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Programme Specification

Degree and Programme Title MA Event and Experience Design

1. Awarding Institution/Body	University of Kent
2. Teaching Institution	University of Kent
3. School responsible for management of the programme	Centre for Music and Audio Technology
4. Teaching Site	Medway
5. Mode of Delivery	Full-time Part-time
6. KentVision Academic Model	
7. Programme accredited by	N/A
8. a) Final Award	MA
8. b) Alternative Exit Awards	Alternative exit awards: PG Diploma in Event and Experience Design PG Certificate in Event and Experience Design
9. Programme	Event and Experience Design
10. UCAS Code (or other code)	TBC
11. Credits/ECTS value	180 (90ECTS)
12. Study Level	Level 7
13. Relevant QAA subject benchmarking group(s)	Art & Design & Communication 2016, Media, Film & Cultural Studies 2016, History of Art, Architecture & Design 2016, Architecture 2010 These Subject Benchmark Statements are for undergraduate degrees only, and has been used here for guidance purposes. Adjustments appropriate to postgraduate level of study have been taken into account and amended as appropriate.
14. Date of creation/revision	November 8 th 2018
15. Intended Start Date of Delivery of this Programme	From September 2019

16. Educational Aims of the Programme The programme aims to:
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- Produce specialist designers with knowledge and skills in advanced level practice-based research in the delivery of immersive environments and experiences for brand development, experiential marketing strategies, digital landscapes and narrative environments such as museums and visitor attractions. All modules will contribute cumulatively to the advanced skills required in design and academic practice for specialisation at the forefront of Event and Experience Design.
- Develop enhanced design and production practice through individual enquiry as well as sharing and critiquing ideas drawing on staff research activity and expertise in areas of digital technologies for the production of immersive and experiential environments for commercial brands and public organisations framed within a performance/production structure.
- Students will work to professional standards, experiencing the working practices and management structure of a creative agency by analysing and responding to industry “live briefs”. Students will take on the roles and responsibilities required in a working studio in Creative Studio Operation.
- Enable students to develop an independently motivated signature practice in the Independent Professional Practice Development module. Designing and producing original forms of audio-visual, spatial and performance work to further knowledge in Event and Experience Design and the events industry more widely. The Independent Research Project will further challenge and engender students to operate at a professional level.
- Provide a multi-disciplinary design and production environment that fosters high quality collaborative practice and systematic understanding of the relationship of live and mediated choreographed performance production including audio as events are inherently multidisciplinary.
- Develop deep level knowledge, understanding and application of the role of events within design strategies for marketing and advertising. Including the event as content provision for digital export and dissemination.
- Offer appropriate support for students from a diverse range of backgrounds.
- Engender conceptual understanding to evaluate critically current research on the contemporary context of live event provision, addressing recent histories, key concepts and aesthetics in the field.
- Equip students with the necessary practice and academic analysis skills and abilities to site projects in the public domain and present in national and international contexts such as conferences, creative forums and festivals.
- To enhance student employability and the University’s impact and engagement with the creative industries by equipping students with the learning and technical skills and abilities to meet the challenges of a rapidly changing and expanding field.

17 Programme Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

The programme outcomes have references to the subject benchmarking statements for:

Art & Design & Communication 2016, Media, Film & Cultural Studies 2016, History of Art, Architecture and Design 2016, & Architecture 2010

These Benchmark Statements are for undergraduate degrees only, and have been used here for guidance purposes with adjustments appropriate to postgraduate level study.

A. Knowledge and Understanding of:

1. A systematic understanding and a critical awareness of key historic design and technological developments and current issues, much of which is at, or informed by, the forefront of contemporary research and practice in event and experience design.
2. A comprehensive understanding and use of audio-visual, production and performance techniques (design and digital technologies) relating to the student's own advanced practice and specialisation in events.
3. A critical evaluation of the wider cultural context for contemporary communication design, AV and digital culture application in events, particularly in the student's chosen field.
4. Knowledge and application of professional standards, ethical responsibilities and legal responsibility in event design, production, attendant media production and dissemination.
5. The contemporary, relational and developing role of events in a community, commercial, regional, national and international context.

Skills and Other Attributes

B. Intellectual Skills:

1. To critically evaluate and analyse relevant texts and case studies in live events and performances, using specific terminology and employing a range of methodologies.
2. To be able to deal with complex issues and live situations both systematically and creatively, developing appropriate and innovative solutions.
3. To carry out various forms of research for independent research projects; essays, presentations, and creative productions involving sustained independent enquiry.

C. Subject-specific Skills:

1. To design, develop and explore distinctive audio-visual materials to form complete projects from brief to resolution, demonstrating self-direction and originality in their design practice for events and experiences.
2. To work on an ambitious/large-scale audio-visual creative project over an extended period of time, drawing on existing skills and developing new ones to further knowledge and envision new models of delivery and participation for events.
3. Use of appropriate software tools, construction techniques and hardware to design and produce complex mixed reality experiences integrating virtual and real space for a range of audiences and stakeholders.
4. The ability to draw upon an understanding and engagement with professional standards and practices within events and experiences and the broader Creative Industries.
5. Produce work that demonstrates a command of the complexity of the event commissioning process and relationships between client, customers, community of interest and other relevant stakeholders.

D. Transferable Skills:

1. Manage time, personnel and resources effectively by drawing on planning, organisational, project-management and leadership skills.
2. To develop clear concepts and ideas when presented with complex situations and conflicting information (applicable to live events and academic analysis).
3. To be effective in communicating and expressing arguments (in pitch proposals, funding applications, essays) with conviction, referring to key issues and relevant questions at an advanced level in written, oral and creative forms.

Teaching/learning and assessment methods and strategies used to enable the programme learning outcomes to be achieved and demonstrated

Practical and theoretical lectures, seminars and workshops will be used for module teaching and learning. Workshops will also focus on particular technologies.

Students will be expected to dedicate time outside of classes to learning these in order to achieve the required level of proficiency.

Individual tutorials will include close supervision from academic staff, who will monitor and encourage the development of students' abilities.

Students will develop their own original work in conjunction with tutor and peer support.

Students will be encouraged to present at conferences, concerts or postgraduate days at other institutions.

Students will be encouraged to be involved and produce projects for live briefs and events.

Assessment methods include written coursework, practice based work, seminar and research portfolios, final dissertation or independent research project.

For more information on the skills developed by individual modules and on the specific learning outcomes associated with any alternative exit award relating to this programme of study, see the module mapping table, located at the end of this specification.

18 Programme Structures and Requirements, Levels, Modules, Credits and Awards

This programme is studied over one year full-time or two years part-time. The programme is divided into two stages. Stage 1 comprises modules to a total of 120 credits and Stage 2 comprises a 60 credit dissertation or research practice module. Students must successfully complete each module in order to be awarded the specified number of credits for that module. Students would normally be expected to pass all taught modules in stage 1 before proceeding to the dissertation/research practice module in stage 2.

The programme is taught over one year for full-time students, or two years for part-time students.

Two-year part-time study: It is recommended that in year one students take the Research Methods and Independent Project Development modules, with the Immersive Space Design, Creative Studio and the Independent Research Project modules in year two.

Students must successfully complete each module in order to be awarded the specified number of credits for that module. One credit corresponds to approximately ten hours of 'learning time' (including all classes and all private study and research). Thus obtaining 180 credits in an academic year requires 1,800 hours of overall learning time. For further information on modules and credits refer to the Credit Framework at <http://www.kent.ac.uk/teaching/ga/credit-framework/creditinfo.html>

Each module and programme is designed to be at a specific level. For the descriptors of each of these levels, refer to Annex 2 of the Credit Framework at <http://www.kent.ac.uk/teaching/ga/credit->

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[framework/creditinfoannex2.html](http://www.kent.ac.uk/teaching/ga/credit-framework/creditinfoannex2.html). To be eligible for the award of a Master's degree students must obtain 180 credits, at least 150 of which must be Level 7.

Students who obtain 120 credits, excluding the dissertation/research practice module, will be eligible for the award of postgraduate diploma. Students successfully completing 60 credits at Stage 1 of the programme and meeting credit framework requirements who do not successfully complete Stage 2 will be eligible for the award of postgraduate certificate.

Compulsory modules are core to the programme and must be taken by all students studying the programme. Optional modules provide a choice of subject areas, from which students will select a stated number of modules.

Where a student fails a module(s) due to illness or other mitigating circumstances, such failure may be condoned, subject to the requirements of the Credit Framework and provided that the student has achieved the programme learning outcomes. For further information refer to the Credit Framework at <http://www.kent.ac.uk/teaching/ga/credit-framework/creditinfo.html>.

Where a student fails a module(s), but has marks for such modules within 10 percentage points of the pass mark, the Board of Examiners may nevertheless award the credits for the module(s), subject to the requirements of the Credit Framework and provided that the student has achieved the programme learning outcomes. For further information refer to the Credit Framework.

Research Context and Methods and Independent Practice Development are pre-requisite modules for the Independent Research project and cannot be trailed in Stage 2.

At postgraduate level the 'Summer Term' includes the standard summer vacation period. For specific details of term dates please refer to <https://www.kent.ac.uk/academic/University-term-dates/Menutermdates.html>.

KV Code	SDS Code	Title	Level	Credits	Term(s)
Stage 1					
Compulsory Modules					
DESG7005	DESG7005	Research Methods & Context for Event & Experience Design	7	30	1
DESG7002	DESG7002	Immersive Space Design	7	30	1
DESG7001	DESG7001	Creative Studio Operation	7	30	2
DESG7003	DESG7003	Independent Professional Practice Development	7	30	2
Stage 2					
Compulsory Modules					
DESG7004	DESG7004	Independent Research Project	7	60	3

19 Work-Based Learning

Where students are due to undertake a work placement as part of this programme of study, a representative of the University will be available to meet with the work placement provider in advance to ensure the provision of anticipatory and reasonable adjustments in line with legal requirements to cater for any specific needs.

20 Support for Students and their Learning

- School and University induction programme

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- Programme/module handbooks
- Student Support <http://www.kent.ac.uk/studentsupport/>
- Student Wellbeing www.kent.ac.uk/studentwellbeing/
- Student Learning Advisory Service <http://www.kent.ac.uk/uelt/about/slas.html>
- Counselling Service <https://www.kent.ac.uk/studentwellbeing/counselling/>
- Kent Union www.kentunion.co.uk/
- Kent Graduate Student Association (KGSA)
<https://www.kent.ac.uk/graduateschool/community/kgsa.html>
- Graduate School (Provision of (i) skills training (workshops and online courses) (ii) institutional level induction and (iii) student-led initiatives such as social events, conferences and workshops) www.kent.ac.uk/graduateschool/index.html
- Information Services (computing and library services) www.kent.ac.uk/is/
- Postgraduate student representation at School, Faculty and Institutional levels
- Centre for English and World Languages www.kent.ac.uk/cewl/index.html
- Careers and Employability Services www.kent.ac.uk/ces/
- International Recruitment Office <https://www.kent.ac.uk/internationalstudent/>; International Partnerships Office <https://www.kent.ac.uk/global/partnerships/>
- Medical Centre <https://www.kent.ac.uk/studentwellbeing/medicalcentre.html>
- Library services <http://www.kent.ac.uk/library/>
- PASS system <https://www.kent.ac.uk/teaching/qa/codes/taught/annexg.html>

21 Entry Profile

The minimum age to study a degree programme at the university is normally at least 17 years old by 20 September in the year the programme begins. There is no upper age limit.

21.1 Entry Route

For current information, please refer to the University prospectus

A first or 2.1 honours degree, usually in a relevant humanities subject. In certain circumstances, the Centre will consider applicants who have not followed a conventional education path but who may have relevant experience in the industry. These cases are assessed individually by the Director of Graduate Studies.

All applicants are considered on an individual basis and additional qualifications and professional qualifications/experience will also be taken into account when considering applications.

International students

Please see our International Student website for [entry requirements by country](#) and other relevant information for your country.

English language entry requirements

The University requires all non-native speakers of English to reach a minimum standard of proficiency in written and spoken English before beginning a postgraduate degree. Certain subjects require a higher level. For detailed information see our [English language requirements](#) web pages

21.2 What does this programme have to offer?

- Staff with international profiles.
- Access to high-quality learning and technical facilities; with new media applications for the design and production of events and experiences.

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- A range of subject specific and transferable skills relevant and vital to a global industry.
- Networking opportunities with industry leaders and specialists.
- Opportunities to collaborate and network with practitioners and academics from other arts subjects.
- Good progression routes to further postgraduate study.

21.3 Personal Profile

- A keen interest in and enthusiasm for the creative and technical aspects of event design and the associated production skills.
- Academic strength in visual arts, design, production and performance.
- Ability to collaborate with other arts subjects.
- An open and enquiring mind.

22 Methods for Evaluating and Enhancing the Quality and Standards of Teaching and Learning

22.1 Mechanisms for review and evaluation of teaching, learning, assessment, the curriculum and outcome standards

- Quality Assurance Framework <http://www.kent.ac.uk/teaching/qa/codes/index.html>
- Periodic Programme Review <http://www.kent.ac.uk/teaching/qa/codes/taught/annexf.html>
- External Examiners system <http://www.kent.ac.uk/teaching/qa/codes/taught/annexk.html>
- Annual programme and module monitoring reports <http://www.kent.ac.uk/teaching/qa/codes/taught/annexe.html>
- QAA Higher Education Review <http://www.qaa.ac.uk/InstitutionReports/types-of-review/higher-education-review/Pages/default.aspx>
- Student module evaluations
- Annual staff appraisal
- Peer observation

22.2 Committees with responsibility for monitoring and evaluating quality and standards

- Board of Examiners
- School Graduate Studies Committee
- Faculty Graduate Studies Committee
- Faculty Board
- Graduate School Board
- Staff/Student Liaison Committee

22.3 Mechanisms for gaining student feedback on the quality of teaching and their learning experience

- Staff-Student Liaison Committee
- Postgraduate Taught Experience Survey (PTES)
- Student module evaluations
- Postgraduate Student Representation System (School, Faculty and Institutional level)

22.4 Staff Development priorities include:

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- Annual Appraisals
- Institutional Level Staff Development Programme
- Study Leave
- Academic Practice Provision (PGCHE, other development opportunities)
- PGCHE requirements
- HEA (associate) fellowship membership
- Professional body membership and requirements
- Programme team meetings
- Research seminars
- Conferences
- Equality, Diversity and Inclusivity (EDI) awareness

23 Indicators of Quality and Standards

- Annual External Examiner reports
- Results of periodic programme review (see <https://www.kent.ac.uk/teaching/qa/review.html> for the review schedule)
- Annual programme and module monitoring reports
- Graduate Destinations Survey
- Postgraduate Taught Experience Survey (PTES) results
- Most recent QAA Higher Education Review

23.1 The following reference points were used in creating these specifications:

- QAA UK Quality Code for Higher Education <http://www.qaa.ac.uk/assuring-standards-and-quality>
- QAA Benchmarking statements for Art & Design, Communication, Media, Film & Cultural Studies, History of Art, Architecture & Design, Architecture have been consulted in developing the programme outcomes below. The benchmarking statements are for undergraduate degrees only, and has been used for guidance purposes with adjustments appropriate to level 7 study.
- School and Faculty plan
- University Plan <https://www.kent.ac.uk/about/plan/> and Learning and Teaching Strategies <https://www.kent.ac.uk/uelt/strategies/lta.html>
- Staff research activities
- Kent Inclusive Practices (<https://www.kent.ac.uk/studentsupport/accessibility/inclusive-practice.html>)

24 Inclusive Programme Design

The Centre recognises and has embedded the expectations of current equality legislation, by ensuring that the programme is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

Template last updated July 2018

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Module Mapping: MA Event and Experience Design

	Stage 1								Stage 2							
	Research Methods & Context for Event & Experience Design	Immersive Space Design	Creative Studio Operation	Independent Professional Practice Development					Independent Research Project							
Programme Learning outcomes																
Knowledge and Understanding:																
A1	X	X	X	X					X							
A2		X		X					X							
A3	X	X	X	X					X							
A4	X	X	X						X							
A5	X		X	X												
Intellectual Skills:																
B1	X	X	X	X					X							
B2	X	X	X						X							
B3	X	X	X	X					X							
Subject-specific Skills:																
C1		X	X	X					X							
C2		X							X							
C3		X	X	X					X							
C4	X	X	X	X					X							
C5		X	X	X					X							
Transferable Skills:																
D1	X	X	X	X					X							
D2	X		X						X							
D3	X		X	X					X							

MA EED FT and PT Module Delivery

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1 Year Full Time

Term 1 Stage 1	Term 2 Stage 1	Term 3 Stage 2
Research Methods and Context for Event and Experience Design 30 credits	Creative Studio Operation 30 credits	Independent Research Project 60 credits
Immersive Space Design 30 credits	Independent Professional Practice Development 30 credits	
60	60	60
		180

2 Year Part Time

Year 1	Term 1 Stage 1	Term 2 Stage 1	Term 3 Stage 1	Year 2	Term 1 Stage 1	Term 2 Stage 1	Term 3 Stage 2
	Research Methods and Context for Event and Experience Design 30 credits	Independent Professional Practice Development 30 credits			Immersive Space Design 30 credits	Creative Studio Operation 30 credits	Independent Research Project 60 credits
	30	30			30	30	60
							180

NB. Independent Research Project can be a dissertation or practice based project