

A Symbiotic Relationship: ***The UCA MA double act***

Two heads are better than one (and opposites really do attract)

Dr Sue Perks & Brian Johnson

GDEN on Sea

21 April 2017

Modernist
Information design
Isotype
Otto Neurath
Wolverhampton
Country

Romanticist
Advertising
Brand
Percival Everitt
Liverpool
City



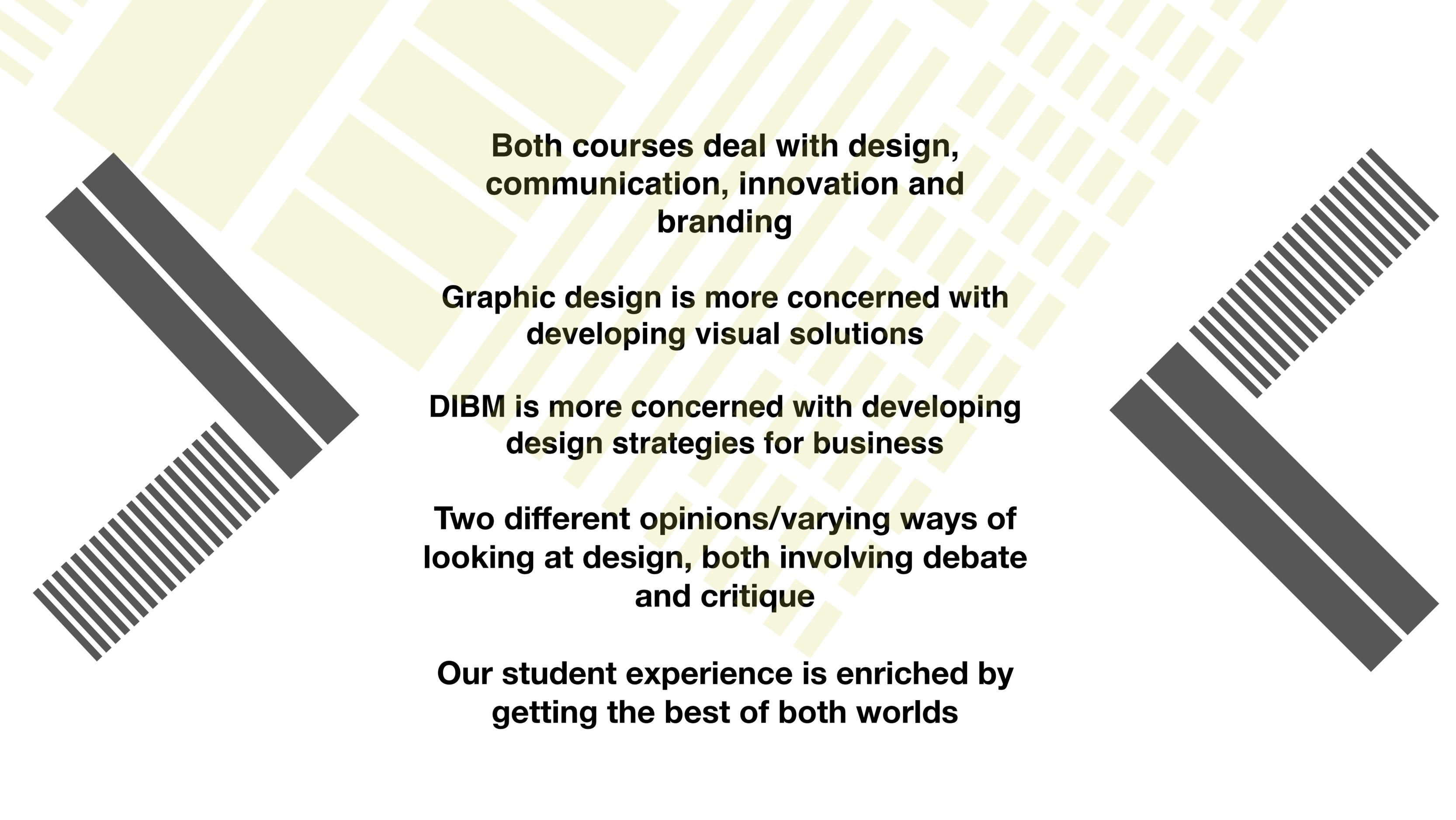
MA Graphic Design Course Philosophy

Finding the best ways to communicate in our increasingly complex world is an issue that continues to gain momentum. Designers need to be ready to take on an influential role in society and shape the world we live in. MA Graphic Design has been structured to promote the role of designers as skilled professional communicators and firmly embed a culture of research and problem-solving into creative practice.

MA DIBM Course Philosophy

MA Design, Innovation and Brand Management aims to provide a transformative learning experience developing professional knowledge and understanding in a manner suited to the needs of working professionals, encouraging students to use critical reading and research as the basis for product and/or service development as well as reflection on their own working practices.





**Both courses deal with design,
communication, innovation and
branding**

**Graphic design is more concerned with
developing visual solutions**

**DIBM is more concerned with developing
design strategies for business**

**Two different opinions/varying ways of
looking at design, both involving debate
and critique**

**Our student experience is enriched by
getting the best of both worlds**

Maslow

Self-Actualization
Esteem, respect
Belongingness love
Safety includes security
resources, health, property
Physiological food, water, air

Bloom's taxonomy

knowledge
comprehension
application
analysis
synthesis
evaluation

Troublesome Concepts & Threshold learning

Opening up portals to next
concept & promoting new
discipline-specific
understanding

Maslow

Self-Actualization
Esteem, respect
Belongingness love
Safety includes security
resources, health, property
Physiological food, water, air

problem solving
self confidence
interaction with peers
pastoral care

Bloom's taxonomy

knowledge
comprehension
application
analysis
synthesis
evaluation

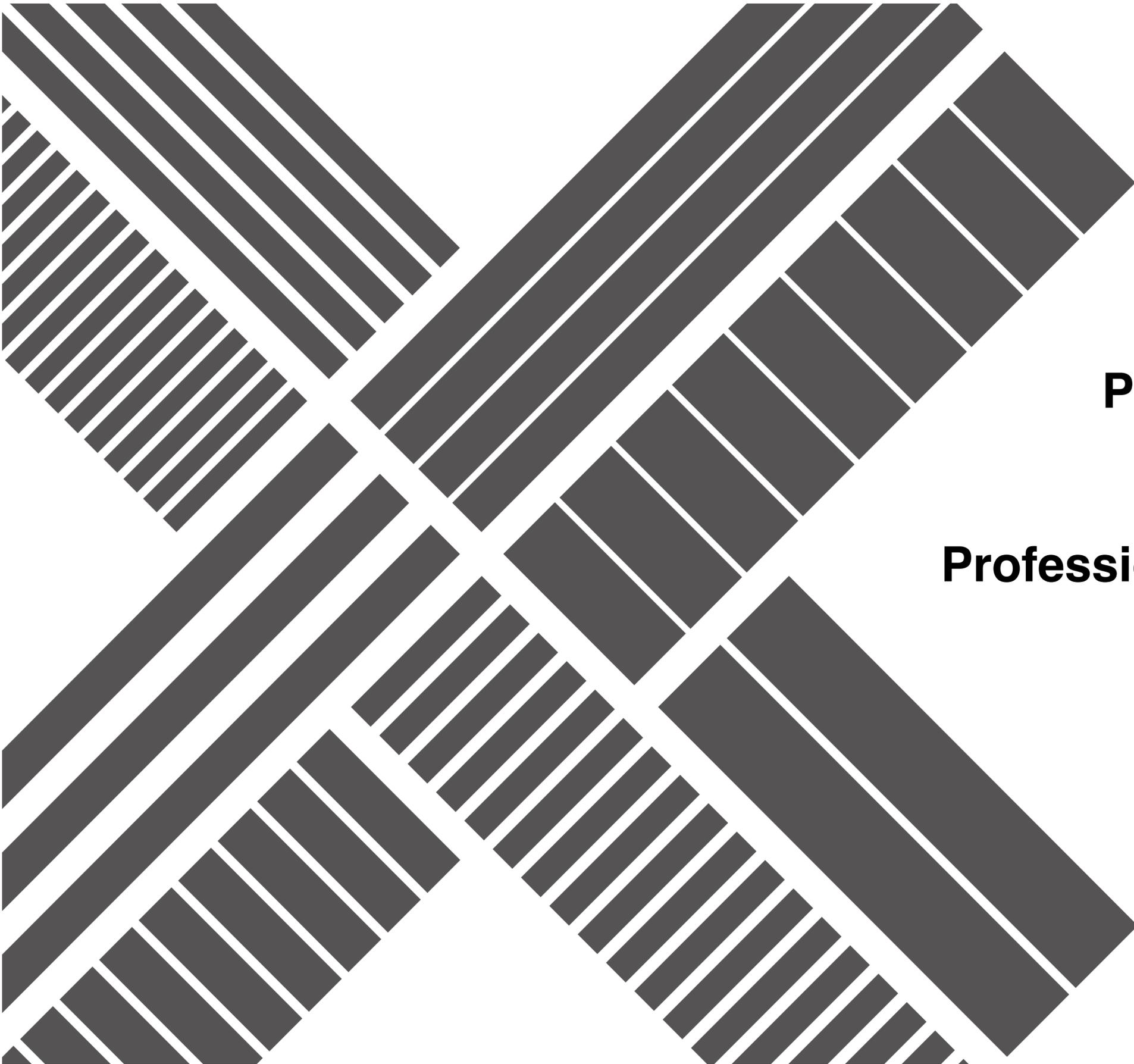
L01 Research
L02 Analysis
L03 Demonstrate understanding
L04 Experimentation
L05 Technical competence
**L06 Personal & professional
development**

Troublesome Concepts & Threshold learning

Opening up portals to next
concept & promoting new
discipline-specific
understanding

going from passive to
independent learner

DEFINE ARTICULATE
CRITICALLY REFLECT



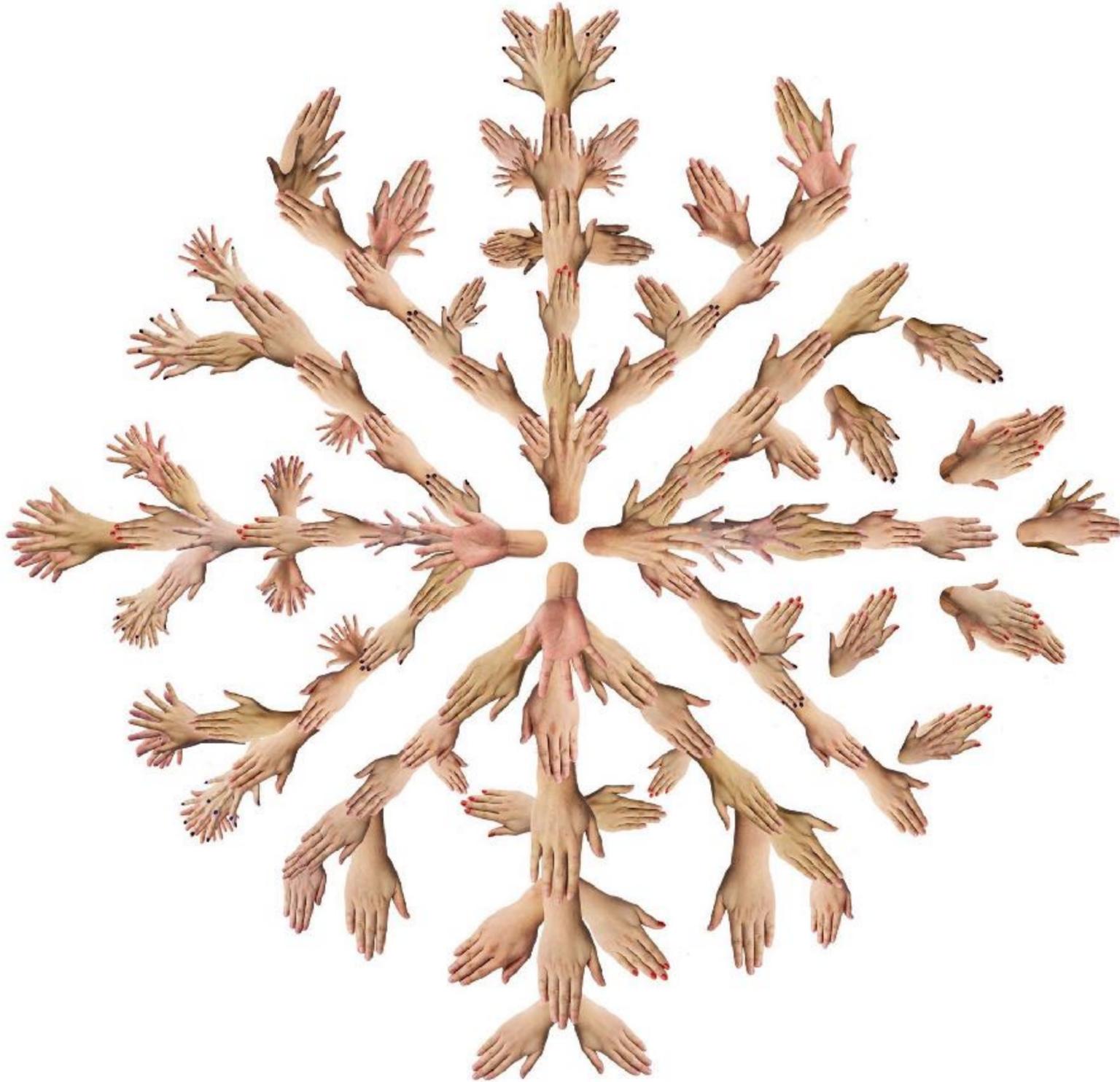
Research Methods

Practice and Process

Professional Practice

Final Project





FINAL MAJOR PROJECT

MA Graphic Design & MA Design Innovation & Brand Management

27TH AND 31ST OF MARCH
10 AM ONWARDS
AT LECTURE THEATRE



RESEARCH SEMINAR

REALISING
SOOOOOON

1st Issue of

IDENTICALLY DIFFERENT: **DISCIPLINE**

Produced and compiled by
MA Graphic Design
MA Design Innovation & Brand Management

identically
different

Better Future

A three-part design journey
in a magazine designed by
MA Graphic Design and MA
DIBM students to promote
their research, work and
motivations

BetterFuture #2





Annual visit OFFF Barcelona



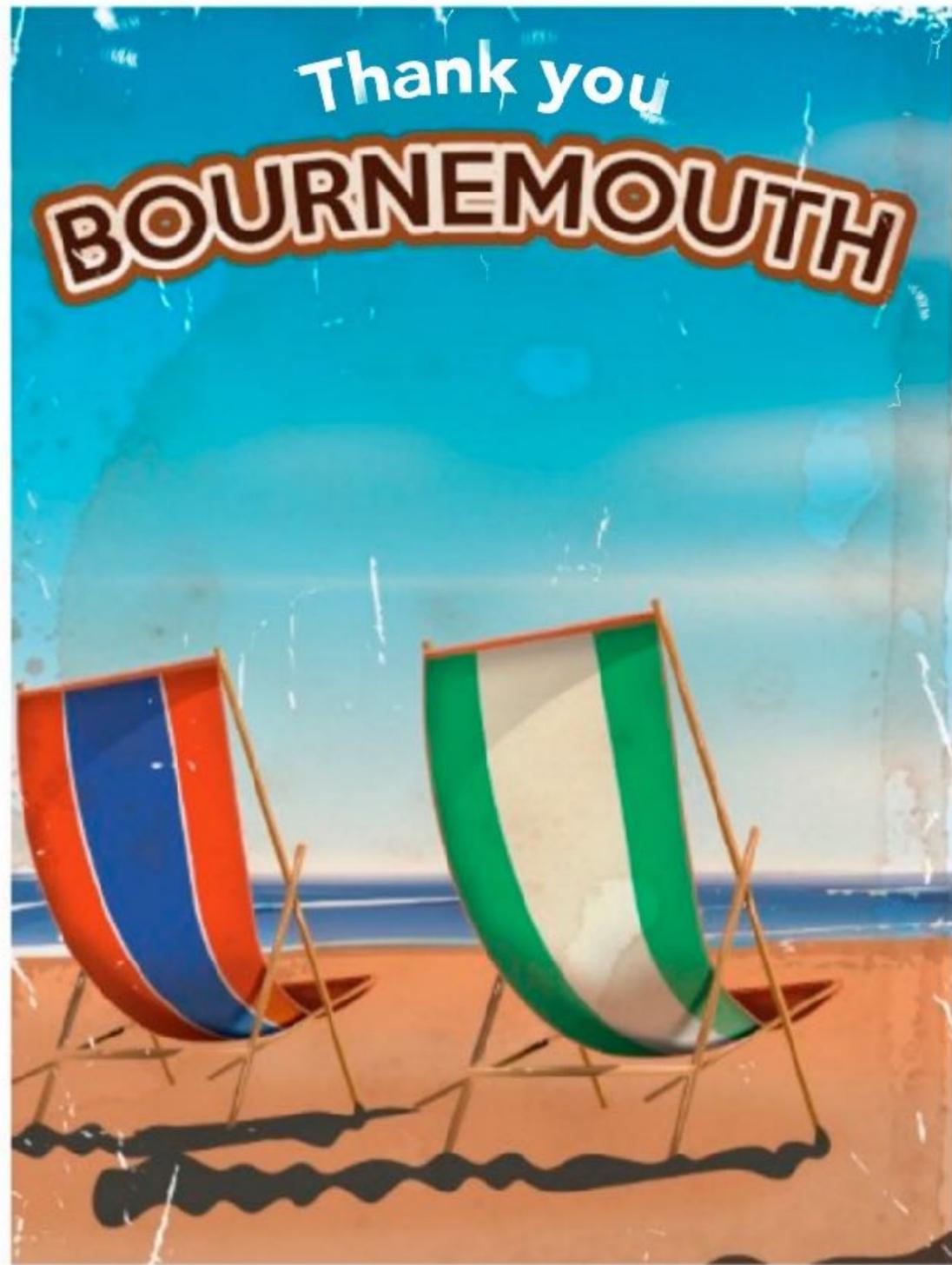


Annual visit OFFF Barcelona



Bookbinding workshop





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