THE UNIVERSITY of EDINBURGH

MA PG Graphic Design

Mary Asiedu / Post Graduate Director // November 2024

EDINBURGH
Extraordinary futures await

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Extraordinary futures await

Graphic Design

Edinburgh College of Art

- Design School
- Evolution House
- Lauriston Campus
- Edinburgh College of Art
- CAHSS
- University of Edinburgh

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Graphic Design Programme Director

- is responsible for the design, coordination, delivery, evaluation and review of an academic programme.
- includes responsibility for the academic vision and coherence of the programme
- also responsible for ensuring the provision of academic direction, guidance and advice and…
- to promote student engagement and ensure successful student outcomes.

Graphic Design Programme, ECA

Graphic Design must **challenge the status quo**, cross boundaries, **think backwards** from the future and **develop powerful and novel solutions**. Designers should **observe and be culturally and historically aware** in order to demonstrate **understanding, openness and receptivity**.

Our Philosophy

At ECA we **encourage bold, lateral thinking** coupled with a clear **understanding of process, technique and business**. Our aim is to **produce** innovative, emotive, enduring and of course, **aesthetic design from graduates who learn through intense sustained involvement with the design process.**

Academic Year: September-August

The Programme Comprises of 3 Semesters

Semester 1: One 40 credit core course; Critical Practices

Semester 2: One 20 credit Graphic Design *core course;* Research Narratives

And a choice of Five or more Elective courses of 20 Credits

Semester 3: 60 Credit core course; an Independent Project

Plus Written contextual assignments that contextualise your understanding of process and the wider awareness of design

Graphic Design Main Core Courses

Graphic Design: Critical Practices

Must be taken during Semester 1

DESI11169 — 40 credits

Graphic Design: Research Narratives

Must be taken during Semester 2

DESI11170 — 20 credits

Graphic Design: Independent Project

Must be passed at 50% and taken during Block 5 (Sem 2) and beyond

DESI11172 — 60 credits

Taught Degree MA PG Programme

- Consists of classes taught by accomplished tutors from a variety of areas within and beyond the Graphic Design genre.
- Generally, includes coursework with assessments ending in Semester 3 with a final independent project.
- It is important to note that as students you must engage and commit to a certain level of Self-Directed study in order to succeed in the programme.
- We also hope that during the end of each semester students can go on trips, visit other areas in Scotland or London.

Occasionally we do go on class trips abroad to Europe.

Taught MA PG Programme

- The first 4-5 weeks will focus on reviewing and building on Graphic Design skills by means of a series of projects necessary to succeed in the course.
- Each course will concentrate on building core graphic design skills; introduction to investigation and research methods, developing design processes.
- Documenting the process through journals, blogs or sketchbooks
- Finally the students finish with a completed independent project

Students will also be introduced to the many workshops we have on offer at ECA.

Student Support

Here at ECA we take our students' wellbeing seriously.

It is also important that students have a place they can seek support from the Student Support Office.

We have dedicated staff that can help with academic queries, mental health, accommodation or anything that may affect the general wellbeing of our students.

We also have many Societies that you can join outwith the programme, such as surfing, anime, sports; all part of the Edinburgh University Student Association.

Our Students

- Most of our students on the Post Graduate Programme are international. Ranging from approx. 25-50 students per class.
- Core teaching hours range from 80-100 hrs per Semester with additional time for self directed study.
- Our curriculum and timetables are continually being revised and updated in response to the requirements of the creative industry.
- Our programme projects may change year upon year.

Our Staff and Technicians

Besides our core teaching staff, we also have technical staff that are dedicated to supporting the students realising their projects.

We encourage students to attend inductions to the technical workshops, such as screen printing, risograph, letterpress, etching, laser cutting, 3D printing, wood work and metal workshops.

We also have photography studios and digital printing on fabrics and print reproduction facilities.

MA Tutor – MIKE INGLIS

Mike Inglis is a Multidisciplinary Artist. His practice explores the creative possibilities that exist between public art and outsider art. He enjoys making public-sited work that explores transitional spaces that “outsider art” often inhabits as well as bleeding these practices into work for more traditional gallery spaces.
He is particularly interested in found materials and ad-hoc-ist approaches to construction. Ethnographic research lies at the centre of his creative process.

MA Tutor – DAVID LEMM

David Lemm is a visual artist based in Edinburgh. Through multidisciplinary and research-led practice, he works in response to encountered environments and materials, often with a focus on mapping and speculative narrative. Recent projects include residencies in Bergen and Skye, and public art commissions in Lerwick, Edinburgh and London. Parallel to this, he creates client led illustration, moving image and design work as studioLEMM.

MA Tutor – MARCO SCERRI

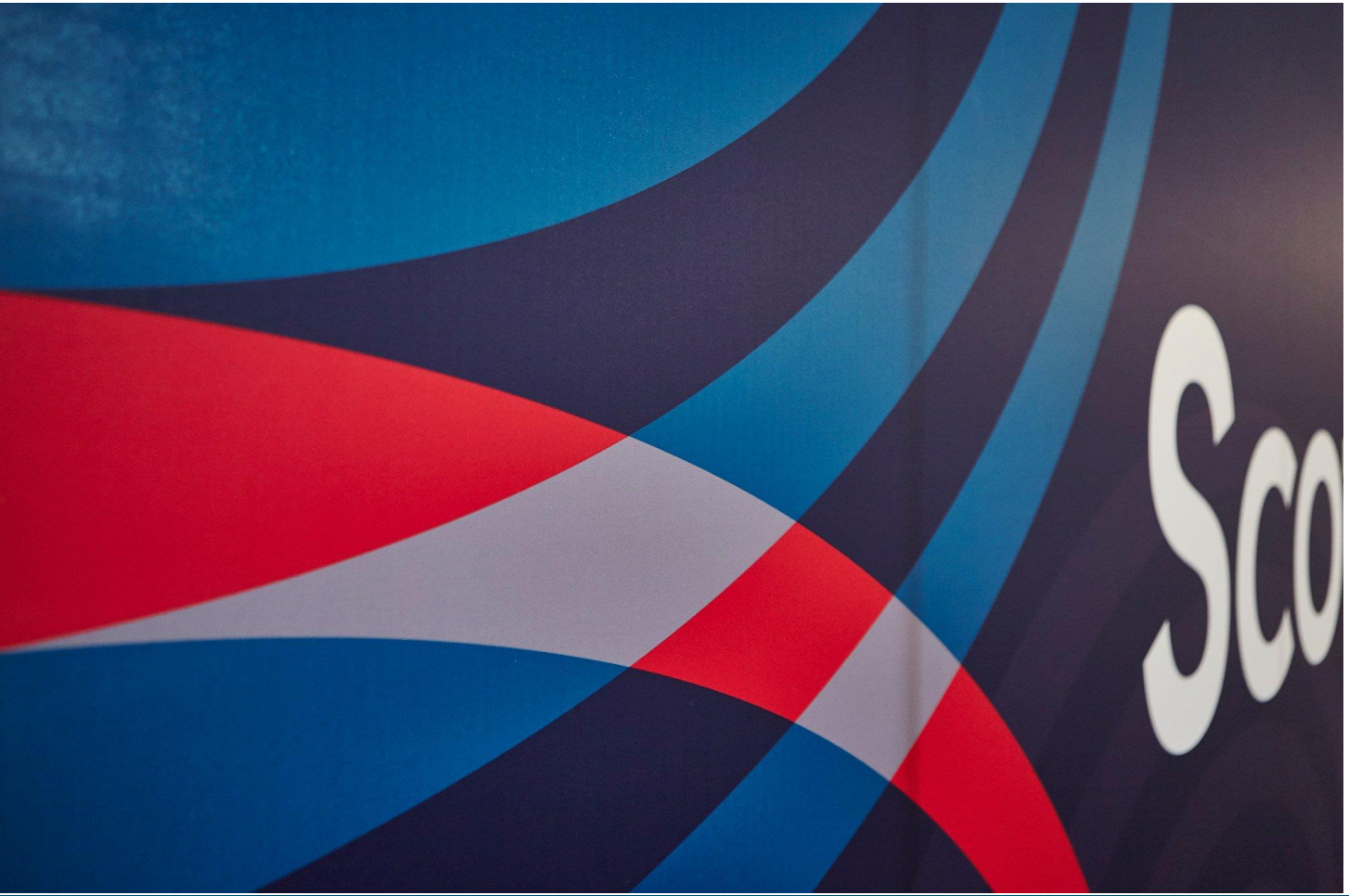
Marco is a Maltese communication designer based in Glasgow with a great love of publication design, photography and typography

MA Tutor – DAVID FAITHFULL

David Faithfull is an artist/printmaker and book designer, publishing Artists Books under the *Semper Fidelis* imprint.

His work is an eclectic integration of processes and ideas, involving drawing, printmaking, alchemy and installation. Often relating to the natural landscape and pressing environmental issues, projects have investigated tides and coastlines; nuclear, coal and wind power; geological and astronomical rifts and shifts; military aircraft and bird migration patterns through global warming.

MA Tutor – Donald Soutar



Donald is a graphic designer and art director with 25 years of studio experience. He is a long-standing member of the International Society of Typographic Designers with a keen interest in international languages and writing systems.

Portfolio Guidance

- Your portfolio should be a single PDF file, with imagery and limited words.
- Include annotation; for example, your graphic design process; research and exploration, design development and completed resolved designs.
- Demonstrate your aptitude and commitment to working in this area, especially if your previous study is not primarily design focused.

Your Portfolio should comprise of

- a high standard of conceptual awareness and development
- reflect a clear ability to think laterally
- clearly present your research methods and routes, and show the development of ideas
- include evidence of your working process, from project inception to resolution, demonstrating experiments and explorations
- demonstrate original and professionally resolved work
- include good-quality images of completed work across appropriate and varied substrates or formats.

Portfolio Tips…

- Show your creativity and in particular your ideas.
- Don’t focus on a technique, focus on the thinking behind your work.
- Show development as well as finished pieces.
- Present approximately 10 images of exploratory work, 10 images of development and 10 images of resolved work; although we are flexible about the quantity. ***This not the size of the pdf.***
- In a few short sentences or bullet points please describe the idea and context of the work you are presenting.
- Be happy and confident about what you put in your portfolio.

Your Portfolio should be well designed

- Taking into account the viewer.
- Demonstrating your ability as a visual communicator.

20-30 page pdf document is a manageable and acceptable size for reviewing.

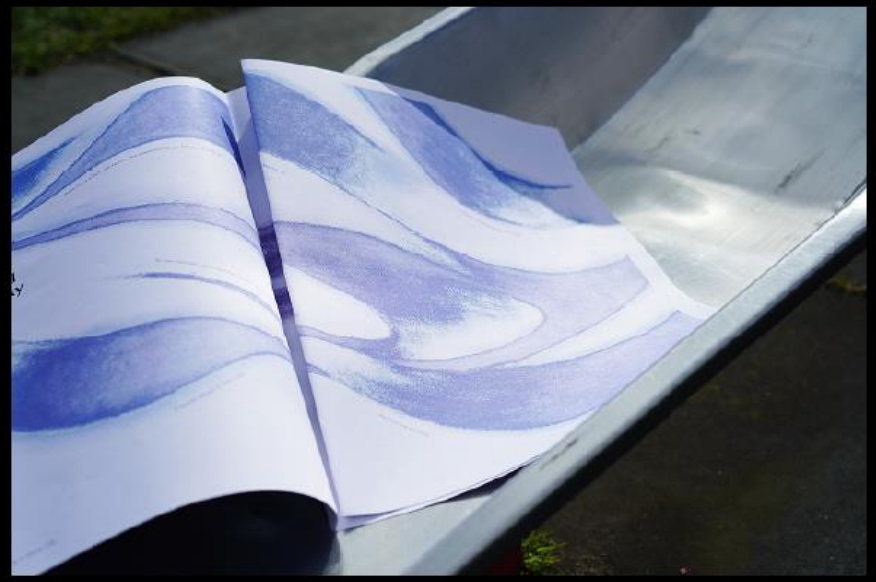
Portfolio Review / Criteria

- **EXPLORATION:**
  Portfolio should contain an inquisitive and questioning approach to project themes...

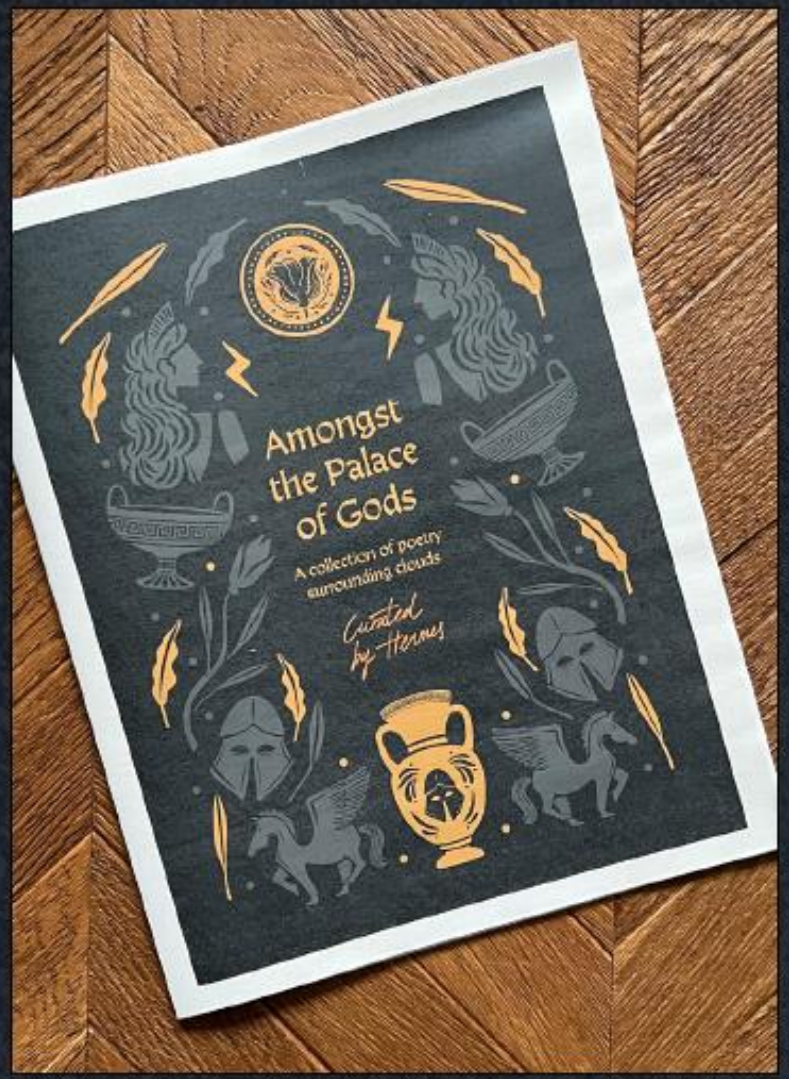
- **DEVELOPMENT:**
  Evidence of a range of imaginative and conceptual ideas demonstrating critical judgement and contextual awareness… including production and aesthetic influences.

- **RESOLUTION:**
  Portfolio presents a concise and clearly communicated body of work… making informed decisions of format, production and aesthetics appropriate the design objectives and/or audience.

Samples from Alumni Students



Cord appreciation
society Manifesto

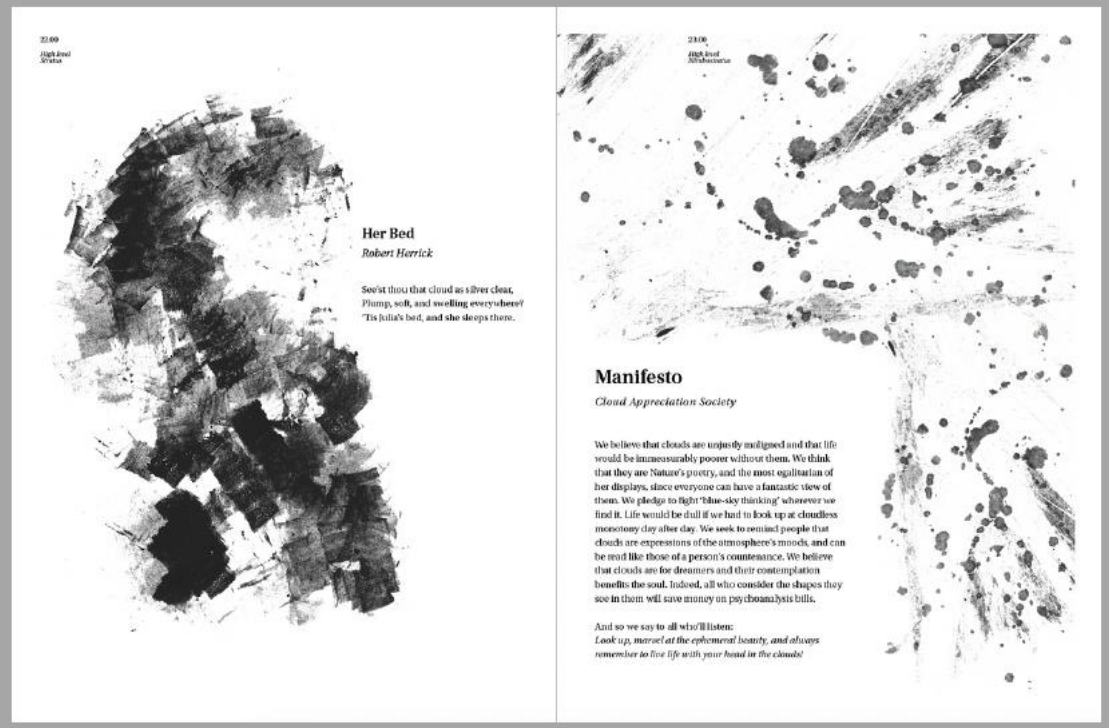

Amongst the Palace of Gods
A collection of poetry surrounding clouds
Curated by Hermes

I bring fresh showers for the thirsting flowers,
From the seas and the streams;
I bear light shade for the leaves when laid
In their noonday dreams.
THE CLOUD

Full many a glorious morning have I seen
Flatter the mountain-tops
SONNET 33:
FULL MANY A GLORIOUS MORNING HAVE I SEEN
WILLIAM SHAKESPEARE
world his visage hide,
Stealing unseen to
west with this disgrace.

Contrast

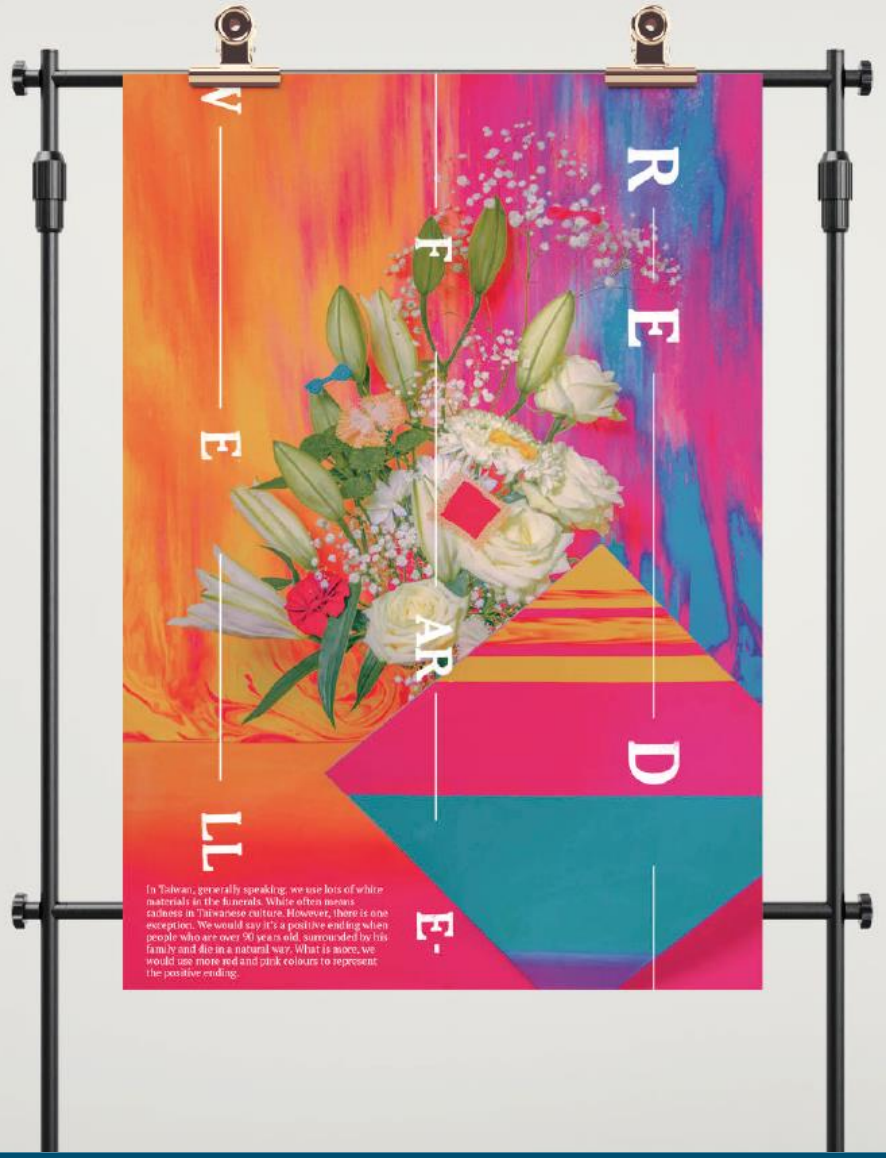
Each spread offers a unique visual experience, and the use of varying image sizes helps to break up the monotony of the layout.



Example 1
The left page features a full-scale image of clouds, that spans the entire page, while the image on the right page is significantly smaller, occupying only about one-third of the page. This contrast creates a visual tension that emphasises the movement and dynamism of the clouds, keeping the viewer engaged and interested in the content for a longer period.

Example 2
The right page on this spread has more negative space to provide visual rest, while the right spread is designed to draw a viewer's attention to the text. This contrast helps keep a viewer engaged for a longer period. Further, the textures on the right side are rougher, while the right side is smoother and more organic in shape highlighting the differing forms of clouds, as well as the play of light and shadow that occurs in the sky.

Students at Work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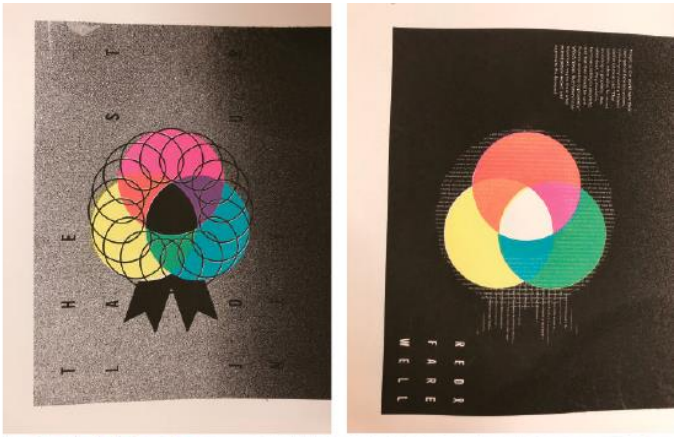
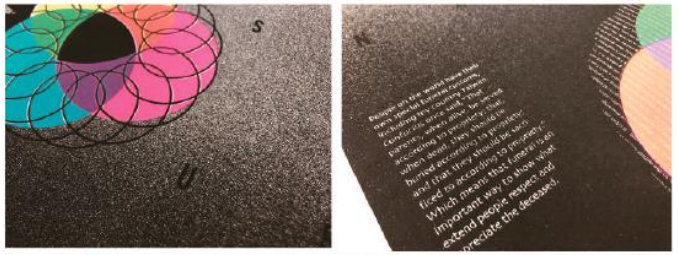
In Taiwan, generally speaking, we use lots of white materials in the funerals. White often means sadness in Taiwanese culture. However, there is one exception. We would say it's a positive ending when people who are over 90 years old, surrounded by his family and die in a natural way. What is more, we would use more red and pink colours to represent the positive ending.

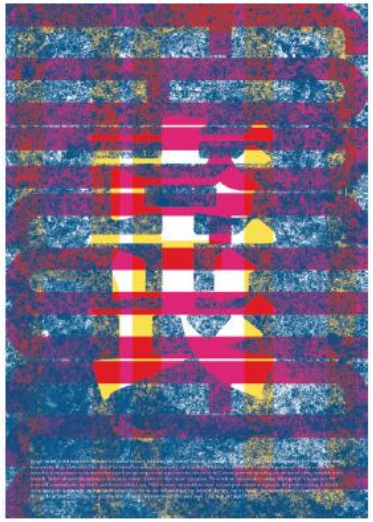
Hey, You!

Typography Poster Process

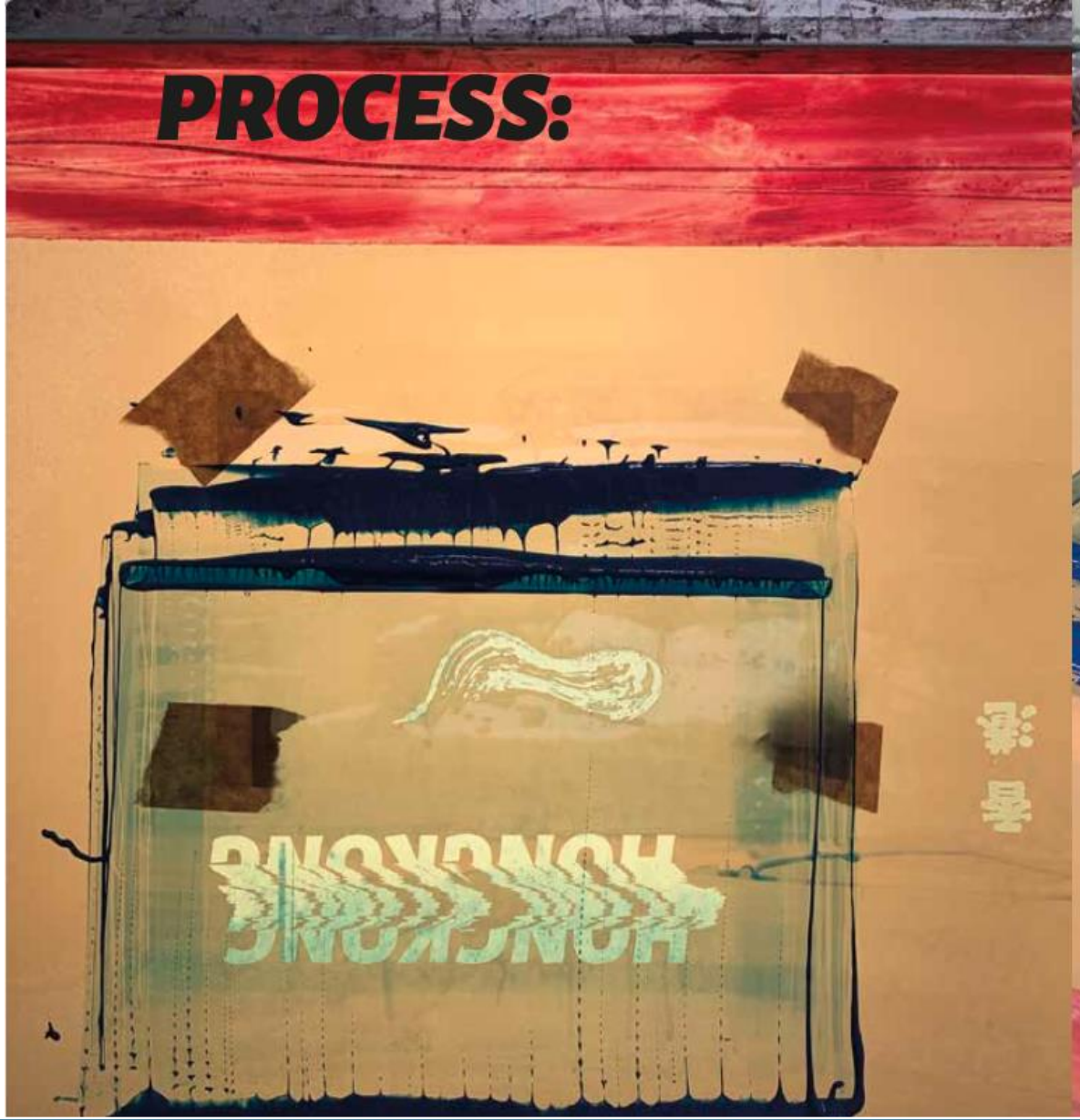
Experimental Works - Red Farewell in Chinese: 喜喪（a positive funeral）

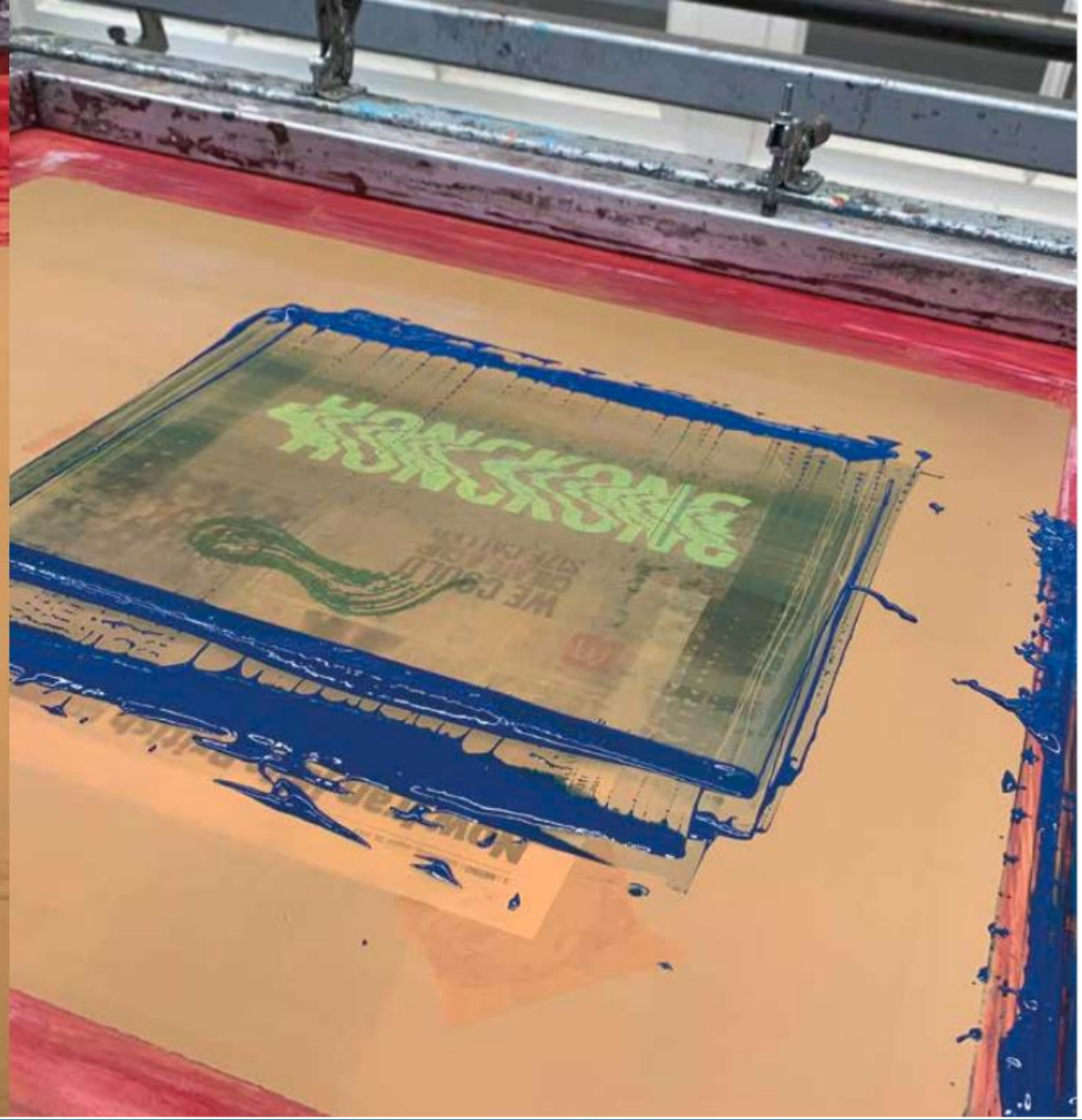






PROCESS:





RED FAREWELL

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FIVE DEMANDS
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1- To withdraw the draft amendments to the Fugitive Offenders Regulations.
2- Withdraw all the riot characterization of the resistance in the repatriation.
3- Revoke all charges against the protesters in the repatriation.
4- Set up an independent investigation committee to thoroughly investigate the police's abuse of power.
5- Immediate implementation of "true dual universal suffrage".

W18
W20
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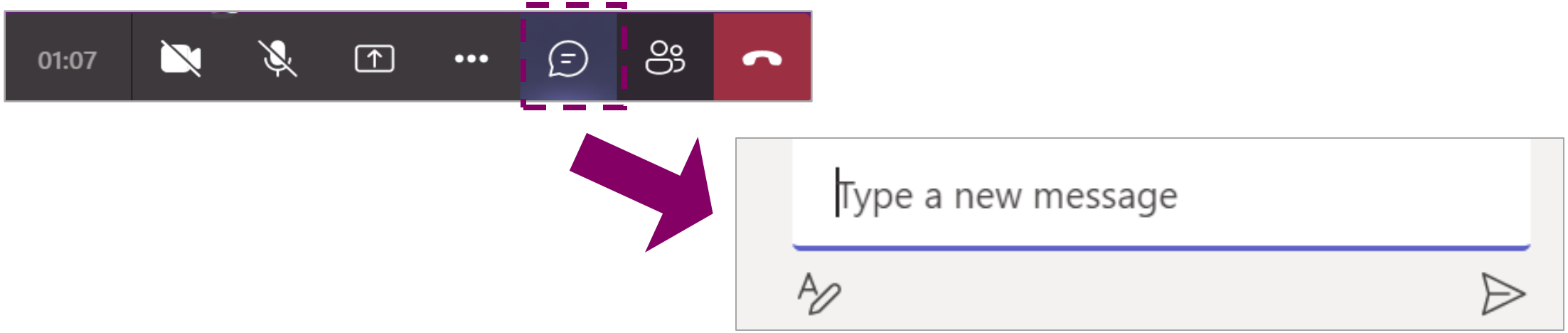
JUST PRINT ON PAPER

ON PAPER
Festival Scr
gdfs.uk

Asking questions

Type your question into the Chat Area



Next steps…

https://virtualvisits.ed.ac.uk/pg

Next steps…

https://edin.ac/student-chat-pg

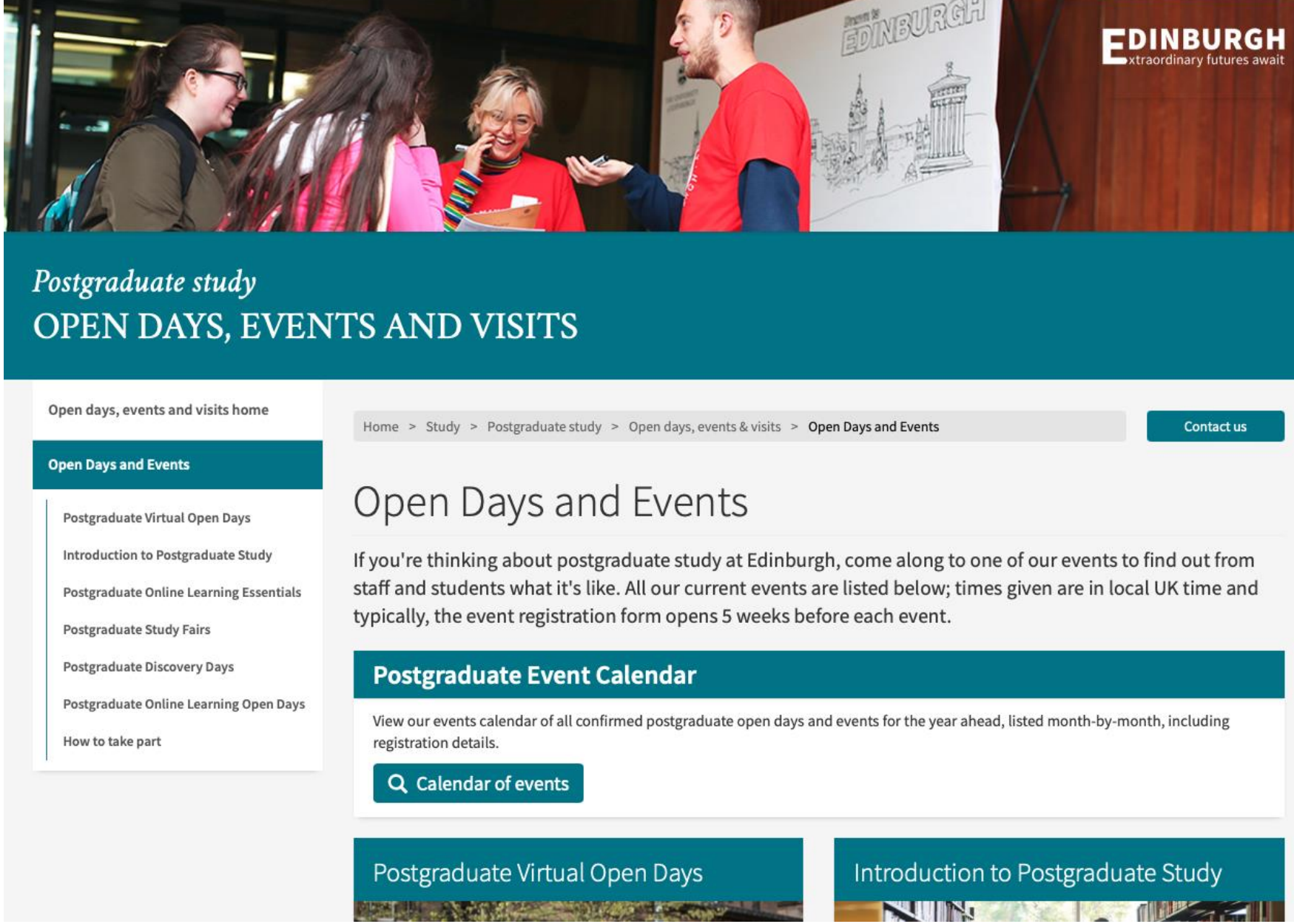
Contact details for follow-up questions

- We apologise if we did not get through all of your questions in the time allotted for this session. If you have further questions that have not been answered, please email: futurestudents@ed.ac.uk
- *Alternatively, provide Programme/Department/Service/School/College contact details as appropriate*

Visit the events homepage

https://www.ed.ac.uk/studying/postgraduate/open-days-events-visits/open-days

Or other PG information, such as, careers, fees, funding, accommodation etc



Thinking about progressing your studies here at Edinburgh?

- 12 - 14 November 2024
- Online event: 200+ live sessions
- Covers bulk of our *on-campus* Masters and PG Research portfolio
- Plus info on fees, funding, applying
- Register for the event and watch session recordings at your leisure

https://edin.ac/47XRCIO

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Thank you

click '**Leave**' when the session ends

Mary Asiedu

futurestudents@ed.ac.uk

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