

#WSAmacd

Communication Design Induction

Staff

James Branch – Pathway Leader
j.branch@soton.ac.uk
Mon, Tues, Wed

Jackie Perkins
j.perkins@soton.ac.uk
Mon, Wed, Thurs

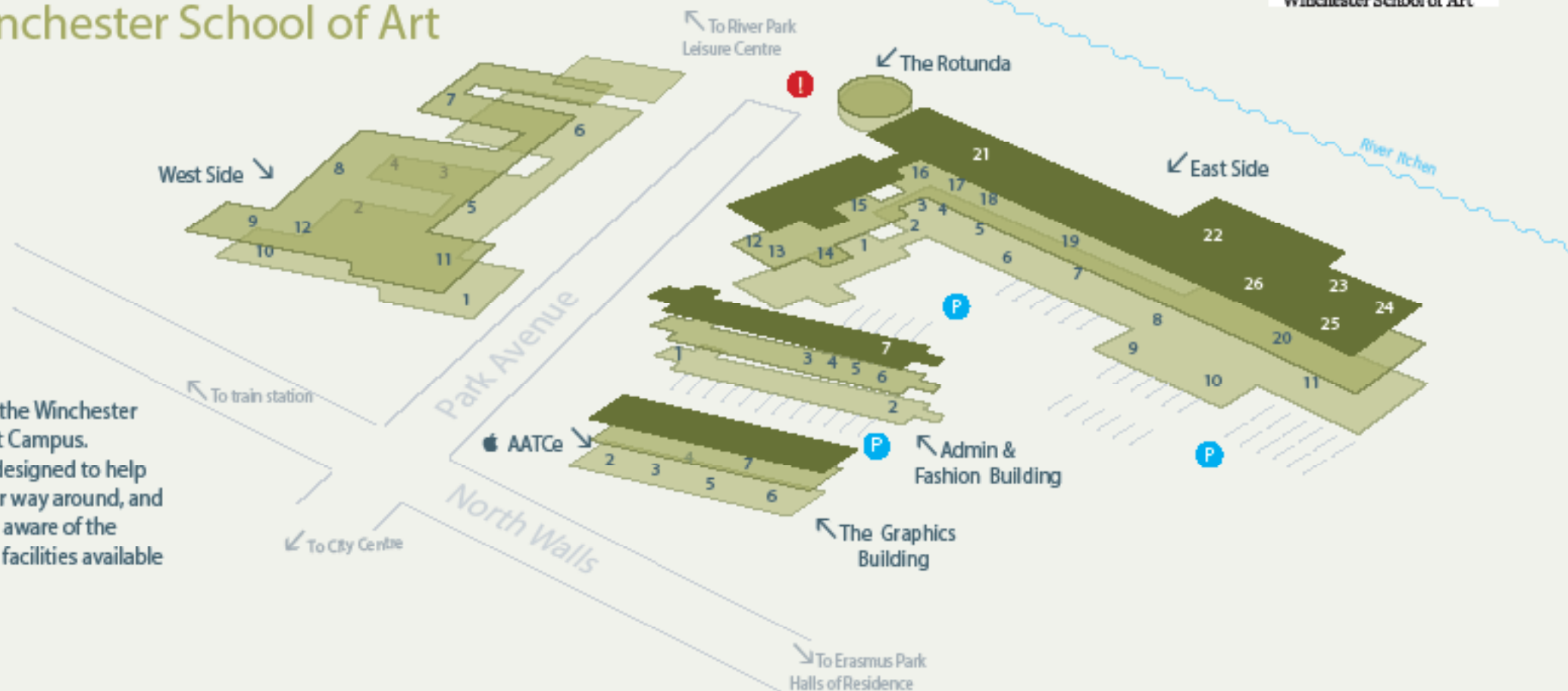
Naomi DePeza-Purvis
n.k.depeza-purvis@soton.ac.uk
Mon, Thurs

Also, we have a number of industry guests running workshops and talks

Campus Map

Winchester School of Art

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 Stores
4. Mac Suite 2
5. Finance Office
6. Photography Studio & Darkrooms
7. Library
8. FTD Studio
9. Fine Art Studio
10. MA Fine Art Studio
11. Lecture Theatre A
12. 2165A Bookable Space

Admin & Fashion Building

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

East Side

1. WSA Cafe
2. Art Shop
3. Quiet Room
4. Computer Centre 2 & Mimald Printing
5. Printmaking Workshop
6. MA FTD Studios
7. Fine Art Studios/Workshops
8. T-Shirt 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 Studio
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

I Assembly Point

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

AATCe Apple Authorized Training Centre

Campus Map

Winchester School of Art

Library
Media Stores

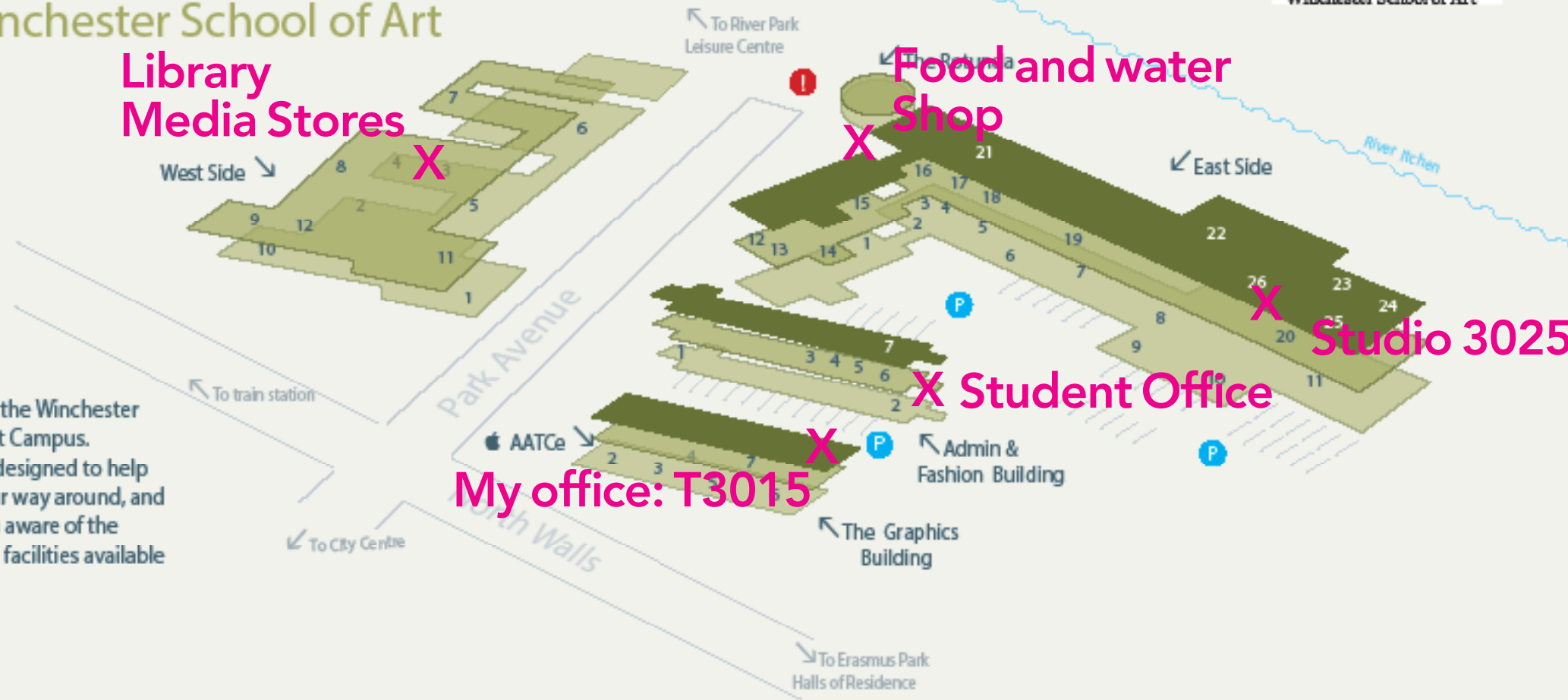
Food and water
Shop

Studio 3025

Student Office

My office: T3015

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 Stores
4. Mac Suite 2
5. Finance Office
6. Photography Studio & Darkrooms
7. Library
8. FTD Studio
9. Fine Art Studio
10. MA Fine Art Studio
11. Lecture Theatre A
12. 2165A Bookable Space

Admin & Fashion Building

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

East Side

1. WSA Cafe
2. Art Shop
3. Quiet Room
4. Computer Centre 2 & Mimald Printing
5. Printmaking Workshop
6. MA FTD Studios
7. Fine Art Studios/Workshops
8. T-Shirt 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 Studio
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

I Assembly Point

P 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>

WSA: MA Communication Design

You are posting, commenting, and liking as WSA: MA Communication Design — Change to James Branch

WSAmacd is Likeable

WSA: MA Communication Design
132 likes · 4 talking about this · 19 were here

Art School · College & University
WSAmacd is the MA in Communication Design at Winchester School of Art, University of Southampton.

About Photos Likes WSAmacd via email Videos

Expert tip #3: You can format all the pages in a category using live templates

Winchester School of Art

MA Communication Design

Handbook Wiki 2013/14

- Overview
- Structure
- Semester 1
- Assessment
- Practice Briefs
- Staff
- Reading

#WSAMACD

navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Glossary](#)
- [Random article](#)

search

Search

About this site

- [Recent changes](#)
- [Contact](#)
- [Donate](#)
- [Legal](#)
- [Help](#)

toolbox

- [Printable version](#)
- [Site manager](#)
- [Edit this menu](#)
- [Edit top menu](#)
- [Manage snippets](#)

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

Michael Taylor
Graphic Arts
Illustration
Brief 2 - Exhibition
Preparatory sketchbook
174

Michael Taylor
Graphic Arts
Illustration
Brief 2 - Exhibition
Preparatory sketchbook
174

Michael Taylor
Graphic Arts
Illustration
Brief 2 - Exhibition
Preparatory sketchbook
174

Michael Taylor
Graphic Arts
Illustration
Brief 2 - Exhibition
Final outcome
175

Michael Taylor
Graphic Arts
Illustration
Brief 2 - Changing perspective
Preparatory sketchbook
174

Michael Taylor
Graphic Arts
Illustration
Brief 2 - Changing perspective
Preparatory sketchbook
174



Michael Taylor ARB10009
Briefs practice and skills

Contents

Brief 1 (Illustration)

- Preparatory sketchbook 41
- Large drawing
- Illustration outcome 43
- Final outcome
- Final outcome

Brief 2 (Changing perspective)

- Preparatory sketchbook 41
- Final outcome 42
- Final outcome
- Final outcome
- Final outcome

Brief 3 (Mapping - book)

- Research 41
- Preparatory sketchbook 41
- Mock up 43
- Final outcome
- Final outcome

Michael Taylor
Graphic Arts
Illustration
Brief 3 - Mapping (book)
Preparatory sketchbook
174

Michael Taylor
Graphic Arts
Illustration
Brief 3 - Mapping (book)
Research
173

Michael Taylor
Graphic Arts
Illustration
Brief 3 - Mapping (book)
Research
173

Michael Taylor
Graphic Arts
Illustration
Brief 3 - Mapping (book)
Research
173

Michael Taylor
Graphic Arts
Illustration
Brief 3 - Mapping (book)
Research
173

Michael Taylor
Graphic Arts
Illustration
Brief 3 - Mapping (book)
Final Outcome
174

Michael Taylor
Graphic Arts
Illustration
Brief 3 - Mapping (book)
Final Outcome
174

Michael Taylor ARB10009
Brief 3 - Mapping (book)
Final Outcome
174



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

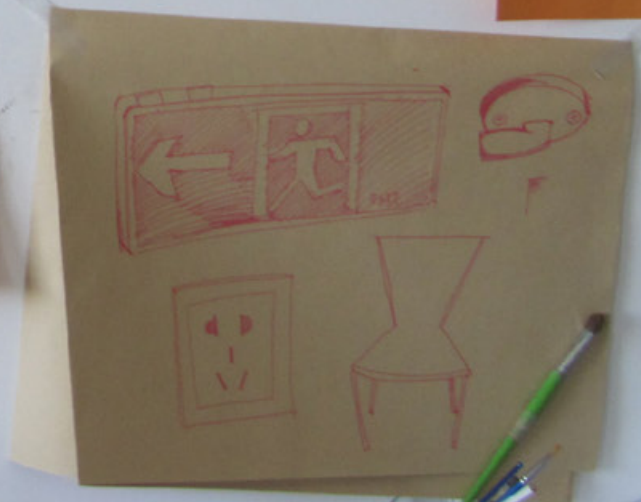
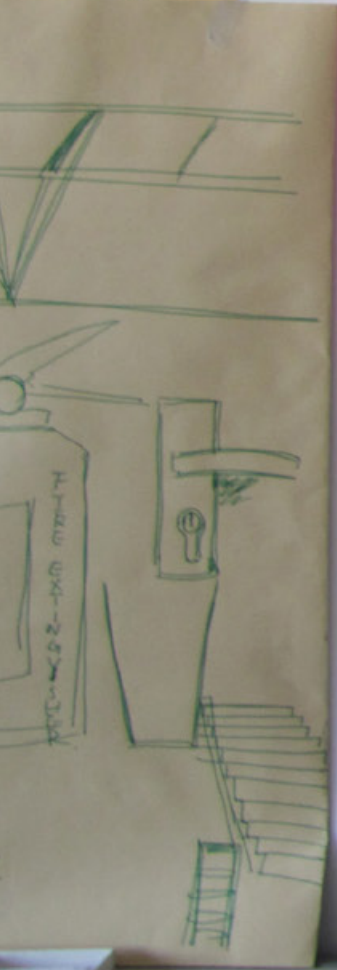
Expectations

Studio culture





El Día de los Muertos
Black Flame
Obedezco la Verdad



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

More info: <http://wsa-macd.wikidot.com/wiki:technical>

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/>

Attendance/Visa

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?