



GÖTEBORGS UNIVERSITET
KONSTNÄRLIGA FAKULTETEN

Syllabus

MA Programme in Design

with two specialisations:

Individual specialization or Child Culture Design

Second Cycle

120 Higher Education Credits

Programme code: K2DEI

Authorised by the Faculty Board, Faculty of Fine, Applied and Performing Arts
20 November 2006, revised 20 August 2009 and 2010-03-12

1. Establishment and Authorisation

On 20 November 2006 the Faculty Board of the Faculty of Fine, Applied and Performing Arts at the University of Göteborg decided to establish an education programme in Design (second cycle) as well as to authorise the syllabus for the programme in question. This educational programme belongs to the main subject area of Design and it will be offered at the School of Design and Crafts (HDK).

2. Revision

On 19 March 2007 the Faculty Board of the Faculty of Fine, Applied and Performing Arts at the University of Göteborg revised the syllabus. On 13 May 2009 the Faculty Board of the Faculty of Fine, Applied and Performing Arts at the University of Göteborg decided to revise the syllabus to be valid for the Master of Fine Arts Programme in Design with an additional specialisation within the Programme worth 120 Higher Education Credits, from and including the autumn term of 2009.

The specialisations included in the Programme after this revision are:

- *Individual specialization in Design*
- *Child Culture Design*

Additional revision of the syllabus was made 2010-03-12 and 2010-05-28.

3. Entrance Requirements

To be eligible for admission an applicant must meet the basic requirements for education at the second cycle level and also have a fine arts degree in Art and Design with a minimum of 180 Higher Education Credits, or a Bachelor of Fine Arts degree, or qualifications which can be assessed as being equivalent.

Application is made by handing in the following:

1. A portfolio with materials representing the applicant's production.
2. A written account of one's own goals with regard to the choice of education.
3. Grades, curriculum vitae, certificates or other documents that the applicant wishes to refer to in her/his application.

Applicants are selected on the basis of the materials they have handed in. If necessary, interviews will be held in order to make a closer assessment of the applicant's materials. Great importance is attached to the capacity for creativity and the ability to conduct and administer a process and to communicate it. Great importance is also attached to the ability to carry a project through to its conclusion independently or working in a group. Professional experience is an additional qualification. Knowledge of English equivalent to Engelska B is a requirement.

4. The Contents and Structure of the Education Programme

The Education Programme includes two possibilities for in-depth studies:

- the specialization *Individual specialization in Design*
- the specialization *Child Culture Design*

The Programme will have as its framework the student's continued deepening of previously acquired competence with regard to creativity and design, with particular emphasis on the development of

her/his theoretical knowledge of design and professional perspectives on a totality uniting humanist, technical and artistic knowledge with analysis of the world around and current affairs.

The Education Programme consists of 5 courses, of which the final one is the examination course wherein a degree project worth 30 HECs shall be carried through. Term 3 offers the possibility of transferring part of one's studies to another equivalent education programme. Exchange studies have to be approved by the head of the programme.

Studies will be allocated among the following courses:

Individual Specialization in Design

First Year	DEMIS1	<i>Design 1</i> Introductory course: Theory, Project/In-depth studies	30 Higher Education Credits
	DEMIS2	<i>Individual studies</i>	30 Higher Education Credits
Second Year	DEMS3A	<i>Design perspective</i>	26 Higher Education Credits
	DEMS4A	<i>Preparation degree project</i>	4 Higher Education Credits
	DEMEX1	<i>Master degree project</i> Degree project, examination and exhibition	30 Higher Education Credits

Child Culture Design

First Year	DEMCD1	<i>The Construction of Childhood</i> Introductory course: Theory, Project/In-depth studies	30 Higher Education Credits
	DEMCD2	<i>Play, Perception and Culture</i> Theory, Project/In-depth studies	30 Higher Education Credits
Second Year	DEMCD3	<i>Children and Society</i> Theory, Project/In-depth studies, work placement or in-depth studies devised by the student her-/himself	26 Higher Education Credits
	DEMCD4	<i>Degree-project preparation</i>	4 Higher Education Credits
	DEMCD5	<i>Master degree project</i> Degree project, examination and exhibition	30 Higher Education Credits

5. The Goals of the Education Programme

In order to meet the requirements for the *Master of Fine Arts Degree in Design* the student shall

- Demonstrate well-developed general competence in design and basic design expertise within her/his chosen orientation/specialisation as well as mastering techniques and methods linked to this field
- Demonstrate a well-developed ability to identify design assignments in commission-based projects as well as in research projects and also a well-developed ability to identify independently new areas/ fields of activity for design work
- Demonstrate a well-developed creative competence and ability in independently developing and evaluating her/his own creative process
- Demonstrate a well-developed ability to generate and evaluate ideas and concepts

- Be able to plan and independently implement complex design projects within given time frames and also demonstrate a well-developed ability to work as one of a team
- Demonstrate a well-developed ability to situate her/his own project in a historical, cultural, social and ethical context and to apply a critical and analytical process of thought to her/his own design work
- Relate her/his own work to the development of theory concerning design in general, and to apply theory to her/his own specialist field in particular
- Demonstrate a well-developed ability to communicate ideas, proposals and projects to experts and the general public alike in writing, speech (including English) and image
- Demonstrate a well-developed ability to identify strengths and weaknesses in her/his own learning and to develop her/his own learning process

In order to meet the requirements for a Master of Fine Arts Degree in Design with the *specialisation Child Culture Design* the student shall also

- Demonstrate a very well-developed ability to assume a children's point of view in a design process and independently to identify the needs of the target group
- Demonstrate a well-developed ability to identify independently new areas/fields of activity for design work linked to child culture
- Demonstrate a well-developed ability to apply multi scientific knowledge and theory on children and play to design projects

6. Forms of Assessment

Teaching methods build on active participation in all project work, along with a minimum of 80 % attendance at scheduled lectures, seminars, workshops, supervisions and presentations.

Degree work in the Examination course is the basis for the final assessment in which the student's results will be evaluated in relation to the goals of the Programme. Assessment is made at an examination at which the student presents her/his work while the examiner and an external examiner undertake a critical review of the examination project, its presentation and report.

Courses including the examination course are assessed with the grades Fail (Underkänd = U) or Pass (Godkänd = G). In courses containing sub-courses the grade for the whole course is the result of the examiner's review and consideration of the results for all the sub-courses.

7. Examination Title

A student who has attended the Education Programme and achieved a Pass grade and who fulfils all the other conditions for each examination may apply for a Degree Certificate for the Degree of *Master of Fine Arts (120 credits) in Design or Master of Fine Arts in Design with specialization in Child Culture Design*

8. Other

Certain components and sometimes entire courses will be held in English.

HDK is trying to achieve gender equality, ethnic equality as well as diversity in all courses. The basis is the equal value of all human and possibilities for involvement, as well as in the activities of the school as in the society around. Furthermore, questions of sustainable development should be a part of every course in order to secure a healthy and good environment and economic and social welfare and good health for the coming generations.