPECIALISATION IN DIGITAL ARTS

Name	User Interface & Web Authoring
Module Code	OUpm012211a
Credits	6
Aims	Learners will be introduced to various tools used for the creation of web content thus covering a wide range of software programs available for download or access online.
Learning Outcomes	<p>Upon successful completion of this module, learners should be able to:</p> <ul style="list-style-type: none"> • Develop a strong understanding of the principles and benefits of good UX and how to apply it to a website. • Develop the necessary skills to understand the needs of clients. • Identify what material should be included in a website, and how to design it to increase exchanges. • Develop the ability to code a variety of websites with HTML, CSS, WordPress, and other tools.
Contents	<ul style="list-style-type: none"> • Website Structure and Hosting • Most In-Demand Programming Languages • Visual, Navigational and Structural approaches • Mobile and Web • Introduction to User Experience and User Interface • UX: A solution for clients' needs • User Interface and Interactivity
Assessment Structure	100% Coursework

Name	Project Development and Realisation
Module Code	OUpm012212a
Credits	3
Aims	This module aims at conceptualizing and developing a major project. Conceptualizing a solution based on design requirements and specifications. In-depth research will be conducted for market analysis.
Learning Outcomes	<p>Upon successful completion of this module, learners should be able to:</p> <ul style="list-style-type: none"> • Develop and understand problems and needs within specific situations • Analyse design requirements and develop design specifications accordingly • Design a project brief based on real factors
Contents	<ul style="list-style-type: none"> • Sketchbook Development • Research and Market Analysis • Design Requirements and Solutions
Assessment Structure	100% Coursework

YEAR 2 SEMESTER 2
SPECIALISATION IN DIGITAL ARTS

Name	2D & 3D Visual Effects Design and Production
Module Code	OUpm012221a
Credits	6
Aims	The module aims at equipping learners with appropriate observational and analyzing skills which they will apply in the composition of moving images. Further skills will be developed in a specialized area within various industry-related contemporary projects.
Learning Outcomes	<p>Upon successful completion of this module, learners should be able to:</p> <ul style="list-style-type: none"> • Be able to record and produce high-quality videos • Create 2D and 3D Animations • Develop and understand and create kinetic and typographic animation • Produce VFX videos for various platforms
Contents	<ul style="list-style-type: none"> • Understanding Visual Effects (VFX) Design • Video Layering and Composition • 2D Infographic Animations • Kinetic Typographic Animation • Masks and Keying • Stabilization and Tracking Motion • 3D Graphics Animation • Audio and Effects • Rendering and Files Management
Assessment Structure	100% Coursework

Name	Advanced Project Development and Realisation
Module Code	OUpm012222a
Credits	9
Aims	This module will help learners develop further their skills in the development and realization of a major project.
Learning Outcomes	<p>Upon successful completion of this module learners should be able to:</p> <ul style="list-style-type: none"> • Develop innovative solutions • Test and Evaluate the solutions against design requirements and specifications • Showcase the major project
Contents	<ul style="list-style-type: none"> • Development of design solutions • Testing of solutions using specific tools • Evaluate and analyze results • Formulate recommendations
Assessment Structure	100% Coursework

YEAR 2 SEMESTER 1
SPECIALISATION IN EDUCATION

Name	Art & Design Teaching Methods
Module Code	OUpm012211b
Credits	6
Aims	Through this module, learners will have an exposure to new approaches, methods of teaching and assessment objectives of Art and Design at the secondary level. Various contemporary teaching strategies and methods will be discussed in line with the content of the National Curriculum Framework (NCF) and Art and Design syllabus.
Learning Outcomes	<p>Upon successful completion of this module learners should be able to:</p> <ul style="list-style-type: none"> • Develop their own knowledge, skills, and understanding of art and design and improve their ability to control various materials, tools and techniques • Develop their critical awareness of the roles and purposes of art and design in different times and cultures • Develop creativity and imaginations through a range of complex activities thus understand the importance of aesthetics and essential skills in teaching Art and Design. • Develop an understanding of the National Curriculum Framework (NCF) & Cambridge International Examinations (CIE) assessment objectives.
Contents	<ul style="list-style-type: none"> • An innovative approach to teaching Art and Design • Design Process through Art and Design • Essential Skills in teaching Art and Design • Aesthetics in Art and Design • Methods of Teaching and Learning in Art and Design • Formative and Summative Assessment

	<ul style="list-style-type: none"> Understanding AO's (Assessment Objectives set by CIE)
Assessment Structure	50% Examinations / 50% Coursework

Name	Educational Leadership & Management
Module Code	OUpm012212b
Credits	3
Aims	The aim of the module is to create a sense of awareness in the learners about the significance and potentials of educational leadership in the transformation of schools and the school system.
Learning Outcomes	<p>Upon successful completion of this module learners should be able to:</p> <ul style="list-style-type: none"> Understand the concept of leadership in the educational context Select high-quality leaders to operate a successfully effective school Analyse a variety of leadership models designed by leading world educators that can be adapted to schools Apply leadership knowledge, skills, and dispositions that underpin the identified leadership dimensions.
Contents	<ul style="list-style-type: none"> School leaders: A theoretical framework The Ministry of Education: Political Leadership Re-imagining school leadership: New Professionalism The color of innovative and sustainable leadership: Distributed Leadership A framework of leadership in future-focused schools Looking ahead: What master strategists say A case study: A world-class education for Mauritius in the 21st century
Assessment Structure	50% Examinations / 50% Coursework

YEAR 2 SEMESTER 2
SPECIALISATION IN EDUCATION

Name	Technology Enhanced Education
Module Code	OUpm012221b
Credits	6
Aims	Within the context of digital revolution, this module aims at embarking learners into a new world of personalized education, social learning, open education, and seamless learning.
Learning Outcomes	<p>Upon successful completion of this module learners should be able to:</p> <ul style="list-style-type: none"> • Identify several trends in technology which are impacting on learning and teaching. • Understand the need to adapt to the flexible requirements of the learning community in the seamless digital world. • Use strategies and instructional methods for effective teaching in the digital era. • Know how to take advantage of the global knowledge repository for learning as well as for teaching.
Contents	<ul style="list-style-type: none"> • E-learning • Collaborative learning and tools • Cloud-based technology in education • Redesigning learning spaces for digital natives • Supporting students as creators • Big data, machine learning, and blockchain in education • Virtual and augmented reality for 21st-century learning
Assessment Structure	100% Coursework

Name	Dissertation
Module Code	OUpm012222b
Credits	9
Aims:	The research dissertation will allow the learner to examine thoroughly an area or a problem in graphic design related to education. It will draw upon significant concepts and techniques introduced during the taught part of the course and will have to merge the theoretical background and insights and practice of education through the achievement of a considerable and related in-depth piece of study/work.
Learning Outcomes	Upon successful completion of this module learners should be able to: <ul style="list-style-type: none"> • Implement the research proposal • Collect and analyze data • Write the dissertation
Assessment Structure	The review of the final year dissertation will be based on the compliance of a report which should be in the range of 14,000–16,000 words.