



Programme Specification

1. General Information

Programme title:	Communication (Full time)
Award:	MFA Communication
Qualification Framework level:	7
School/Department or equivalent:	School of Communication
Campus location(s):	White City (+electives across all campuses)
Total UK credits:	180
Date valid from/to	2023-24

2. Programme Philosophy

The MFA Communication programme interrogates the fundamental ways in which communication shapes our lives, and uses this knowledge to develop new ways of experiencing, interacting and communicating with the world. The programme makes space for conversation, inter-cultural exchange, new ideas and diverse voices. You will explore social, political, environmental and philosophical implications of communication practices and how these may be manifested within your chosen field of practice. The UN's Sustainable Development goals are woven throughout the programme, as you explore key themes of environmental sustainability and justice, to locate your professional practice in an evolving future.

You will be part of a community of peers across the Royal College of Art. Opportunities for networking and collaboration with peers in other schools and disciplines will take place throughout the programme, including electives and cross-college networking events. Much of this networking will take place in dedicated 'live rooms' on each campus.

When you enter the programme you may have an existing practice in creative disciplines such as Visual Communication, Illustration, Animation, Film and Television, Digital Direction, Extended Reality of User Interface Design, Information Experience Design, or Sound Design. You will be encouraged to take a critical approach to your discipline, as the programme invites you to locate your existing practice in multidisciplinary contexts, and to innovate in ways that challenge disciplinary boundaries, through interdisciplinary collaboration and elective units available from across the Royal College of Art. Through these explorations you will be prepared to operate at the forefront of professional practice in your field.

You will explore ways that experimental communication systems and interfaces can be employed to communicate narratives and information with a view to provoking social, cultural, and political change. You will explore storytelling and worldbuilding, including real and speculative approaches to extending experiences and environments. Through these explorations, you will interpret and critique your chosen field of practice through the lens of other disciplines and contexts.

The programme views research and professional skills as fundamental to your creative practice. In your creative practice you will need to apply critical research skills in the investigation and interpretation of materials and sources to inform your creative practice. Other skills required will be collaborative, discipline-based and an understanding of your professional context. You will undertake practice-led and practice-based research, as well as academic research that informs your practice. You will be required to reflect upon the ways that these skills can be deployed in the professional environment, including your approaches to research and practice, and the ways that you collaborate and network with peers on the programme.

Terms 1 and 2 will include common Communication units within the School of Communication, alongside electives that may be chosen from any of the College's Schools. In the common units you will come together with other Communication students to collaborate on projects addressing the UN's Sustainable Development Goals. Alongside the common units, your choice of electives will provide opportunities to personalise your journey, and broaden your horizons by exploring subjects beyond the School, and critically reflecting on their relationships to your own discipline. In term 3, you will apply what you have learnt in a substantial research project, where you will also be supported to independently disseminate and position your work in public contexts.

By choosing electives, each student will determine their own journey through the programme. You will graduate with a unique set of experiences and expertise, enabling you to locate yourself at the forefront of new and emerging industries, and to contribute to leading and shaping new industries as they emerge. You will be given the tools to become a pioneer in emerging sectors, applying your skills at the intersection of disciplines and with multi-disciplinary teams. You will also be supported to identify and pursue opportunities for public output during and beyond your programme of study.

3. Educational Aims and Outcomes of the Programme

Programme aims

The programme aims to:

- Challenge you to innovate and advance common understanding of their discipline, taking a variety of critical approaches to locating practice in relation to discipline;
- Provide opportunities for engagement with a variety of disciplines and peers across the RCA and in external professional contexts;
- Prepare you to locate communication practice in urgent and emerging social, cultural, political and technological contexts;

- Enable you to understand the social, ethical, cultural and practical impact of communication practice, and empower them to operate with integrity in multi-disciplinary networks;
- Support you to independently plan and produce a provocative and original work;
- Support you to select appropriate methods to communicate complex data related to the UN's Sustainable Development goals.

What will I be expected to achieve?

Upon successful completion of the programme, you will be expected to meet the requirements of both the College-wide Learning Outcomes and your programme-specific Learning Outcomes.

College-Wide Learning Outcomes

You should be able to:

- Interrogate and articulate the intentions of your work in relation to the critical and conceptual context of your field(s) of study;
- Independently plan and produce work that is informed by developments at the forefront of your field(s) of study;
- Evaluate and critique the principles and methods of research in your field(s) of study, and apply these principles to your creative, professional and/or scholarly practice;
- Demonstrate originality in how you translate knowledge into practice;
- Communicate your creative, professional and/or scholarly practice to a non-specialist audience;
- Critically reflect on the likely public impact of your creative, professional and/or scholarly practice, and on your responsibilities as a practitioner;
- Define your professional ambitions and identify the challenges involved in meeting them.

Programme-Specific Learning Outcomes

Upon successful completion of the programme, you should be able to:

- Interrogate your understanding of communication disciplines and their professional contexts
- Apply appropriate methods for collaboration and team-working across disciplines
- Independently produce innovative work that is located in relation to emerging communication sectors and at the forefront of emerging professional and technological contexts
- Demonstrate an advanced understanding of the impact of your practice and present narrative information in ways that are appropriate for your audience(s)
- Locate your work in urgent cultural, social, and political contexts, demonstrating meaningful engagement with one or more of the UN's Sustainable Development goals
- Demonstrate integrity and ethical awareness in the production of communications for appropriate audiences and in collaboration with others.

4. What will I learn?

Curriculum Map

Term 1	Term 2	Term 3
Communication and Interdisciplinarity (15 credits)	Interventions (15 credits)	Independent Research Project (60 credits)
Digital Storytelling (15 credits)	Worldbuilding (15 credits)	
Electives (15 credits) Any term-1 15-credit elective from any school or first half of AcrossRCA*	Electives (15 credits) Any term-2 15-credit elective from any school or second half of AcrossRCA*	
Electives (15 credits) Any term-1 15-credit elective from any school	Electives (15 credits) Any term-2 15-credit elective from any school	

**Students may not repeat a unit that they have already taken, either during this programme or during a previous programme of study. Electives include units that are currently studied on the RCA MA programmes are AcrossRCA and Making Worlds with Others. These will only be available to students who have not previously studied these units at the College.*

Programme Structure

Unit Title	Term	Credit Value
Communication and Interdisciplinarity	1	15
Interventions	2	15
Worldbuilding	2	15
Digital Storytelling	1	15

Independent Research Project	3	60
Elective: Sound	1	15
Elective: Industry Embedded Project	2	15

Communication and Interdisciplinarity

This unit is structured around a series of parallel lectures and seminars designed to orient students on the programme and within the broad discipline of communication, with a particular focus on methods and approaches to interdisciplinary and transdisciplinary working. Recognising that students come from very different backgrounds, students who are new to level 7 study in their chosen discipline will be steered towards sessions that establish key ideas in communication, while others will be steered towards seminars that reflect on their past study and professional practice in the context of the programme. These are accompanied by common sessions that explore approaches to interdisciplinarity.

Interventions

Group cross-disciplinary project to take place in the context of the UN Sustainable Development Goals.

Worldbuilding

The *Worldbuilding* unit explores innovations at the forefront of worldbuilding practice, across physical and virtual worlds.

Digital Storytelling

This unit will consider the forefront of digital storytelling techniques and technologies, and new ways to tell and document stories.

Further units within the School are also available as electives:

Sound

Industry Embedded Project

Further electives are also available from other Schools across RCA. You must select two elective units for each of Terms 1 and 2. These may be delivered at another location or online. You are encouraged to choose electives from across the Schools of Architecture, Arts and Humanities, Design, or the Academic Development Office. The elective handbook contains more information about the electives available and the process of selection.

Independent Research Project

The 60-credit *Independent Research Project* is an opportunity for you to propose and realise a body of work that addresses the key ambitions of your research and practice. You will draw on what you have learnt on the programme to devise a project which might be individual or collaborative. You will also be prepared to identify opportunities for the professional or public dissemination of your work,

and to exploit your project for career progression in the communication sector. The nature of these opportunities will be specific to the individual and the nature of the practice that you choose to undertake during the unit. Your project will be supported by an allocated tutor.

During the unit you will be required to consider how your work will reach your audience. The College will provide you with an opportunity to co-curate an event or exhibition, working collaboratively with your peers. You may choose to take part in this event or may, alternatively, choose to explore other ways to exhibit or disseminate your work, for example, you may wish to take advantage of your own professional networks to reach a public audience in an external forum, managed independently of the College, particularly where your Research Project was produced with or for an employer. This may be an event, or a digital or physical publication. Participation in an event is not mandatory, but an individual reflection of your plans for public output will form part of assessment for the unit.

5. How will I learn?

Units are delivered through a combination of lectures, seminars, individual and group tutorials, including in-person and online delivery. Concurrent units will be delivered through burst learning, with intense on-campus activity in blocks to provide a more sequential experience of the units. Between on-campus activity, online seminars, group tutorials and peer-led asynchronous activities support and structure your independent study. Depending on your selection of electives, you may experience a different range of teaching activities to your peers. Unit descriptors list the kinds of teaching that takes place on each unit.

You will be encouraged to engage with your network of peers and to collectively contribute to common learning resources, student-led seminars, and peer critique. You are encouraged to treat your peers as critical friends, and to engage in critique in ways that are informed by their existing experiences of industry and practice. By participating in peer critiques, you will receive constructive feedback and learn to critique their own work more effectively. Alongside your taught units, scheduled community events will provide opportunities for you to network with your peers across other programmes and schools.

The physical location for the MFA is a 'Live-Room'. The room is the focus for discussion, social interaction and tutorial contact as well as being a space for making and a place to host events. The Live Room is a networked workspace that enables practice, discussion, documentation, learning and broadcast. The Live-Room acts as a focus for engaging audiences, inviting interaction with the extended RCA community.

Opportunities for formative feedback are used to support and structure your learning. Peer and tutor critiques form an important part of the teaching, and occur in every unit.

Unit descriptors identify the number and type of contact hours you will have in each unit. The majority of programme delivery is academic, taking place in seminar rooms and lecture rooms, and delivered by academic staff. In this programme, some units have a number of technical contact hours included, such as technical and library orientations & inductions into the use of equipment, spaces and processes required during the unit. If you wish to access other specialist technical equipment, spaces or processes or acquire additional technical or library skills outside of your timetabled unit contact time, you will be required to make independent bookings, which are available on a first-come-first-serve basis from Technical Services and the Library.

You are expected to begin the programme with existing technical expertise in the field in which you intend to practice. Students will join the programme with different existing technical expertise, and so the programme provides opportunities for you to identify individual gaps in your technical knowledge and individually sign-up to technical inductions and workshops. You will be required to undertake inductions or orientations where you wish to make use of on-campus technical facilities. Any new technical expertise that you wish to acquire in order to realise your proposed projects will be mostly gained through independent access to Technical Services that take place outside of the unit structure on a first come first served basis, and subject to availability. Some electives may offer

specific access to technical activities.

You are expected to take a professional and independent approach to the programme, including determining your journey through choice of units, managing the demands of multiple concurrent units, and working towards deadlines. Unit leaders will support you through structured journeys within individual units, but your overall journey through the programme will be unique to you, depending on the specialisms and electives that you have chosen.

6. Assessment and feedback

Regulations

Regulations for assessment and progression can be found here. Please familiarise yourself with these.

Assessment

Assessments are designed to encourage you to critically reflect on your own discipline and its boundaries, locating their practice in wider social, cultural, political, and technological contexts.

The programme consists of small units that scaffold your learning journey, and this is reflected in the assessments. Assessments will take a variety of forms, including presentations, reports, proposals, and portfolios representing a body of work. You will normally be required to contextualise your work, considering professional, ethical, social and cultural contexts. There is one summative assessment point for each unit, worth 100% of the unit and testing all unit learning outcomes. Where multiple activities have taken place within a unit, these form part of a portfolio of work representing your activity on that unit, assessed holistically at 100% of the unit. Summative assessment normally takes place at the end of each unit.

In the core units, *Communication and Interdisciplinarity* and *Interventions*, you will collaborate with your peers on team projects. Where group work forms part of a unit, the summatively assessed component will include individual critical reflections.

During most units, assessed activities will be small, reflecting the 15-credit size of the units. While these assessments may be small, they are significant to your overall journey, and you should continually reflect upon how they might inform the larger Research Project. The assessment for the Independent Research Project will take the form of a larger, self-initiated project that should be informed by the themes and ideas that you have explored during your studies.

Formative assessment takes place in the form of peer and tutor critique of proposals and work-in-progress.

Written feedback will be provided for all summative assessment within 3 working weeks of the date of assessment.

Information regarding individual assessments will be included in the unit descriptors, and will be available to students at the beginning of the academic year.

7. What award can I get?

All Masters' degrees constitute 180 credits at the RCA. All credits are organised into units of study. Each award comprises of a set number of credits. A unit carries a designated credit value.

To be awarded an RCA Masters' degree you are required to successfully complete 180 credits of study at level 7 of the Framework for Higher Education Qualifications (FHEQ). You will need to successfully complete all units to achieve the requisite 180 credits.

If you fail a unit at the first attempt, you will be offered an opportunity to resit the unit. If you are unsuccessful at a second attempt, you cannot progress further in your studies, but may be offered an exit award.

Exit awards:

An exit award is a final award from the RCA and cannot be rescinded.

If you have gained at least 120 credits at level 7 of the FHEQ, you may be eligible for the exit award of Postgraduate Diploma.

Upon exit, you will receive a transcript listing all credits completed during your studies at the RCA.

For more information about the RCA policies for assessment, progression and awards, please see the Regulations.

8. Admissions

Cross-College requirements

We welcome applicants from a wide range of backgrounds, and encourage applications from candidates with demonstrable evidence of professional engagement with their chosen discipline area.

Candidates must normally have obtained a good relevant undergraduate degree or an equivalent qualification (usually or Bachelors' degree, or Graduate Diploma). Candidates who already hold a relevant Masters' qualification are also encouraged to apply.

Other qualifications may be approved, providing that the College's Academic Board for Concessions and Discipline (ABCD) is satisfied that the applicant has the potential to pursue the programme of study successfully. The ABCD is empowered to make judgements about the extent to which qualifications or experience gained elsewhere may be accepted in partial fulfilment of its requirements.

English Language

Applicants who are not a national of a majority English-speaking country will need to demonstrate their English language proficiency. The College accepts a range of English language qualifications. The full list can be seen at <https://www.rca.ac.uk/studying-at-the-rca/apply/entrance-requirements/english-language-requirements/>

Applicants are exempt from this requirement if they have received a 2.1 degree or above from a university in a majority English-speaking nation within the last two years.

If a student would need a Student Route Visa to study at the RCA, they will also need to meet the Home Office's minimum requirements for entry clearance.

All applicants will be asked to submit a portfolio, a statement, and a short video. Programme-specific requirements for these will apply and are detailed below.

Programme-Specific requirements

Applicants will need to demonstrate that they have the potential to engage in the study of Communication at Masters level, including existing technical skills to produce work at Masters level within a creative arts discipline. This may be demonstrated through any of the following:

- Portfolio or showreel
 - Your portfolio or showreel should demonstrate an established practice in a field relevant to Communication.

- You may provide an existing portfolio or showreel, or develop one for application to your chosen programme and pathway.
 - Your portfolio should include notes or commentary alongside practical work. If your practice is not directly aligned with the creative arts, your commentary should show that you have considered how your previous work has prepared you for study on the programme.
 - Include evidence of process and experimentation.
 - Your portfolio document should be in PDF form and no longer than 10 pages (or 3 minutes for a showreel).
- Link to online portfolio or recent work
 - Linked site must not require a password/login for access, and your name must be visible at the link to evidence that the work is your own.
 - If the linked work was produced by a team, you should provide a short statement describing your contribution to the project.
 - Linked recent work should show engagement with themes or technologies associated with your chosen pathway.



Programme Specification

1. General Information

Programme title:	Communication (Part time)
Award:	MFA Communication
Qualification Framework level:	7
School/Department or equivalent:	School of Communication
Campus location(s):	White City (+electives across all campuses)
Total UK credits:	180
Date valid from/to	2023-24

2. Programme Philosophy

The MFA Communication programme interrogates the fundamental ways in which communication shapes our lives, and uses this knowledge to develop new ways of experiencing, interacting and communicating with the world. The programme makes space for conversation, inter-cultural exchange, new ideas and diverse voices. You will explore social, political, environmental and philosophical implications of communication practices and how these may be manifested within the students' chosen field of practice. The UN's Sustainable Development goals are woven throughout the programme, as you explore key themes of environmental sustainability and justice, to locate your professional practice in an evolving future.

You will be part of a community of peers across the Royal College of Art. Opportunities for networking and collaboration with peers in other schools and disciplines will take place throughout the programme, including electives and cross-college networking events. Much of this networking will take place in dedicated 'live rooms' on each campus.

When you enter the programme you may have an existing practice in creative disciplines such as Visual Communication, Illustration, Animation, Film and Television, Digital Direction, Extended Reality of User Interface Design, Information Experience Design, or Sound Design. You will be encouraged to take a critical approach to your discipline, as the programme invites you to locate your existing practice in multidisciplinary contexts, and to innovate in ways that challenge disciplinary boundaries, through interdisciplinary collaboration and elective units available from across the Royal College of Art. Through these explorations you will be prepared to operate at the forefront of professional practice in your field.

You will explore ways that experimental communication systems and interfaces can be employed to communicate narratives and information with a view to provoking social, cultural, and political change. You will explore storytelling and worldbuilding, including real and speculative approaches to extending experiences and environments. Through these explorations, you will interpret and critique your chosen field of practice through the lens of other disciplines and contexts.

The programme views research and professional skills as fundamental to your creative practice. In your creative practice you will need to apply critical research skills in the investigation and interpretation of materials and sources to inform your creative practice. Other skills required will be collaborative, discipline-based and an understanding of your professional context. You will undertake practice-led and practice-based research, as well as academic research that informs your practice. You will be required to reflect upon the ways that these skills can be deployed in the professional environment, including your approaches to research and practice, and the ways that you collaborate and network with peers on the programme.

The part-time programme is delivered at a rate of 2 units per term, across 2 years. Terms 1 and 2 include common Communication and elective units. In the common units you will come together with other Communication students to collaborate on projects addressing the UN's Sustainable development Goals. Meanwhile, a choice of electives in term 1 will allow you to deepen your engagement with a chosen practice within Communication. During term 3, part-time students engage in professionally-oriented units including an industry-based project with the option to embed this project in your current place of employment, recognising that many part-time students will be currently employed in relevant industries.

In the second year of study, you will study 2 electives from across the RCA. Your choice of electives will provide opportunities to personalise your journey, and broaden your horizons by exploring subjects beyond the School and critically reflecting on their relationships to your own discipline. Meanwhile, you will propose, develop, and realise a Research Project, which is spread across the second year of study in order to structure your journey towards your final project.

By choosing electives, you will determine their own journey through the programme. You will graduate with a unique set of experiences and expertise, enabling you to locate yourself at the forefront of new and emerging industries, and to contribute to leading and shaping new industries as they emerge. You will be given the tools to become a pioneer in emerging sectors, applying your skills at the intersection of disciplines and with multi-disciplinary teams. You will also be supported to identify and pursue opportunities for public output during and beyond your programme of study.

3. Educational Aims and Outcomes of the Programme

Programme aims

The programme aims to:

- Challenge students to innovate and advance common understanding of their discipline, taking a variety of critical approaches to locating practice in relation to discipline;
- Provide opportunities for engagement with a variety of disciplines and peers across the RCA and in external professional contexts;
- Prepare students to locate communication practice in urgent and emerging social, cultural, political and technological contexts;
- Enable students to understand the social, ethical, cultural and practical impact of communication practice, and empower them to operate with integrity in multi-disciplinary networks;
- Support students to independently plan and produce a provocative and original work;
- Support students to select appropriate methods to communicate complex data related to the UN's Sustainable Development goals.

What will I be expected to achieve?

Upon successful completion of the programme, you will be expected to meet the requirements of both the College-wide Learning Outcomes and your programme-specific Learning Outcomes.

College-Wide Learning Outcomes

You should be able to:

- Interrogate and articulate the intentions of your work in relation to the critical and conceptual context of your field(s) of study;
- Independently plan and produce work that is informed by developments at the forefront of your field(s) of study;
- Evaluate and critique the principles and methods of research in your field(s) of study, and apply these principles to your creative, professional and/or scholarly practice;
- Demonstrate originality in how you translate knowledge into practice;
- Communicate your creative, professional and/or scholarly practice to a non-specialist audience;
- Critically reflect on the likely public impact of your creative, professional and/or scholarly practice, and on your responsibilities as a practitioner;
- Define your professional ambitions and identify the challenges involved in meeting them.

Programme-Specific Learning Outcomes

Upon successful completion of the programme, you should be able to:

- Interrogate your understanding of communication disciplines and their professional contexts;
- Apply appropriate methods for collaboration and team-working across disciplines;
- Independently produce innovative work that is located in relation to emerging communication sectors and at the forefront of emerging professional and technological contexts;

- Demonstrate an advanced understanding of the impact of your practice and present narrative information in ways that are appropriate for your audience(s);
- Locate your work in urgent cultural, social, and political contexts, demonstrating meaningful engagement with one or more of the UN's Sustainable Development goals;
- Demonstrate integrity and ethical awareness in the production of communications for appropriate audiences and in collaboration with others.

4. What will I learn?

Curriculum Map

Part-time (180 credits over 2 years; 30 credits per term)

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Communication and Interdisciplinarity (15 credits)	Interventions (15 credits)	Entrepreneurship (shared with SoD) (15 credits)	Independent Research Project: Proposal (15 credits)	Independent Research Project: Planning (15 credits)	Independent Research Project: Realisation (30 credits)
Electives (15 credits) Any term-1 15-credit elective from any school	Worldbuilding (15 credits)	Industry Embedded Project (15 credits)	Electives (15 credits) Any term-1 15-credit elective from any school or first half of AcrossRCA*	Electives (15 credits) Any term-2 15-credit elective from any school or second half of AcrossRCA*	

*Students may not repeat a unit that they have already taken, either during this programme or during a previous programme of study. Electives include units that are currently studied on the RCA MA programmes are AcrossRCA and Making Worlds with Others. These will only be available to students who have not previously studied these units at the College.

Programme Structure

Unit Title	Term	Credit Value
Communication and Interdisciplinarity	1	15
Interventions	2	15
Worldbuilding	2	15
Elective: Sound	1	15
Elective: Digital Storytelling	1	15
Industry Embedded Project	3	15
Entrepreneurship	3	15
Independent Research Project: Planning	4	15
Independent Research Project: Development	5	15
Independent Research Project: Realisation	6	30

Communication and Interdisciplinarity

This unit is structured around a series of parallel lectures and seminars designed to orient students on the programme and within the broad discipline of communication, with a particular focus on methods and approaches to interdisciplinary and transdisciplinary working. Recognising that

students come from very different backgrounds, students who are new to level 7 study in their chosen discipline will be steered towards sessions that establish key ideas in communication, while others will be steered towards seminars that reflect on their past study and professional practice in the context of the programme. These are accompanied by common sessions that explore approaches to interdisciplinarity.

Interventions

Group cross-disciplinary project to take place in the context of the UN Sustainable Development Goals.

Worldbuilding

The *Worldbuilding* unit explores innovations at the forefront of worldbuilding practice, across physical and virtual worlds.

Industry Embedded Project

Supported by tutors, students undertake an industry-based project, identified by the student as of sufficient size to be equivalent to 15-credits (150 hours) and meeting unit Learning Outcomes.

Entrepreneurship

Co-delivered with the School of Design. This unit examines the business, management, enterprise and entrepreneurial skills required to transform an innovative design or communication concept into a compelling value proposition. Students will choose to pitch to InnovationRCA or to external organisations.

In terms 1, 3 and 4 you will take electives from any School across RCA, in the Schools of Architecture, Arts and Humanities, Communication, Design, or the Academic Development Office. These may be delivered at another campus location or online. The elective handbook contains more information about the electives available and the process of selection.

Further units within the School are also available as electives:

Sound

Digital Storytelling

Further electives are also available from other Schools across the College.

Independent Research Project

The Independent Research Project is an opportunity for students to propose and realise a body of work that addresses the key ambitions of your research and practice. You will draw on what you have learnt on the programme to devise a project which might be individual or collaborative. You will also be supported to identify opportunities for the professional or public dissemination of your work, and to exploit your project for career progression in the communication sector. The nature of these opportunities will be specific to the individual and the nature of the practice that you choose to undertake during the unit. For part-time students, the project will be separated into three phases (proposal, development, and realisation) that take place in 3 units across one academic year. Your

project will be supported by an allocated tutor.

During the unit you will be required to consider how your work will reach your audience. The College will provide you with an opportunity to co-curate an event or exhibition, working collaboratively with your peers. You may choose to take part in this event or may, alternatively, choose to explore other ways to exhibit or disseminate your work, for example, you may wish to take advantage of your own professional networks to reach a public audience in an external forum, managed independently of the College, particularly where your Research Project was produced with or for an employer. This may be an event, or a digital or physical publication. Participation in an event is not mandatory, but an individual reflection of your plans for public output will form part of assessment for the unit.

5. How will I learn?

Units are delivered through a combination of lectures, seminars, individual and group tutorials, including in-person and online delivery. Concurrent units will be delivered through burst learning, with intense on-campus activity in blocks to provide a more sequential experience of the units. Between on-campus activity, online seminars, group tutorials and peer-led asynchronous activities support and structure your independent study. Depending on your selection of electives, you may experience a different range of teaching activities to your peers. Unit Descriptors list the kinds of teaching that takes place on each unit.

You will be encouraged to engage with your network of peers and to collectively contribute to common learning resources, student-led seminars, and peer critique. You are encouraged to treat your peers as critical friends, and to engage in critique in ways that are informed by their existing experiences of industry and practice. By participating in peer critiques, you will receive constructive feedback and learn to critique their own work more effectively. Alongside your taught units, scheduled community events will provide opportunities for you to network with your peers across other programmes and schools.

The physical location for the MFA is a 'Live-Room'. The room is the focus for discussion, social interaction and tutorial contact as well as being a space for making and a place to host events. The Live Room is a workspace that enables practice, discussion, documentation, learning and broadcast. The Live-Room acts as a focus for engaging audiences, inviting interaction with the extended RCA community.

The part-time route is intended for students who choose to study alongside other professional commitments. You will normally be required to be available to attend teaching and other activities for two days a week. You are responsible for making arrangements with your employer to be available to study on these days. When choosing your electives, you should be mindful of the days on which they take place, where you have professional or other external commitments that take place on specific days.

As a part-time student, you may be working alongside your studies. You will be encouraged to take advantage of your existing professional context and networks to position your studies within real-world contexts, and to recognise opportunities for cross-pollination between your professional projects and the work that you are doing as part of your studies at RCA. You are encouraged to explore and examine ways that the practice and research that you undertake during your studies can be deployed in your professional context, and to critically reflect upon how your professional context informs your studies.

Opportunities for formative feedback are used to support and structure your learning. Peer and tutor critiques form an important part of the teaching, and occur in every unit.

Unit descriptors identify the number and type of contact hours you will have in each unit. The majority of programme delivery is academic, taking place in seminar rooms and lecture rooms, and delivered by academic staff. In this programme, some units have a number of technical contact hours included, such as technical and library orientations & inductions into the use of equipment,

spaces and processes required during the unit. If you wish to access other specialist technical equipment, spaces or processes or acquire additional technical or library skills outside of your timetabled unit contact time, you will be required to make independent bookings, which are available on a first-come-first-serve basis from Technical Services and the Library.

You are expected to begin the programme with existing technical expertise in the field in which you intend to practice. A small number of technical skills workshops will take place in pathway-specific units for your whole cohort. Students will join the programme with different existing technical expertise, and so the programme provides opportunities for you to identify individual gaps in your technical knowledge and individually sign-up to technical inductions and workshops. Any new technical expertise that you wish to acquire in order to realise your proposed projects will be mostly gained through independent access to Technical Services that take place outside of the unit structure on a first come first served basis, and subject to availability. Some electives may offer specific access to technical activities.

You are expected to take a professional and independent approach to the programme, including determining your journey through choice of units, managing the demands of multiple concurrent units, and working towards deadlines. Unit leaders will support you through structured journeys within individual units, but your overall journey through the programme will be unique to you, depending on the pathway and electives that you have chosen.

6. Assessment and feedback

Regulations

Regulations for assessment and progression can be found here. Please familiarise yourself with these.

Assessment

Assessments are designed to encourage you to critically reflect on your own discipline and its boundaries, locating their practice in wider social, cultural, political, and technological contexts.

The programme consists of small units that scaffold your learning journey, and this is reflected in the assessments. Assessments will take a variety of forms, including presentations, reports, proposals, and portfolios representing a body of work. You will normally be required to contextualise your work, considering professional, ethical, social and cultural contexts. There is one summative assessment point for each unit, worth 100% of the unit and testing all unit Learning Outcomes. Where multiple activities have taken place within a unit, these form part of a portfolio of work representing your activity on that unit, assessed holistically at 100% of the unit. Summative assessment normally takes place at the end of each unit.

In the core units, *Communication and Interdisciplinarity* and *Interventions*, you will collaborate with your peers on team projects. Where group work forms part of a unit, the summatively assessed component will include individual critical reflections.

During most units, assessed activities will be small, reflecting the 15-credit size of the units. While these assessments may be small, they are significant to your overall journey, and you should continually reflect upon how they might inform the larger Independent Research Project. The assessment for the Independent Research Project will take the form of a larger, self-initiated project that should be informed by the themes and ideas that you have explored during your studies.

For part-time students, the Independent Research Project is spread across three units: Research, Development and Realisation, in order to scaffold and structure your project across a full academic year. The outcome of each unit will be summatively assessed.

Formative assessment takes place in the form of peer and tutor critique of proposals and work-in-progress.

Written feedback will be provided for all summative assessment within 3 working weeks of the date of assessment.

Information regarding individual assessments will be included in the unit descriptors, and will be available to students at the beginning of the academic year.

7. What award can I get?

All Masters' degrees constitute 180 credits at the RCA. All credits are organised into units of study. Each award comprises of a set number of units. A unit carries a designated credit value.

To be awarded an RCA Masters' degree you are required to successfully complete 180 credits of study at level 7 of the Framework for Higher Education Qualifications (FHEQ). You will need to successfully complete all units to achieve the requisite 180 credits.

If you fail a unit at the first attempt, you will be offered an opportunity to resit the unit. If you are unsuccessful at a second attempt, you cannot progress further in your studies, but may be offered an exit award.

Exit awards:

An exit award is a final award from the RCA and cannot be rescinded.

If you have gained at least 120 credits at level 7 of the FHEQ, you may be eligible for the exit award of Postgraduate Diploma.

Upon exit, you will receive a transcript listing all credits completed during your studies at the RCA.

For more information about the RCA policies for assessment, progression and awards, please see the Regulations.

8. Admissions

Cross-College requirements

We welcome applicants from a wide range of backgrounds, and encourage applications from candidates with demonstrable evidence of professional engagement with their chosen discipline area.

Candidates must normally have obtained a good relevant undergraduate degree or an equivalent qualification (usually or Bachelors' degree, or Graduate Diploma). Candidates who already hold a relevant Masters' qualification are also encouraged to apply.

Other qualifications may be approved, providing that the College's Academic Board for Concessions and Discipline (ABCD) is satisfied that the applicant has the potential to pursue the programme of study successfully. The ABCD is empowered to make judgements about the extent to which qualifications or experience gained elsewhere may be accepted in partial fulfilment of its requirements.

English Language

Applicants who are not a national of a majority English-speaking country will need to demonstrate their English language proficiency. The College accepts a range of English language qualifications. The full list can be seen at <https://www.rca.ac.uk/studying-at-the-rca/apply/entrance-requirements/english-language-requirements/>

Applicants are exempt from this requirement if they have received a 2.1 degree or above from a university in a majority English-speaking nation within the last two years.

If a student would need a Student Route Visa to study at the RCA, they will also need to meet the Home Office's minimum requirements for entry clearance.

All applicants will be asked to submit a portfolio, a statement, and a short video. Programme-specific requirements for these will apply and are detailed below.

Programme-Specific requirements

Applicants will need to demonstrate that they have the potential to engage in the study of Communication at Masters level, including existing technical skills to produce work at Masters level within a creative arts discipline. This may be demonstrated through any of the following:

- Portfolio or showreel
 - Your portfolio or showreel should demonstrate an established practice in a field relevant to Communication.
 - You may provide an existing portfolio or showreel, or develop one for application to your chosen programme and pathway.
 - Your portfolio should include notes or commentary alongside practical work. If your

practice is not directly aligned with the creative arts, your commentary should show that you have considered how your previous work has prepared you for study on the programme.

- Include evidence of process and experimentation.
- Your portfolio document should be in PDF form and no longer than 10 pages (or 3 minutes for a showreel).

- Link to online portfolio or recent work
 - Linked site must not require a password/login for access, and your name must be visible at the link to evidence that the work is your own.
 - If the linked work was produced by a team, you should provide a short statement describing your contribution to the project.
 - Linked recent work should show engagement with themes or technologies associated with your chosen pathway.