Communication
Design
Induction
Staff

James Branch – Pathway Leader
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Mon, Tues, Wed

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Mon, Wed, Thurs

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Mon, Thurs

Also, we have a number of industry guests running workshops and talks
Welcome to the Winchester School of Art Campus.
This map is designed to help you find your way around, and to make you aware of the services and facilities available to you.

The Graphics Building
1. Seminar Rooms 6, 7, 8, 9 & 10
2. Time Based Media
3. Graphic Arts Studio
4. Graphic Arts Studio
5. GA Cinema Room
6. Photography Studio
7. Research Centre

West Side
1. The Winchester Gallery
2. Seminar Room 3
3. Media Store
4. Mac Suite 2
5. Finance Office
6. Photography Studio
7. Darkrooms
8. Library
9. FTD Studio
10. Fine Art Studio
11. MA Fine Art Studio
12. 216SA Bankable Space

Admin & Fashion Building
1. Main Reception
2. Student Office
3. Student Support
4. Fashion Studio 1
5. International Support
6. Fashion Studio 1
7. Fashion Studio 2

East Side
1. WISA Cafe
2. Art Shop
3. Quiet Room
4. Computer Centre 2
5. Printmaking Workshop
6. MA FTD Studios
7. Fine Art Studios/Workshops
8. TShirt Printer
9. Creative Services Centre
10. PhD Studio
11. Fine Art Studios/Workshops
12. Mac Suite 1
13. Computer Centre 1
14. Assistive Technology
15. Fine Art Studios
16. Lecture Theatre B
17. Fashion Marketing
18. Fashion Marketing
19. FTD Workshops
20. FTD Studio
21. Graphic Arts Studio
22. Graphic Arts Studio
23. Seminar Room 1
24. Seminar Room 2
25. Lecture Space
26. MA Communication Design

The Rotunda
MA GMM

Assembly Point

On-site parking is for permit holders. Some visitor parking may be arranged on an ad-hoc basis.

Apple Authorized Training Centre
Digital

Hashtag for Twitter, Instagram, Facebook etc
#WSAmacd

Facebook
https://www.facebook.com/WSAmacd

Handbook
http://wsa-macd.wikidot.com/

Blackboard
https://blackboard.soton.ac.uk
Access recorded sessions here

Video based Software Training
http://lynda.com
Course content
Themes

Use a focus on publishing to open up key communication design debates, theories and practices.

Acknowledge and critically examine changes to design profession, designer’s role and practices.

Explore impact of digital media networks on design, content, audiences or users and brands.

Explore the potential of print and digital media / mix of both.

Examine some of the social, cultural and political contexts that communication design touches upon.

Commitment to research and personal and professional development.
Post-graduate / Masters study
Post-graduate study

Under-graduate study
Master Graduates

Use initiative and take responsibility

Solve problems in creative and innovative ways

Make decisions in challenging situations

Continue to learn independently and to develop professionally, including the ability to pursue further research where appropriate

Communicate effectively, with colleagues and a wider audience, in a variety of media.

Source: Quality Assurance Agency (QAA) 2010
Post graduate study

Research is part of your learning exp.

Master courses include a research project which contributes significantly to your final grade

Develop a research question and answer it through your design practice

Start to think about themes or subjects you think need deserve attention
Master Graduates

The ability to use a range of techniques and research methods applicable to advanced scholarship in the subject

Shown originality in the application of knowledge

An in-depth knowledge and understanding of the discipline informed by current scholarship and research, including a critical awareness of current issues and developments

Source: QAA 2010
How we teach
Course Structure and assessment

**Semester 1**
- Design 1*
- Research Skills

**Semester 2**
- Design 2*
- Option Modules

**Semester 3**
- Final Major Project*

*Studio-based modules
Course Structure and assessment

Semester 1
Design 1* – Ebook + Print + Project report
Research Skills – Research concepts + Research Proposal

Semester 2
Design 2*
Option Modules

Semester 3
Final Major Project*

*Studio-based modules
Typical Week: Semester 1

Monday
Design 1 Practice research workshop

Tuesday
Design 1 Contextual lecture

Wednesday
Design 1 Practice research workshop
(Communication design research)

Thursday
Research Skills lecture and seminar
English Language Support

Friday
Independent study
Teaching sessions

Practice research workshop
Lecture
Seminar
Independent study
Design reviews
Presentations
English Language Support
Expectations
Studio culture
What we want from you

Ambition
Commitment
Attention and focus
Independence
Initiative
Communication

Get your email set up and check it regularly

https://subscribe.iss.soton.ac.uk/subscribe.html
What you can expect from us

To be challenged and provoked

To be supported

An environment that encourages risk taking, experiments and allows you to make mistakes

References and resources

Educational support

Pastoral support
Bits I couldn’t fit in anywhere else
Equipment / Printing

Media Stores: R1195 Westside
Opening Times: 09:30 - 09:50 and 16:15 - 16:55

Printing
Up to A3 size there are colour printers/photocopying machines located in the computer rooms and library.

Specialist large format printing we use a system called Snowwhite

Computing and software
Lynda.com

Support / Pastoral Care

If you are having any issues with the course or personal problems please let us know

Also, the University offers a range of services to support your needs:

Tel: +44 (0) 23 8059 7488 (27488 internal)
Email: firstsupport@soton.ac.uk
http://www.southampton.ac.uk/edusupport/firstsupport/
WSAmacd is a full time course and you are expected to attend all taught sessions.

If you cannot attend a session you need to inform the school by email: wsasos@soton.ac.uk

If you miss 4 sessions we will email you

If you are here on a Tier 4 Visa good attendance is a condition of your Visa.

If you need to go home or leave the country you need to tell us. Its part of our responsibility to know where you are during your stay here.
Exhibitions

x2 shows
Interim Exhibition halfway through the course
Final Exhibition
Next steps

Thurs: 10:00–12:00
MACD studio:
Staff/Student Introductions and Summer project
Mon: 10:00–15:00
Course starts

Further info:
http://www.wsa-macd.wikidot.com
Thankyou!
Questions

1. What is good communication design?

2. What do you want from the year?