COURSE SPECIFICATION

Awarding body:	**Norwich University of the Arts** The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the Office for Students (OfS).
Course title:	MSc Data Science and AI in Creative Industries
Level of Study:	The level of study is aligned to Level 7 Descriptors of the Office for Students (OfS) Sector Recognised Standards (SRS) (May 2022)
Award:	Master of Science
Mode of Study:	Full-time
Duration of Course:	1 year full-time
Language of Study:	English
Course Accreditation:	None
Relevant QAA Subject Benchmarks:	**Master's Degree Characteristics Statement (2020)** For further information see: Characteristics Statement: Master's Degree (qaa.ac.uk)
Tuition Fees:	For details of tuition fees see: Fees and Funding
Other Course Costs:	The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit. For details see: https://norwichuni.ac.uk/courses/course-costs/

ADMISSION REQUIREMENTS

Entry Requirements / Interview/ Portfolio:

Information on how to apply and how we make our decisions on your application is available on our website at: How to apply for postgraduate study | Norwich University of the Arts

AIMS AND OUTCOMES OF POSTGRADUATE STUDY

The Aims of Taught Postgraduate Study are to:

- Provide an inclusive and stimulating learning environment for postgraduate study in the specialist subjects of art, design and media;
- Maintain and nurture a commitment to intellectual, personal and professional achievement as a basis for a lifetime of learning and career development;
- Provide students with postgraduate level opportunities for innovative, challenging and intellectually rigorous creative practice;
- Enable students to focus on a particular subject area or field of study in greater depth than they encountered during the course of previous study or experience;
- Prepare students for employment, professional practice and/or further and higher level study, including postgraduate research;
- Enable postgraduate students to make a valuable contribution to the social, economic, professional and cultural life of the city, the region and beyond;
- Provide an academic infrastructure that supports postgraduate students in the development of appropriate entrepreneurial, business and professional skills;
- Enable students to develop knowledge of a new discipline or field of study in combination with a relevant subject area in which they have prior knowledge or experience;
- Provide opportunities to develop and apply advanced technical skills suited to a chosen specialism;
- Enable students to research, plan, organise and produce a substantive body of creative work to a standard that reflects professional expectations of the subject area;
- Provide opportunities for students to develop the skills to communicate practice-related issues effectively to specialist and non-specialist audiences using appropriate media.

GENERIC SKILLS

Holders of MSc Awards will:

- Have developed the knowledge and skills to embark on a professional career as an independent practitioner in a related subject discipline;
- Have developed the skills and knowledge to be able to progress to the next level of study including, where appropriate, a postgraduate research degree programme;
- Be able to locate their work within relevant professional, cultural, historical and educational frameworks;
- Demonstrate a highly self-motivated, professional approach and work towards achieving their full potential as a career creative practitioner;
- Work professionally in an area appropriate to the chosen sphere of practice;
- Have developed the capacity to critically and rigorously examine contemporary culture, ethics and creative production;
- Be able to analyse information and experience to formulate and present reasoned, accessible arguments to a range of audiences;
- Have a clear understanding of the extent of their knowledge, and how this informs analysis and interpretation based on their expertise in their chosen area of practice;
- Be able to present, locate and interpret their subject practice using visual range of communication skills;
- Possess the qualities and transferable skills necessary for employment, self-employment and portfolio assuming full responsibility for decision-making;
- Be able to work flexibly to anticipate and respond creatively to change and uncertainty;
- Be able to work independently and collaboratively while having due regard to the views and inputs of others;
- Have developed the ability to make effective and innovative use of process and materials appropriate to the subject;
- Demonstrate some originality in the application of specialist knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the subject;
- Demonstrate the capacity for independent learning required for continuing professional development;
- Be able to work with due regards to Health and Safety procedures as appropriate to the chosen area of specialism.

COURSE DIAGRAM

MSc Course Diagram Full-time Mode (one year)

<table>
<tr><th>Teaching Block 1 Weeks 1—15</th><td rowspan="4">PG Certificate</td><th>Teaching Block 2 Weeks 16—30</th><td rowspan="4">PG Diploma</td><th>Teaching Block 3 Weeks 31—45</th><td rowspan="4">Masters degree</td></tr>
<tr><td>PGT60a: Core Practice and Context

60 credits
30 weeks (600 study hours)</td><td></td><td>PGT60b: Major Project

60 credits
15 weeks (600 study hours)</td></tr>
<tr><td>PGT20a: Advanced Technical Skills

20 credits
15 weeks (200 study hours)</td><td>PGT20b Professional Technical Skills

20 credits
15 weeks (200 study hours)</td><td></td></tr>
<tr><td>PGT10a: Dialogue, Debate and Domain Knowledge

10 credits
15 weeks (100 study hours)</td><td>PGT10b: Advanced Critical Contexts

10 credits
15 weeks (100 study hours)</td><td></td></tr>
</table>

MSc Data Science and AI in Creative Industries: Course Overview

Purpose of the course

The MSc Data Science and AI in Creative Industries at Norwich University of the Arts is an exciting new course and innovative program designed to equip you with a unique blend of analytical, computational, and creative expertise to work at the bleeding edge of creative technologies. This course is tailored for those who wish to explore the transformative potential of data and artificial intelligence within the creative sectors and will unlock a wide range of high-value roles at the forefront of rapidly changing industries that are likely to be pivotal in the shaping of future local and global economies. Whether aiming to innovate in creative technologies, enhance media production workflows, or delve into advanced research on AI applications, this program provides a solid foundation for impactful careers. With an emphasis on balancing technical rigour with creative exploration, the course fosters ethical and sustainable approaches to solving the challenges posed by a rapidly evolving industry and gets you ready to make, lead, and innovate for roles that haven't even been imagined yet!

MSc Data Science and AI in Creative Industries course builds on the success of existing undergraduate provision in arts, design, games, creative computing and technology, focusing on project-oriented learning in parallel with the development of critical understanding. It embodies the radical, high-quality teaching and learning that Norwich University of the Arts is well known for, and it is intrinsically linked to internationally important research facilities such as the Immersive Visualisation and Simulation Lab.

Graduates of this program will develop advanced skills in data analysis, machine learning, and artificial intelligence, combined with a deep understanding of the processes and demands of creative industries. The course nurtures adaptability, inclusivity, and collaboration—qualities essential for future leaders and innovators. Through live projects, interdisciplinary collaboration, and meaningful industry engagement, you emerge with the technical mastery and professional competencies required to thrive across diverse creative domains and innovate.

Overview of Content and Structure

The course content is structured to guide you from intermediate technical skills to advanced research and development. In the first 15-week teaching block full-time you will take 3 concurrent units - Core Practice and Context (60 credits), Advanced Technical Skills (20 credits) and Dialogue, Debate and Domain Knowledge (10 credits). In the second 15-week teaching block, you will continue with Core Practice and Context at the same time as taking Professional Technical Skills (20 credits) and Advanced Critical Contexts (10 credits). The third 15-week teaching block is dedicated solely to the Major Project unit (60 credits) where you'll get the opportunity to showcase the zenith of your skills, knowledge and understanding in a showcase project.

Some of the key topics covered in the taught content include statistical modelling, machine learning, programming for AI, data collection and visualisation, generative AI and computational creativity. The program also incorporates an ethical and sustainable focus, addressing real-world challenges like accessibility, diversity, and environmental sustainability in creative industries. Furthermore, a critical exploration of ethics ensures you are equipped to approach AI responsibly, addressing issues such as bias, accessibility, and sustainability.

The hybrid learning approach to MSc Data Science and AI in Creative Industries integrates on-campus workshops in state-of-the-art computer labs, with online resources, to provide flexibility and accessibility within the learning experience. Sessions are a mix of hands-on workshops led by both academic and technical staff, lectures, seminars, group tutorials and individual tutorials. We emphasise an active learning approach to the course delivery and set assignments through project-based briefs to ensure creative practice and hands on learning are at the heart of the experience. You will also have access to a wide range of physical and digital resources to utilise when approaching project work; not least including the Creative Tech Lab which contains a vast array of exciting hardware such as state-of-the art VR headsets, motion tracking, projection mapping equipment and physical computing resources.

The course welcomes students from all backgrounds and prides itself on nurturing a diverse cohort. Creative Computing courses at Norwich University of the Arts challenge historical notions of computer programming being the reserve of a particular type or gender of person – we are open to everyone who wants to learn!

Our teaching methods are highly inclusive, for example we offer easily digestible documentation, and in many cases additional video recordings, in support of content that is delivered in physical sessions, allowing students to consolidate their learning or catch up in their own time.

The University has a very capable Student Support service which works closely with courses to help students with specific learning needs. They are also available throughout the year to help with matters such as finance and accommodation.

Collaboration

The program is enriched by interdisciplinary and industry collaboration. You will have the opportunity to work on projects with peers from related fields, such as Graphic Design, Film, and Creative Technology, mimicking professional workflows and building valuable team-based skills. Partnerships with creative organizations provide further opportunities to tackle real-world problems, develop practical solutions, and expand professional networks.

Industry engagement is a cornerstone of the course, with students benefiting from guest lectures, masterclasses, live briefs, and hackathons. These experiences connect you with leading professionals and organizations, offering valuable insights into current trends and challenges in the field. You'll also have opportunities to present your work at key industry and academic events, enhancing their visibility and establishing crucial networks.

Career Preparation

Graduates of the MSc Data Science and AI in Creative Industries possess a sophisticated skill set that includes advanced programming, machine learning, data analytics, and AI techniques. You will be adept at applying these technical capabilities to solve complex problems in creative contexts. The program also ensures you develop a deep awareness of the societal impacts of AI and data, enabling you to design equitable and sustainable solutions. In addition, you'll gain proficiency in research and critical thinking, equipping these skills to evaluate emerging technologies and conduct meaningful inquiries.

The course prepares you for a variety of career pathways in roles such as data scientists, AI specialists, computational artists, and researchers in computational creativity. The emphasis on adaptability, innovation, and ethical practice ensures that you'll be ready to contribute to the future of creative industries. Whether pursuing opportunities in startups, established creative firms, or academic research, you will be equipped to shape the next generation of AI applications and data-driven innovations.

Unit Outline

PGT60a: Core Practice and Context

FHEQ Level 7

Full Time
60 credits / 30 weeks
600 study hours

Description

This unit launches the Masters' study experience for all new students. You will be introduced to colleagues and staff within your discipline and the teaching will be centred around subject specific practices and contexts. There will also be opportunities to meet with Masters' students in other disciplines, giving you a chance to meet the wider postgraduate taught community and form bonds that could be mutually supportive and lead to potential collaborations as your studies progress.

Over the course of this unit, you will be supported to experiment and take creative risks; finding new ways of working and starting to develop your practice through iteration and exploration of the theories and contexts associated with your work. You will explore social and environmental sustainability and gain familiarity with the United Nations' 17 goals for sustainable development. We will discuss the industries, audiences and stakeholders that your discipline engages with and consider how your own practice is informed by and responds to those groups.

We will examine a variety of research-led approaches to practice and discuss how historical, political, social, cultural and technical research influences creative practice. You will gain an awareness of a range of approaches to research, and a clear understanding of how to select and apply appropriate methods for your discipline and interests. Effective research strategies are essential to the progression of all work within the broad parameters of creative practice.

As the unit progresses you will move from an experimental phase towards a more focused investigation of concepts, techniques and theoretical perspectives. Rigorous analysis of technical, creative and critical approaches will be required as you progress your individual projects. Throughout this period, you will be encouraged to reflect on the development of your practice and individual creative approach.

You will develop and submit a body of creative work together with a Reflective Research Report that documents and reflects upon your practice, research and learning in this unit. This will be supported by related documentation which demonstrates an understanding of selection and application of appropriate techniques, materials, research methods and contexts used to develop your concepts and practice throughout the unit.

Topics covered in this unit

Practice	**Contexts and Concepts**	**Technical and Professional Skills**
Techniques, materials and processes	Contemporary and historical contexts for your discipline	Research Methods
Experimentation and iteration	Cultural and social theories and contexts	Evidence, analysis and evaluation
Presenting work	Industry, innovation and futures	Communicating with a variety of stakeholders
Sustainable, ethical and safe working practices		Designing a research project

In this unit we aim to support you in:

- Familiarising yourself with the University and the expectations of taught postgraduate study
- Advancing creative skills, subject knowledge and understanding of the theories and histories of your subject
- Engaging with global contexts and challenges
- Developing and delivering a research project

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Demonstrate that you have advanced your SPECIALIST KNOWLEDGE and SKILLS in areas relevant to your practice
Research	Understand and EVALUATE the current PROBLEMS, INSIGHTS and RESEARCH TECHNIQUES used in your field of study
Experimentation and Iteration	Use a SYSTEMATIC and CREATIVE approach to dealing with COMPLEX ISSUES in your practice
Organisation and Planning	PLAN a project, using INITIATIVE to organise resources and manage time effectively
Communication	COMMUNICATE effectively with relevant stakeholders and audiences
Social and Environmental Sustainability	Show CRITICAL AWARENESS of the challenges to your practice for SOCIAL and ENVIRONMENTAL SUSTAINABILITY

Assessment Requirements

You are required to submit all the following for assessment:

- **Body of creative work**
- **Reflective Research Report**
- **Supporting documentation**

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Unit Outline

PGT20a: Advanced Technical Skills

FHEQ Level 7

Full Time
20 credits / 15 weeks
200 study hours

Description
This unit introduces you to the advanced technical skills required to support idea generation, problem solving and the practical development within your discipline. The skill sets will support experimentation and exploration, across a range of media, platforms and technologies.

Through project work, you will utilise your technical expertise to interrogate the medium and apply the knowledge to hands-on solutions. You will work closely with staff to identify specific areas of interest and develop a repertoire of skills to realise practical solutions and communicate innovative creative outcomes. Digital and Analogue techniques, hardware, software and consideration of processes will all play a part in the execution and realisation of ideas. Rigorous analysis of technical, creative and critical approaches will be required as you develop your individual projects. Throughout this period, you will be encouraged to reflect on your technical progression and individual creative approach.

Over the course of this unit, you will be supported to experiment and take creative risks; finding new ways of resolving complex problems, and developing your practice through iteration and exploration of the technical aspects underpinning your discipline. You will explore contemporary processes and techniques in relation to industry, audiences and stakeholders, and consider how your developing practice is informed by and responds to those needs.

The Unit briefs may take the form of set tasks focused around individual projects or group work. The aims of the unit are to identify the importance of practical knowledge and technical expertise in supporting the aligned theoretical and conceptual aspects of ideation, problem solving and project resolution. Work will be presented and discussed on a regular basis to peers and staff, in order to support critical reflection and iterative analysis.

You will develop a Technical Skills Portfolio and Reflective Evaluation that documents and reflects upon the experiments undertaken throughout this unit. This will include documentation that demonstrates engagement with selection and application of appropriate techniques, materials, and technologies used to develop your concepts and practice throughout the unit.

Topics covered in this unit

Practice	**Contexts and Concepts**	**Technical and Professional Skills**
Technical confidence and competence	Technical reflection and analysis	Technical Experimentation
Practice-based research	Iterative working methods	Independent and Collaborative Working
Technological Innovation	Technological Principles	Understanding and Evaluating Risk

In this unit we aim to support you in:

- Acquiring advanced technical skills
- Using experimentation and analysis to resolve complex technical solutions
- Using a practice-based approach to generating, testing and reflecting on creative solutions

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Demonstrate ADVANCED SKILLS in areas relevant to your practice
Experimentation and Iteration	Creatively tackle COMPLEX technical issues using SOUND JUDGEMENTS in generating and testing ideas
Reflection and Resolution	REFLECT and ANALYSE upon application of TECHNOLOGICAL PRINCIPLES aligned to your practice
Professional Practice	COMMUNICATE and DOCUMENT your working methodologies

Assessment Requirements

You are required to submit all the following for assessment:

- **Technical Skills Portfolio**
- **Reflective Evaluation**

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Unit Outline

PGT10a: Dialogue, Debate and Domain Knowledge

FHEQ Level 7

Full Time
10 credits / 15 weeks
100 study hours

Description

This unit will explore the dialogue, debate and domain knowledge underpinning your disciplinary practice. The content will support you to engage in theoretical discussion and interaction with staff and students from other postgraduate communities, providing the opportunity to engage in mutually supportive learning in an interdisciplinary context.

You will be supported in developing your analytical and intellectual approach to your discipline, through exploration of the theories and contexts informing contemporary working practices. You will explore the social and environmental impact of creative practice and consider how these interact with sustainability, equality, diversity and inclusion. Discussion will be centred around the industries, audiences and stakeholders that your discipline engages with, and consider how your own practice is informed by and responds to those groups.

You will gain an awareness of a range of approaches to research, and a clear understanding of how to select and apply appropriate methods and methodologies to enhance your enquiry and analysis. Effective research strategies are essential to the progression of all work within the broad parameters of creative practice.

The content of the unit will be delivered through lectures, seminars, workshops and tutorials, in a defined programme of study. Learning may be onsite, online or a combination of the two. Resources will be available to allow you to study flexibly and return to complex topics as required. You will debate and question received views in the area of study and propose new insights, original ideas and/or experimental practice that addresses current issues and challenges.

You will develop a Critically Reflective Essay that documents and reflects upon the experiments undertaken throughout this unit. This will include documentation that demonstrates engagement with selection and application of appropriate techniques, materials, and technologies used to develop your concepts and practice throughout the unit.

Topics covered in this unit

Practice	**Contexts and Concepts**	**Technical and Professional Skills**
Research-informed Debate	Contemporary and historical contexts for your discipline	Research Methods
Analysis and Critique	Cultural and social theories and contexts	Evidence, analysis and evaluation
Communicating Complexity	Industry, innovation and futures	Communicating with a variety of stakeholders

In this unit we aim to support you in:

- Using a research-based approach to developing, evaluating and critiquing creative arguments
- Synthesising conceptual and theoretical thinking to enhance domain knowledge and understanding
- Acquiring confidence and skills in dialogue, debate and critical thinking

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Demonstrate a COMPREHENSIVE understanding of DEBATES applicable to your own domain
Research	To develop, EVALUATE and CRITIQUE methodologies
Communication	COMMUNICATE conclusions clearly to specialist and non-specialist audiences
Social and Environmental Sustainability	Critically evaluate SOCIAL, ETHICAL and SUSTAINABLE implications aligned to your practice

Assessment Requirements

You are required to submit the following for assessment:

- **Critically Reflective Essay (2,000 words)**

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Unit Outline

PGT20b: Professional Technical Skills

FHEQ Level 7

Full Time
20 credits / 15 weeks
200 study hours

Description

This unit expands the areas explored in the *Advanced Technical Skills* unit enhancing critical awareness and engagement with the specific professional skills underpinning disciplinary practice. The content will further support you to engage in technical experimentation and innovation to expand your practical skill sets. There will be emphasis on the refinement and resolution of the technical aspects of your work in alignment with your identified practical aspirations.

The unit will support you to engage in interaction with staff and students providing the opportunity to engage in mutually supportive learning in a collaborative context. You will investigate the technical parameters of professional working methods within and around relevant technologies, and be encouraged to reflect on technical proficiency supporting and informing individual creative approaches, and group or collaborative enterprise.

Over the course of the unit, you will be encouraged and supported to take creative risks, and enhance practical working knowledge through iterative and experimental technical engagement. You will gain awareness of a range of approaches to problem solving utilising professional technical strategies to support personal progression and expertise within the parameters of the discipline.

You will develop a Technical Skills Portfolio and Reflective Evaluation that documents and reflects upon the experiments undertaken throughout this unit. This will include documentation that demonstrates engagement with selection and application of appropriate techniques, materials, and technologies used to develop your concepts and practice throughout the unit.

Topics covered in this unit

Practice	**Contexts and Concepts**	**Technical and Professional Skills**
Technical confidence and competence	Technical reflection, analysis and synthesis	Technical Experimentation
Practice-based research	Iterative working methods and concept resolution	Independent & Collaborative Working
Technological Innovation and Application	Technological Principles and Knowledge	Professional Working Practices

In this unit we aim to support you in:

- Acquiring and utilising professional advanced technical skills
- Synthesising experimentation and analysis to resolve complex technical solutions
- Using a practice-based approach to generating, refining and resolving creative outcomes

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Demonstrate PROFESSIONAL SKILLS in areas relevant to your practice
Experimentation and Iteration	Creatively resolve COMPLEX technical issues using SOUND JUDGEMENTS in refining and resolving ideas
Reflection and Resolution	REFLECT and ANALYSE upon application of professional TECHNOLOGICAL KNOWLEDGE aligned to your practice
Professional Practice	COMMUNICATE and DOCUMENT your professional working methodologies

Assessment Requirements

You are required to submit all the following for assessment:

- **Technical Skills Portfolio**
- **Reflective Evaluation**

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Unit Outline

PGT10b: Advanced Critical Contexts

FHEQ Level 7

Full Time
10 credits / 15 weeks
100 study hours

Description

This unit expands on *Dialogue, Debate and Domain Knowledge*, supporting you in developing critical frameworks to underpin your disciplinary practice. The content will support you to continue engaging in theoretical discussion and interaction with staff and students from other postgraduate communities, providing the opportunity to engage in mutually supportive learning in an interdisciplinary context at an advanced level.

You will be supported in enhancing your analytical and intellectual approach to your discipline, considering your critical position in relation to your practice. A continued investigation into the social and environmental impact of creative practice will enable you to further your knowledge of contemporary discourse in sustainability, equality, diversity and inclusion. You will be encouraged to consider where your research intersects with existing scholarship and expand the debates from an interdisciplinary perspective.

You will gain an awareness of a range of approaches to research, and a clear understanding of how to critically evaluate methodologies and propose new hypotheses. Interactive dialogue will support you to establish practical approaches to interpret domain knowledge, advance enquiry techniques and consolidate theoretical propositions.

The content of the unit will be delivered through lectures, seminars, workshops and tutorials, in a defined programme of study. Learning may be onsite, online or a combination of the two. Resources will be available to allow you to study flexibly and return to complex topics as required. You will debate and question received views in the area of study and propose new insights, original ideas and/or experimental practice that addresses current issues and challenges.

You will develop a Critically Reflective Essay that documents and reflects upon the working methodologies undertaken throughout this unit. This will include documentation that demonstrates engagement with selection and application of appropriate techniques, materials, and technologies used to develop your concepts and academic progression throughout the unit.

Topics covered in this unit

Practice	**Contexts and Concepts**	**Technical and Professional Skills**
Consolidation of Research-informed Debate	Critically Evaluating Theoretical and Conceptual Approaches	Critique Research Methodologies
Application of Analysis and Critique	Interrogating Contemporary Domain Knowledge	Professional Discourse across a range of contexts
Communicating Complexity with Clarity	Influencing Debate Regarding Social, Ethical and Sustainability Considerations	Critically Evaluating Complex Arguments

In this unit we aim to support you in:

- Using a research-based approach to critically evaluate and construct creative arguments and hypotheses
- Synthesising conceptual and theoretical thinking to enhance domain knowledge and inform your critical position
- Enhancing and communicating skills in dialogue, debate and critical thinking

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Research	Develop, EVALUATE and CRITIQUE a range of methodologies and HYPOTHESES
Organisation and Planning	Demonstrate SELF-DIRECTION in your DECISION MAKING, PLANNING and ORGANISATION
Communication	Succinctly COMMUNICATE complex arguments to specialist and non-specialist audiences
Social and Environmental Sustainability	Critically evaluate SOCIAL, ETHICAL and SUSTAINABLE debates aligned to your practice in response to personal hypotheses

Assessment Requirements

You are required to submit all the following for assessment:

- **Critically Reflective Essay (2,000 words)**

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Unit Outline

PGT60b: Major Project

FHEQ Level 7

Full Time
60 credits / 15 weeks
600 study hours

Description
This unit forms the culmination of your Masters' study in which you will design, develop and execute an individual or collaborative major project. You will have discipline specialists supervising your project and join in sessions with other students to enhance your understanding of global contexts and challenges, creative and technological futures for practice and industry; research and communication skills and career planning.

Over the course of this unit, you will identify a research question and design a viable project to test your hypotheses and work towards innovative and original solutions. You will deepen your knowledge and understanding of the historical, theoretical, cultural, technical and economic contexts that surround your chosen topic. You will examine the challenges of your project in relation to social and environmental sustainability. You will identify the industries, audiences and stakeholders that your project seeks to impact and is informed by.

We will discuss navigating a major project through appropriate planning and organisation of activities, time and resources. You will be supported to develop your concepts and experimentation in challenging ways and embrace the unfamiliar and uncertain in your decision-making. We will expect you to situate your work in regional, national and global contexts.

You may elect to collaborate on your major project with one or more final year Masters' students. In agreement with your supervisor(s) you will identify and define your roles and how each of you will be assessed.

In consultation with your supervisor, you will define the outcomes of your project and choose an appropriate format by which to submit your final work. This could be through portfolio, moving image, audio, performance, artefact, or a combination of those formats. All submissions are required to include a project reflection and evaluation, a career development plan and an appropriate bibliography, together with relevant supporting documentation.

Topics covered in this unit

Practice	Contexts and Concepts	Technical and Professional Skills
Uncertainty and unpredictability	Global contexts	Advancing technical knowledge and skills in your field
Sustainable and ethical practice	Creative and technological futures	Identifying and communicating with key stakeholders and audiences
Curating and presenting work	Contemporary and historical practice and theory	Developing and executing a major project
Professional practice and career planning		

In this unit we aim to support you in:

- Identifying a research question and designing a major project
- Gaining advanced knowledge and understanding of the current and future practices and technologies relevant to your project
- Understanding global contexts and challenges and situating your project appropriately
- Planning, organising and delivering a major project

Learning Outcomes

Upon successful completion of this unit, you will be able to:

Knowledge and Skills	Show SPECIALIST KNOWLEDGE and SYSTEMATIC UNDERSTANDING of the techniques, processes, materials and contexts of your field of study
Experimentation and Iteration	Demonstrate an ITERATIVE approach to experimentation and problem solving
Reflection and Resolution	Make COMPLEX DECISIONS and show ORIGINALITY in finding resolutions
Organisation and Planning	Demonstrate AUTONOMY and ability to deal with UNPREDICATABLE SITUATIONS in your project-planning and implementation
Communication	COMMUNICATE your findings with relevant stakeholders and audiences using appropriate media and formats
Professional Practice	LEARN INDEPENDENTLY and show commitment to CONTINUING PROFESSIONAL DEVELOPMENT

Assessment Requirements

You are required to submit all the following for assessment:

- **Major Project Outcome(s) as agreed with your supervisor**
- **Reflective Project Evaluation**
- **Supporting documentation, including bibliography**

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

LEARNING AND TEACHING

Learning and Teaching

Learning and teaching at Norwich is underpinned by the University's Creative Learning Strategy. We use a project-centred approach in which practice and theory are integrated within increasingly open-ended briefs; allowing you to develop your individual interests and approach to independent learning within and beyond the discipline you are studying. We emphasise learning and discovery through practice, critical reflection and experimentation with ideas, processes and materials.

At Norwich, we value collaboration and working across disciplines and there are many opportunities to engage with colleagues, and with ideas and concepts from other areas. Collaborative engagement is embedded within the design of our courses and opportunities are also made available through activities such as external speakers, cross-university projects and times when you are able to join projects and workshops from beyond your course area.

Course Delivery

Except where explicitly indicated in a Course Specification, no optional units will be available within each year of delivery.

Undergraduate courses are campus-based. Delivery includes some live-streamed and pre-recorded digital sessions which you can use on-demand. Our approach enables you to benefit from the studios, labs and workshops on campus while learning how the creative industries work and helping to prepare you for your future careers.

Short courses at undergraduate level are delivered online, and are mainly asynchronous, offering flexibility and enabling you to manage competing demands on your time.

At postgraduate level, courses are campus-based, except where specified as delivered predominantly or fully online. Delivery of campus-based courses includes some live-streamed and pre-recorded digital sessions which you can use on-demand. Delivery of predominantly or fully online courses can provide flexibility for you and help you to manage competing demands on your time. All courses include regular access to tutors through live sessions and/or forums and messaging facilities.
Teaching is delivered by staff who are often experienced practitioners as well as educators. Many engage with teaching alongside their practice, offering relevant expertise and currency across associated professions and industries. Teaching on courses is led by a Course Leader (or equivalent) supported by a core group of lecturers and expert technical staff, as well as a range guest and visiting experts.

Assessment

At the start of each unit the tutors will explain what you will learn and how we will test your learning through assessment. This information will also be provided on the Virtual Learning Environment (VLE). As the unit progresses, you will be given formal and informal opportunities to receive feedback on your progress. These opportunities may include:

- Group reviews or critiques (crits)
- Self-evaluation and peer evaluation
- Group and individual tutorials

At the end of the unit you will submit work for assessment and receive written feedback and a grade to help you understand what you've done well and what areas to work on for the next assignment. Assessment

may include portfolios, essays, reports, and evaluations. Sometimes you may be assessed on group or individual presentations, and/or performances, depending on your course.

You will be assessed against the approved unit learning outcomes and assessment requirements, as outlined in the Unit Handbooks for your course. Unit handbooks guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and successfully achieve the unit learning outcomes.

Engagement

To fully benefit from the course, you are expected to attend all the taught sessions that are included on the timetable. Timetables are made available at the start of term. For undergraduate students, the balance between taught study and independent learning changes as you progress through the course. In the Integrated Foundation Year (Year 0) you may expect to spend around one third of your time in taught study. As you progress time undertaken in independent study will increase and by the final year of undergraduate study you can expect to spend around a quarter of your time in taught study. Postgraduate taught students studying mainly on campus can expect to attend taught sessions for approximately a fifth of their study time.

Independent learning

Each unit has an indicative number of ‘study hours’ which refers to both your timetabled teaching (such as lectures, seminars, tutorials, workshops etc), and your independent learning. By independent learning we mean activities that help you to learn outside of taught sessions, such as reading, research, practice and preparation of work for assessment. It also includes other activities such as collaborative work and skills development sessions that may run through the assessment period.

Support

You will have access to a wide range of staff, all of them committed to supporting learning. As well as your course tutors, these include staff in technical workshops, the Library, Business and Employability Service, and Student Support.

Work-related learning

All our courses include opportunities to develop your understanding, knowledge and experience of business, industry and professional practice. This includes guest lectures and/or workshops led by visiting professionals; live and simulated projects for external clients; mentoring by professional practitioners; and regular workshops provided by the Business and Employability team to help you get to grips with entrepreneurship, freelancing and enterprise. You will also be introduced to Profile, our unique tool for recording skills and experience and tracking your progress so that when you are applying for jobs you will have a record of your development and understand your key strengths and areas for development.

Diploma Years, for students who select the Diploma in Creative Professional Development as part of their course, will include periods of work-based learning.

REQUIREMENTS FOR PROGRESSION ON THE COURSE

When you complete and hand in assessment requirements for a unit, we assess how well you have done against each of the **Learning Outcomes** for that unit. If you don't meet the standard needed for each Learning Outcome, you won't pass the unit.

Academic credit is gained when a unit is passed. If you fail a unit, you don't gain academic credit for that unit. Please see the University's Student Regulations and Procedures for further information.

REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To be awarded a Norwich University of the Arts Master's degree (an MA/MSc), you must have achieved at least 180 credits at Level 7 of the Sector Recognised Standards (which is the level of all units on a taught postgraduate course at Norwich University of the Arts).

If you do not complete your course for any reason, you may qualify for an exit award as follows:

- Norwich University of the Arts Postgraduate Certificate of Higher Education (a PGCert) (60 credits at Level 7 of the Sector Recognised Standards)
- Norwich University of the Arts Postgraduate Diploma of Higher Education (a PGDip) (120 credits at Level 7 of the Sector Recognised Standards)

CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

There are a number of circumstances which may lead us to review your place at the University, including the following:

- because you haven't registered for your course when we asked you to;
- because your engagement with the University is not satisfactory;
- for academic reasons – in other words, because you haven't successfully completed and passed one or more units on your course;
- for disciplinary reasons, including where we have received information which may have led us to make a different decision about your place at the University, or because you have been convicted of a criminal offence involving a court hearing;
- because we believe your health or behaviour is presenting an exceptional level of concern to us, or is disrupting the day-to-day work of the University community;
- because you have taken a formal break from your studies, which we call intermission, but you don't meet the conditions we have set for your return or you don't reply to us when we ask you if you want to return; or
- because you haven't paid your tuition fees or rent for a place in our accommodation.

QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988, and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the OfS Register and on the list of recognised bodies published on the UK Government (GOV.UK) website. The OfS regulatory framework came fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards. Prior to 2016, the University was quality assured by the QAA.

Quality in the University is assured by a number of systems and procedures. Many of these notably those which contribute to annual monitoring work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high-quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement; and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.