Middlesex University London

1. Programme title	Master of Arts in Design
2. Awarding institution	Middlesex University
3a. Teaching institution **3b. Language of study**	AKTO Art and Design (Athens, Thessaloniki) Greek
4a. Valid intake dates **4b. Mode of study** **4c. Delivery method**	October & February Full-time & Part time ☒ On-campus/Blended ☐ Distance Education
5. Professional/Statutory/Regulatory body	
6. Apprenticeship Standard	
7. Final qualification(s) available	MA Degree MA Design: Sustainability & Product Innovation MA Design: Visual Communication MA Design: Urban Vision & Interior Architecture MA Design: Digital Spaces & Interactive Media
8. Year effective from	2023 - 2024

9. Criteria for admission to the programme

One can enrol in the course, via a special AKTO form, if they are already holders of a degree, (at least BA or equivalent, 1st or 2.1). Graduates of degrees of a lower level may be considered, should they prove that they possess the ability to correspond to the requirements of the programme, via a personal interview. In special circumstances, an applicant who is not a graduate may be accepted, should he have extensive professional experience supported by credible evidence. All applicants should submit a statement of purpose about the area of their research, a portfolio of selected works and undergo a personal interview. As the programme is taught in Greek, Greek language requirements for applicants who are not native speakers are of a B2 level. Applicants must also be able to handle English bibliography. There is no maximum age limit for enrolment to the course.

10. Aims of the programme

The course aims to explore the broad spectrum of design and develop graduates with a solid understanding of the industry, incorporating contemporary practices and research, in a multidimensional – interdisciplinary approach. In particular, it aims to address general contemporary concerns, enabling individuals from the various design fields to develop, interact and share knowledge with peers and challenge their discipline in innovative ways, also taking into consideration the ethical, social and environmental aspects of our complex current realities. It seeks to enable you to evaluate issues such as ecological democracy, sustainability, inclusivity, diversity and innovation, share ideas that cause radical changes and directly affect everyday reality and create designs that provides solutions for our world based on social benefit.

During the first semester, core design topics are explored, such as the various practices of visualisation, design practices and contemporary managerial theories while it forms the foundations to develop the framework for the formulation of your research topic. At semester two you are required to select one out of four pathways to facilitate the development of your critical enquiry on your chosen field and commence on your Major Project which runs through to the end of your course and defines your enquiry in practice, combining all of your accumulated experience from the entire programme.

The programme as a whole aims to develop your critical ability in visualising ideas and concepts, incorporating current technologies, think of design within the complex environments of organisations and the increasingly globalised marketplace and enable you to critically manage design in a contemporary context. The programme, through its various assignments, aims to enable you to explore a broad spectrum of research methodologies, define your enquiry and individual research and challenge your awareness of research relevance. It also seeks to expand your professional skills, provide a forum for experimentation within your area of interest, explore current social and environmental issues and cultivate your notion of professionalism beyond the limits of your discipline. Having gained a broader design perspective, it seeks to enable you to undertake intense research and develop new forms of knowledge in your chosen area of interest, through your Major Project. Ultimately this course will enable you to gain interdisciplinary experience, explore design from various creative perspectives, engage in exciting pathways that develop new thinking and create new sustainable possibilities based on responsible design.

A range of transferable skills is incorporated into the programme, so as to assist you in achieving a successful career and constantly develop as creators and professionals. Independence of thought, originality of ideas and professionalism, at a higher level of achievement, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.

11. Programme outcomes

A. Knowledge and understanding	Teaching/learning methods
On completion of this programme, successful students will be able to:	Students gain knowledge and understanding through theoretical illustrated lectures, visiting tutors and seminars, debate and critical analysis, independent study and theoretical research through assignments as well as oral presentations that contribute to self-reflection.
1. Appraise the various practices of visualisation and demonstrate a critical ability in visualizing ideas and concepts.	
2. Compare and contrast a range of management concepts in relation to their design practice ~~of design~~ and synthesise knowledge to propose solutions.	
3. Critically assess the way in which various media, design practices and non-conventional design research methods can be used to inform creative practice.	**Assessment Method** Students' knowledge and understanding is assessed by coursework, written assignments, classroom feedback as well as research work.
4. Challenge existing creative practices, methods, theories and positions within their cultural, social and environmental contexts.	
5. Contextualise anthropology and ethnography to the practice of design and evaluate design practice from a philosophical and psychological perspective.	
B. Skills	**Teaching/learning methods** Students learn practical skills through studio practice and experimentation, tutorials and workshops, the undertaking of coursework-related practical projects, as well as peer critique and assessment.
On completion of the programme the successful students will be able to:	
1. Demonstrate mastery of their craft and critically apply concepts, principles and models to visual media works in different fields.	
2. Synthesize different management concepts and exhibit advanced practical, professional and academic skills.	
3. Develop their research approaches, critically applying combined research methods, tools and strategies.	**Assessment Method** Students' practical skills are assessed through coursework, exercises and projects.
4. Synthesise, select, combine and implement with professional accuracy the appropriate means and technologies in their design practice.	

5. Engage critically and skilfully in experimentation and develop innovative approaches to use design practice as a tool to intervene in cultural, social and environmental contexts. 6. Advocate their creative and research practice effectively by employing advanced verbal and/or other presentation skills and critically justifying their choices.	

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Structure of the programme

The course is studied over one year (full-time) or two years (part-time). It is arranged in 3 semesters (if studied full-time) and 5 (if studied part-time). There are 13 study weeks per semester. Most of the course is based on individual study and research, where 10 hrs of learning per credit point and 15 hours of individual meetings between each student with their supervisor are allocated to the programme, throughout the year. The course is divided into study units called modules. Each of the first three modules has a credit value of 20 credits/10 ECTS, where the selected pathway module has a credit value of 40 credits/20 ECTS and the "Major Project" has a credit value of 80 credits/40 ECTS. The programme totals 180 credits/90 ECTS. Details of each module can be found further below.

12.2 Levels and modules

COMPULSORY	PROGRESSION REQUIREMENTS
Students must take all of the modules in semester I, select one out of four pathways and complete the Major project in semesters II and III: Semester I: - MAD111: Practices of Visualisation & Contextual analysis - MAD121: Critical Perspectives & Design Management - MAD131: Design Enquiry & Definition Semester II: - MAD112: Design in Context: Sustainability & Product Innovation **OR** - MAD122: Design in Context: Visual Communication **OR** - MAD132: Design in Context: Urban Vision & Interior Architecture **OR** - MAD142: Design in Context: Digital Spaces & Interactive Media - MAD152: Design in Action: Major Project Semester III: - MAD152: Design in Action: Major Project (continuation)	Following assessment and upon completion of the academic year, 180 credits/90 ECTS are required in order for students to graduate.

12.3 Non-compensatable modules
Compensation is not permitted in any module

13. Information about assessment regulations
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at www.mdx.ac.uk/regulations). In general, students must pass all components of each module, in order to complete the module successfully

14. Placement opportunities, requirements and support
Not applicable

15. Future careers
The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies connect with it and students are promoted based on the Career's Office records and student applications. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. The programme

also provides students with numerous opportunities for real life projects from the industry as well as a series of alumni benefits once they complete their studies (see section on "Alumni Benefits). Graduates of this course are expected to work as entrepreneurs in their own specialisation, are employed in design companies (Advertising, Interior Design, Architecture, Graphic Design etc.), pursue an academic career or continue their studies abroad. The External Relations office provides graduates who wish to apply for further studies abroad with guidance on application procedures.

16. Particular support for learning

The subject specific resources related to this programme include model making studios and workshops for studio practice, design and drawing studios, Product and fashion design studios, computer rooms which are equipped with all the relevant software and peripherals, photographic studios and dark rooms, Green room, and a post-production unit. and a gallery. The studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them.

This postgraduate course is housed at both AKTO Campuses, in Athens and Thessaloniki, with access to the Libraries of the college, the Auditoriums, and of course computer rooms which are equipped with all the relevant software and peripherals. WiFi access is available in all building areas, while the college is equipped with a variety of projection facilities which are used for classes and seminars. Students may also loan equipment (e.g. laptops) for use in class. Availability and booking arrangements are done through the administration.

Both AKTO Campuses house a Library. The libraries of the college are equipped with computers, photocopying machines, internet stations and video room. The librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites (see section 'Library and learning Resources' for the opening hours of the libraries).

The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art & Design programmes, attend common activities and explore the common ground and applications of their disciplines and others. AKTO has a strong tradition in establishing and maintaining strong links with the relevant industry, which creates opportunities for students to visit working areas such as publishing companies and printing workshops and, what's even more important, get assigned real projects by various companies while they study, thus gaining experience, participating in exhibitions outside the college, winning prizes and even seeing their work published while they still study. The college also has a tradition in organizing various other activities that enrich student experience, such as educational excursions abroad, conferences, lectures by known professionals etc.

AKTO provides support for students with disabilities and anyone who require counselling. Any disability which might affect your study should be disclosed to your Programme Leader and the MA Coordinator through the Administration services on commencement of your course. Students requiring counselling support should contact the Administration or the AKTO Counselling service.

Lab support gives you supervised access to all workshops, computer labs, and studios, while personal tutorials are available to you when required and can be arranged through the Administration. For more information see section "Support services at AKTO".

Please also refer to sections "library" and "student support" of this Handbook, as well as "Fees and Scholarships" at http://aktocollege.com/fees-and-scholarships/ for more information on learning support.

For more information please also refer to sections "Learning resources" and "Support" of this Handbook.

17. HECos code(s)	100048
18. Relevant QAA subject benchmark group(s)	Art & Design

19. Reference points

1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2017)
2. Descriptors of the National Qualifications framework for Art & Design (2014)
3. Middlesex University regulations (2022-23)
4. AKTO College mission statement (2013)
5. The framework for higher education qualifications [FHEQ] (2014)

20. Other information

Students also benefit from:

-Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies, undergraduate and/or postgraduate studies. All of them are practicing professionals with notable experience in the field.

-Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years.

-History and experience of the college: AKTO, which is the largest provider in the field of Art & Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992, the MA in Design course since 2003, The MA in Digital Design & Interactive Applications since 2017, the MA in Photography & Visual language course and the MA in Fashion Brand Communication and Styling course since 2018 and the MA in Art & Education since 2019. The college has a long-standing good reputation for the quality of its provision.

-The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards.

The programme is evaluated and improved in the following ways:
-Student feedback in surveys (end of first semester) and board of studies (once per semester).
-External Examiner arrangements: Future reports on the operation and standards of the BA Level will assist in the evaluation and improvement of the Programme.

-Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.

Curriculum map for Master of Arts in Design

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Module	Code	Programme outcomes										
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
Practices of Visualisation & Contextual analysis	MAD 111	x				x	x					
Critical Perspectives & Design Management	MAD 121		x			x		x				
Design Enquiry & Definition	MAD 131			x					x			x
Pathway option 1: Design in Context: Sustainability & Product Innovation	MAD 112	x			x					x	x	
Pathway option 2: Design in Context: Visual Communication	MAD 122	x			x					x	x	
Pathway option 3: Design in Context: Urban Vision & Interior Architecture	MAD 132	x			x					x	x	
Pathway option 4: Design in Context: Digital Spaces & Interactive Media	MAD 142	x			x					x	x	
Design in Action: Major Project	MAD 152		x	x	x		x	x	x	x	x	x

Programme learning outcomes

	A. Knowledge and understanding
1	Appraise the various practices of visualisation and demonstrate a critical ability in visualizing ideas and concepts.
2	Compare and contrast a range of management concepts in relation to their design practice and synthesise knowledge to propose solutions.
3	Critically assess the way in which various media, design practices and non-conventional design research methods can be used to inform creative practice.
4	Challenge existing creative practices, methods, theories and positions within their cultural, social and environmental contexts.
5	Contextualise anthropology and ethnography to the practice of design and evaluate design practice from a philosophical and psychological perspective.
	B. Skills
1	Demonstrate mastery of their craft and critically apply concepts, principles and models to visual media works in different fields.
2	Synthesize different management concepts and exhibit advanced practical, professional and academic skills.
3	Develop their research approaches, critically applying combined research methods, tools and strategies.
4	Synthesise, select, combine and implement with professional accuracy the appropriate means and technologies in their design practice.
5	Engage critically and skilfully in experimentation and develop innovative approaches to use design practice as a tool to intervene in cultural, social and environmental contexts.
6	Advocate their creative and research practice effectively by employing advanced verbal and/or other presentation skills and critically justifying their choices.