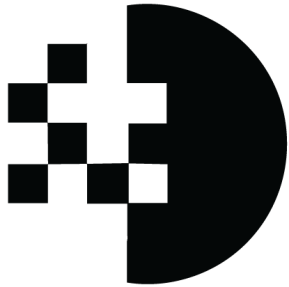


UH
POSTGRADUATE
DESIGN

**THE PROGRAMME
- JUST RE-VALIDATED -
STARTS IN SEPTEMBER 2023**



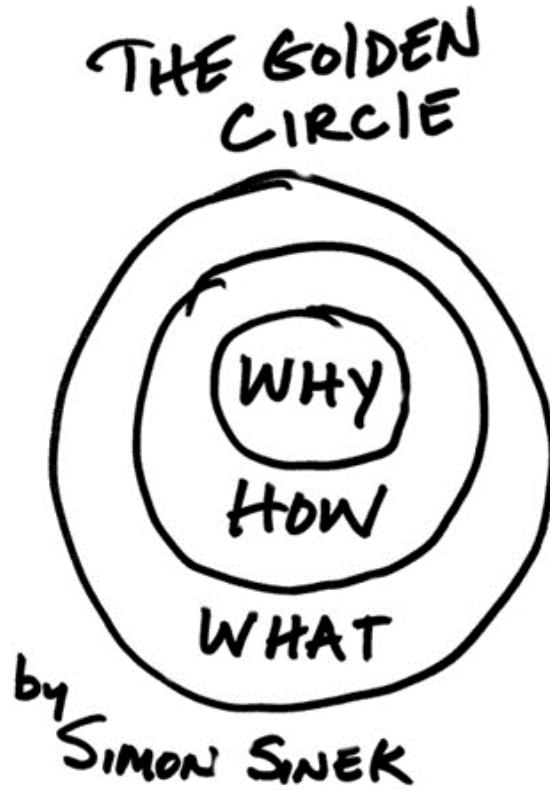
POSTGRADUATE DESIGN

MA Interior Architecture and Design

MA Graphic Design and Branding

MA Illustration

what inspired our vision . . .



Simon Sinek (British-American author and inspirational speaker)

“People don’t buy what you do, they buy why you do it” – Simon Sinek

What

Every designer on the planet knows **WHAT** they do.

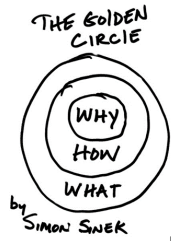
How

Some designers know **HOW** they do it.

Why

Very few designers know **WHY** they do what they do. WHY is not about making money. That’s a result. **WHY** is a purpose, cause or belief.

<https://www.youtube.com/watch?v=qp0HIF3SfI4&list=RDCMUCAuUUnT6oDeKwE6v1NGQxug&index=1>

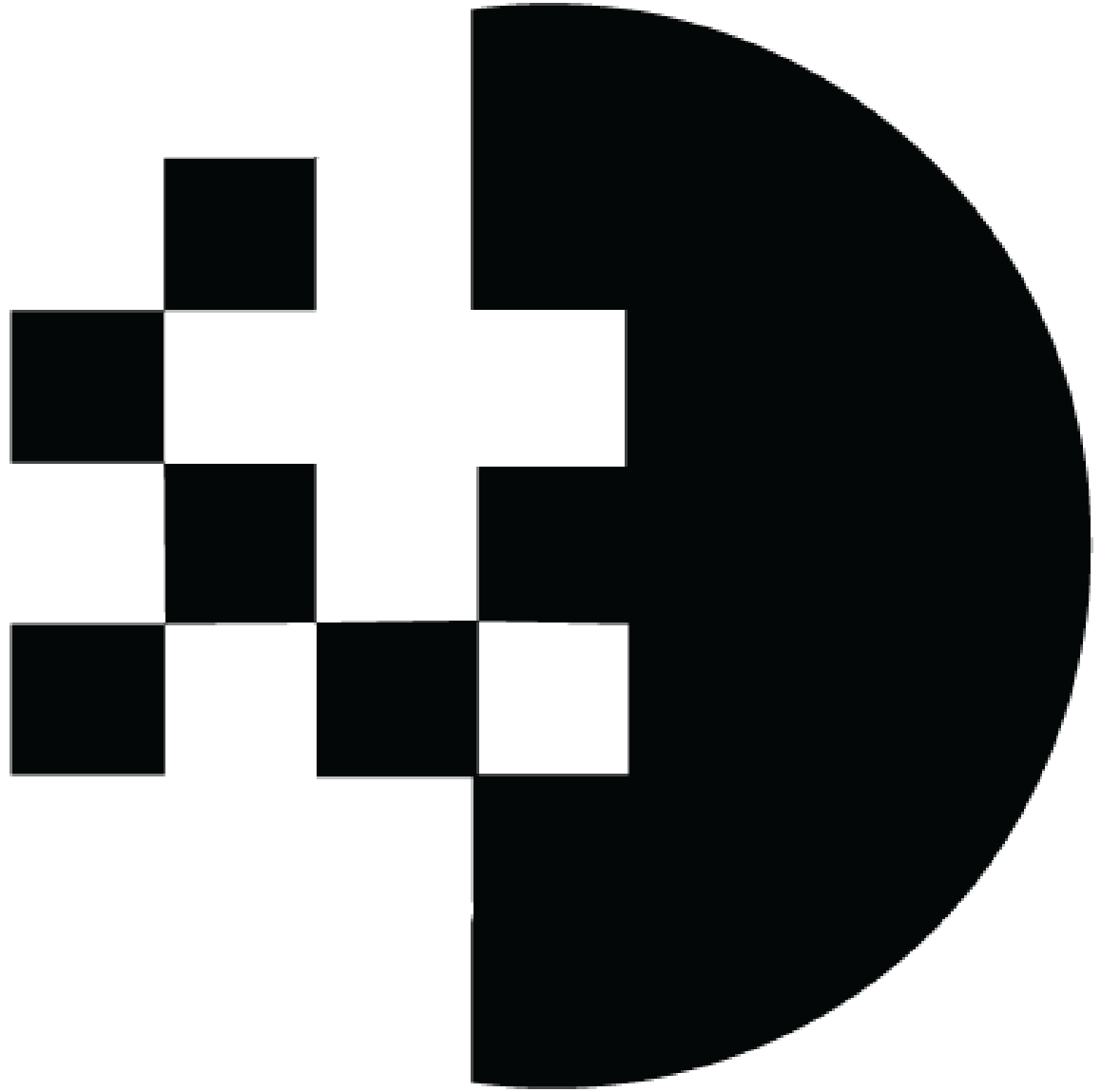


Postgraduate Design is about understanding

WHY being a designer

WHAT kind of designer you want to be

HOW will you contribute to the society through your profession



In the last three years
we had about 35 - 45 students

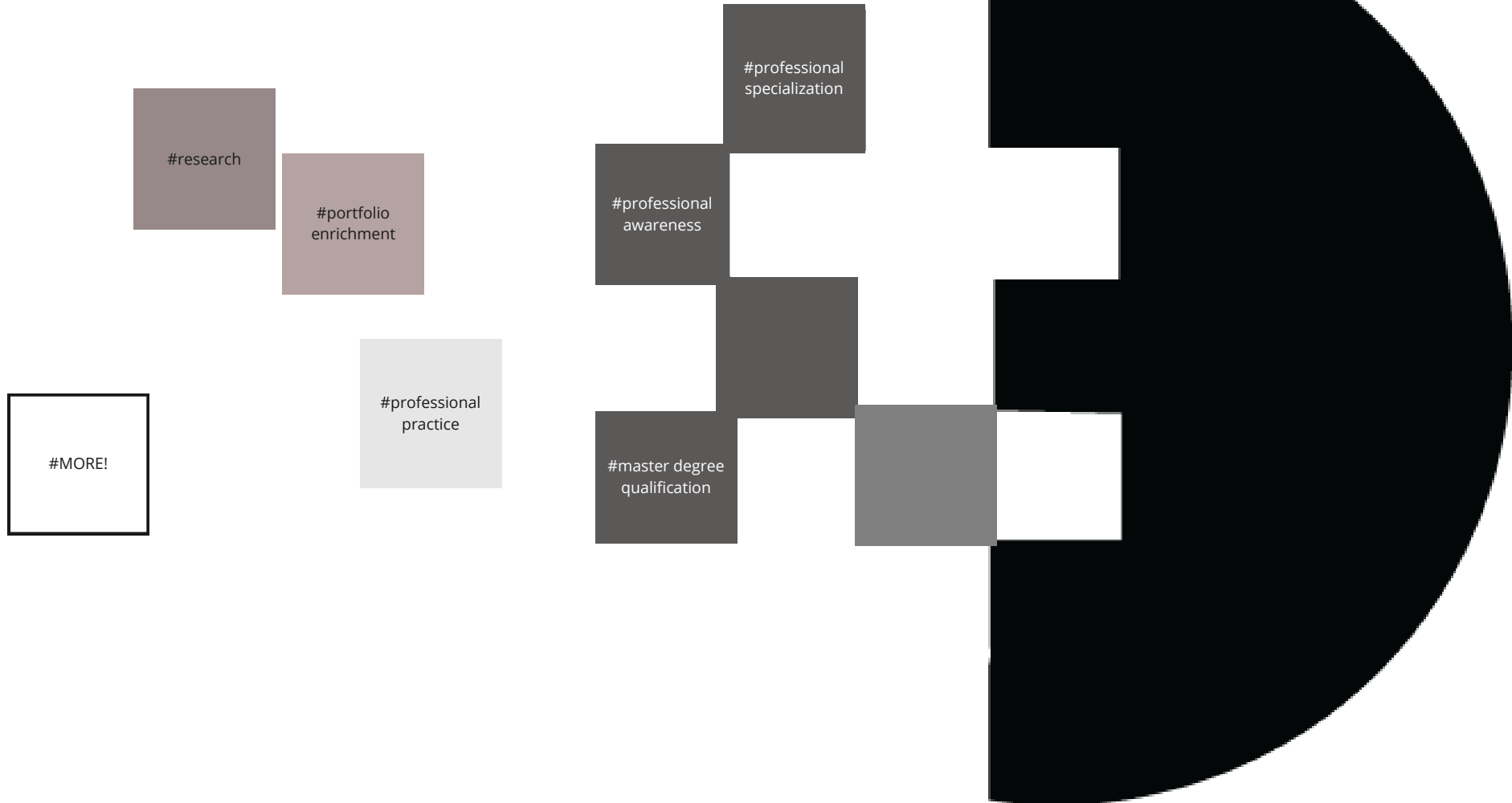
FROM OUR UG
PROGRAMMES

INTERNATIONAL AND
UK BASED STUDENTS

PG STUDENTS



STUDENTS' EXPECTATIONS

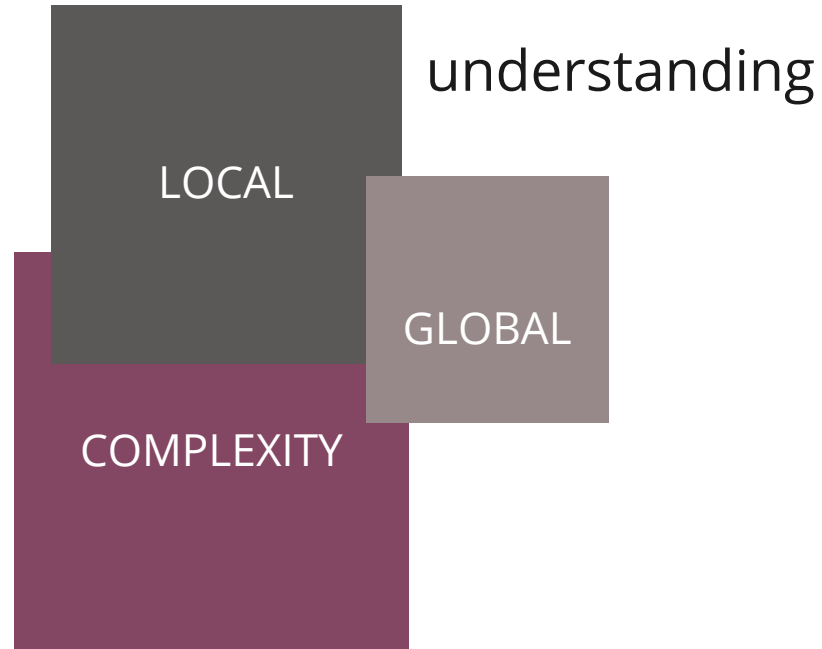


*FULFILLING
EXPECTATIONS*

- #research
- #professional practice
- #professional specialization
- #portfolio enrichment
- #professional awareness
- #master degree certificate

AIMS

Postgraduate Design aims to enable students to understand and operate within the **complexity of our society and culture on a local and global scale.**





GLOBAL TRENDS

According to the scope, **thematic such as sustainability, human well-being, holistic design and their impact on the design industry, together with the growing interest for neuroscience study applied to design disciplines are investigated**



DESIGN METHODOLOGIES

The students are invited to **adopt design methodologies that focus on the user experience, such as storytelling**, and to acquire **approaches oriented to branding and design strategies** accordingly to the specificity of their subject.

The students can look at those topics from different points of view as **collaborative opportunities between the three awards**, such as shared lectures, seminars, CRITs, interdisciplinary projects and peer reviews, are proposed.

DESIGN RESEARCH GROUP

A strong research framework supports the Programme. Most of the **tutors** in Postgraduate Design are part of the **Design Research Group of the School of Creative Arts** and this allows the students to study in a very stimulating context where tutors involve them in forefront research and interdisciplinarity initiatives.

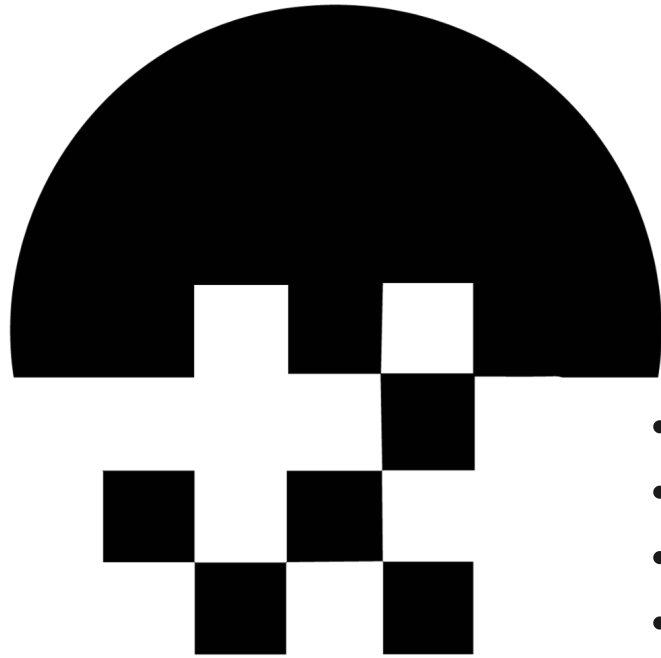
PROFESSIONAL NETWORKING

PG Design offers **numerous opportunities for networking and building up industry links** as **professionals are actively involved in the teaching as guest lecturers, tutors, consultants**, etc. Aside from the institutional platforms, the **use of social medias** facilitates the **promotion of events**, such as fairs, expositions, and competitions that the students can decide to participate in as **extracurricular activities**.

The programme offers a real **opportunity for each student to enrich their portfolio** and for **developing a strong professional awareness** enabling them to **locate themselves within the professional scenario in which they will operate**.

TO FULLFILL STUDENTS
EXPECTATIONS
=
TO DEVELOP A PROFESSIONAL
MINDSET





- COURSE STRUCTURE
- CREDITS
- LEARNING JOURNEY
- HOW TO APPLY
- Q&A

- CONTACTS

	MA Interior Architecture and Design	MA Graphic Design and Branding	Ma Illustration
SEMESTER A	Design Studio Practice 1 (15 credits)		
	Research Methods (15 credits)		
	Design Skills Lab (30 credits)		
SEMESTER B	Design Studio Practice 2 (45 credits)		
	Professional Practice (15 credits)		
SEMESTER C	Major Study (60 credits)	Major Study (60 credits)	Major Study (60 credits)

FULL TIME

SEMESTER A	SEMESTER B	SEMESTER C
DESIGN STUDIO PRACTICE 1 15 credits	DESIGN STUDIO PRACTICE 2 45 credits	MAJOR STUDY PROJECT 60 credits
RESEARCH METHODS 15 credits		
DESIGN SKILLS LAB 30 credits	PROFESSIONAL PRACTICE 15 credits	

YEAR 1 PART-TIME

SEMESTER A	SEMESTER B	SEMESTER C
DESIGN STUDIO PRACTICE 1 15 credits	DESIGN STUDIO PRACTICE 2 45 credits	
DESIGN SKILLS LAB 30 credits		

YEAR 2 PART-TIME

SEMESTER A	SEMESTER B	SEMESTER C
MAJOR STUDY PROJECT 60 credits		
RESEARCH METHODS 15 credits	PROFESSIONAL PRACTICE 15 credits	

LEARNING JOURNEY

SEMESTER A FOCUSES ON

- TO PROVIDE OPPORTUNITIES TO EXPLORE NEW DESIGN TOPICS AND SKILLS
- TO ASSESS STRENGTHS AND AREAS OF IMPROVEMENT IN YOUR PREPARATION
- TO DEVELOP RESEARCH SKILLS
- TO DEVELOP CRITICAL THINKING

WHAT you will learn about:

- Current conditions that influence the way we live, work and communicate such as wellbeing, sustainability, emerging technologies and more.
- Research methods to enable you to grow analytical and critical skills.
- Design thinking, making and communicating

HOW you will learn:

- By working on different scale projects from the artefact to details (digital or traditional)
- By reflecting and exploring on the implication of the theoretical framework on the practice
- By direct experience in studio and workshops

LEARNING JOURNEY

SEMESTER A FOCUSES ON <ul style="list-style-type: none"> • TO PROVIDE OPPORTUNITIES TO EXPLORE NEW DESIGN TOPICS AND SKILLS • TO ASSESS STRENGTHS AND AREAS OF IMPROVEMENT IN YOUR PREPARATION • TO DEVELOP RESEARCH SKILLS • TO DEVELOP CRITICAL THINKING 	SEMESTER B FOCUSES ON <ul style="list-style-type: none"> • DESIGN PRACTICE • TO PROVIDE OPPORTUNITY FOR SELF-REFLECTION • TO PROVIDE OPPORTUNITY TO FOCUS ON SPECIFIC SUBJECT OR ASPECTS OF PRACTICE • TO ELABORATE ON YOUR PROFESSIONAL PROFILE 	
WHAT you will learn about: <ul style="list-style-type: none"> • Currents conditions that influence the way we live, work and communicate such as wellbeing, sustainability, emerging technologies and more. • Research methods to enable you to grow analytical and critical skills. • Design thinking, making and communicating 	WHAT you will learn about: <ul style="list-style-type: none"> • Branding • Interdisciplinary collaborations • Elaborating on user/client profile • Strategic thinking • Presenting • Setting your professional voice 	
HOW you will learn: <ul style="list-style-type: none"> • By working on different scale projects from the artefact to details (digital or traditional) • By reflecting and exploring on the implication of the theoretical framework on the practice • By direct experience in studio and workshops 	HOW you will learn: <ul style="list-style-type: none"> • By experimenting the use of different design tools such as storytelling, embodied simulation and more • By working on collaborative projects with students from other disciplines • By working on exhibition, competition, live projects and more • By elaborating on your digital profile 	

LEARNING JOURNEY

SEMESTER A FOCUSES ON <ul style="list-style-type: none"> • TO PROVIDE OPPORTUNITIES TO EXPLORE NEW DESIGN TOPICS AND SKILLS • TO ASSESS STRENGTHS AND AREAS OF IMPROVEMENT IN YOUR PREPARATION • TO DEVELOP RESEARCH SKILLS • TO DEVELOP CRITICAL THINKING 	SEMESTER B FOCUSES ON <ul style="list-style-type: none"> • DESIGN PRACTICE • TO PROVIDE OPPORTUNITY FOR SELF-REFLECTION • TO PROVIDE OPPORTUNITY TO FOCUS ON SPECIFIC SUBJECT OR ASPECTS OF PRACTICE • TO ELABORATE ON YOUR PROFESSIONAL PROFILE 	SEMESTER C FOCUSES ON <ul style="list-style-type: none"> • TO DEVELOP YOUR SPECIFIC EXPERTISES • TO DEMONSTRATE YOUR PROFESSIONAL SKILLS • TO CONSOLIDATE YOUR PROFESSIONAL SELF-AWARENESS • TO ELABORATE ON YOUR VISION
<p>WHAT you will learn about:</p> <ul style="list-style-type: none"> • Currents conditions that influence the way we live, work and communicate such as wellbeing, sustainability, emerging technologies and more. • Research methods to enable you to grow analytical and critical skills. • Design thinking, making and communicating 	<p>WHAT you will learn about:</p> <ul style="list-style-type: none"> • Branding • Interdisciplinary collaborations • Elaborating on user/client profile • Strategic thinking • Presenting • Setting your professional voice 	<p>WHAT you will learn:</p> <ul style="list-style-type: none"> • To master the design process through research, development, iteration of designs and finalisation of outcomes • To locate yourself within a professional scenario that reflects your own aspirations and talents
<p>HOW you will learn:</p> <ul style="list-style-type: none"> • By working on different scale projects from the artefact to details (digital or traditional) • By reflecting and exploring on the implication of the theoretical framework on the practice • By direct experience in studio and workshops 	<p>HOW you will learn:</p> <ul style="list-style-type: none"> • By experimenting the use of different design tools such as storytelling, embodied simulation and more • By working on collaborative projects with students from other disciplines • By working on exhibition, competition, live projects and more • By elaborating on your digital profile 	<p>How you will learn:</p> <ul style="list-style-type: none"> • By developing a self-driven project • By setting your own goals • By elaborating on hypothesis and methodologies • By testing your ideas

How to apply for a postgraduate degree at Herts

1. Check the entry requirements of the course you are applying for
(found on course pages online)



2. Prepare all the information required before starting the application



3. Apply online – Most postgraduate courses can be applied for directly
on our website through the course page.



4. Keep an eye on your email – if we require any additional
information from you this will be sent via email

Personal Statement

One of the most vital parts of your application is your postgraduate personal statement. It is used to understand your motivations for studying and determining your **suitability**.

When considering what to include, think about the following:

- Your reason for applying for the course
- Academic achievements
- Your career aspirations and how the course fits in with this
- Relevant non-academic experience (hobbies, interests, clubs, societies & voluntary work)
- Work experience
- Your reason for applying to the University of Hertfordshire

PORTFOLIO OF WORK

APPLICANTS COMMON QUESTIONS

1. What would you like to see in my portfolio?

We'd like to see 3 main things:

- (1) evidence of confidence in traditional drawing ability/draughtsmanship covering a range of subjects;
- (2) evidence of strong concepts/ideas;
- (3) an understanding of the design process – research, development, iteration of designs and finalisation of outcomes.

2. Do you have preference for any specific size of work?

No preference.

3. Do you also have preference for any media?

No preference, but a range of media would be good to see. If your work has a digital component, we would encourage you to also include traditional media.

1. How many days per week I need to be at university for my classes?

FULL TIME students are typically on-campus
2 days per week - Wednesday and Thursday

PART-TIME students are typically on-campus
1 day per week - Wednesday (Year 1)
2 days per week - Wednesday and Thursday (Year 2)

NOTE: subject to university timetable team approval

How to apply – Tips

✓ **Check entry requirements**

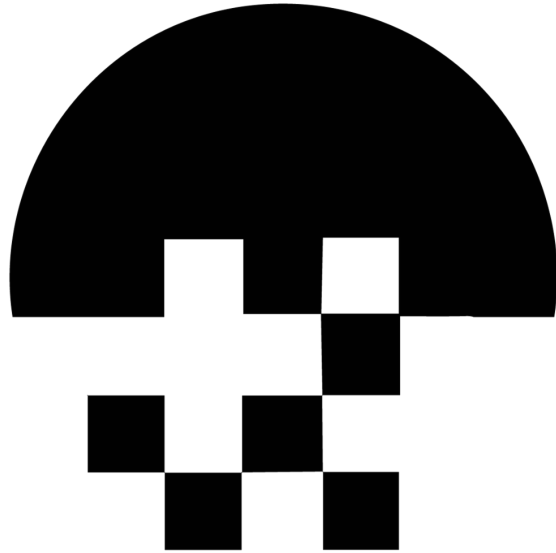
Check course entry requirements to ensure you meet the criteria: if you are not sure if you meet them, contact admissions to check if your application will be considered.

✓ **Ensure you submit a complete application**

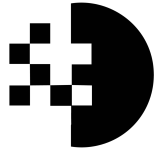
Make sure you submit all relevant documents when you apply: the main reason application decisions are delayed is due to missing documents or information.

✓ **Don't put off applying**

There is no fee for applying if you're a Herts student: if you are not sure of your next move, put an application in to make sure you have all the options.



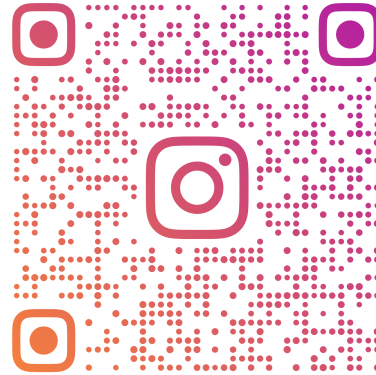
QUESTIONS?



**UH
POSTGRADUATE
DESIGN**

Develop your professional mindset

University of
Hertfordshire **UH**



UHPGDESIGN

g.giuffrida@herts.ac.uk

TO APPLY:

Postgraduate@herts.ac.uk

THANK YOU