



FACULTY OF FINE, APPLIED AND PERFORMING ARTS

MFA in Design with Specialisation in Embedded Design, 120 credits

Konstnärligt masterprogram i design, inriktning Embedded Design, 120
högskolepoäng

Programme code: K2EMD

Second cycle / Avancerad nivå

1. Confirmation

This programme syllabus was confirmed by the HDK - Academy of Design and Crafts on 29-05-2019 (GU 2019/977) to be valid from 29-05-2019, Autumn semester 2020.

Responsible Department/equivalent: HDK-Valand - Academy of Art and Design

2. Purpose

The programme aims to provide an in-depth artistic education in Design with specialisation in the area of embedded design practice in organisational contexts. The programme prepares the student for work with change and development processes in organisations, in both the private and public sector, through practical application of a strategic and artistic approach in their own design practice.

The programme also introduces the student to design as a field for research.

3. Entry requirements

Bachelor's Degree in Design of at least 180 credits or equivalent. Applicants must prove their knowledge of English: English 6/English B from Swedish Upper Secondary School or the equivalent level of an internationally recognized test, for example TOEFL, IELTS. In addition, approved work samples are required. Other requirements are documented in each course syllabus.

4. Higher education qualification and main field of study

This programme leads to a Degree of Master of Fine Arts (120 credits) in Design with

Specialisation in Embedded Design (Konstnärlig masterexamen i design med inriktning Embedded Design).

Degree of Master of Fine Arts (120 credits) in Design with Specialisation in Embedded Design

5. Outcomes

Second-cycle study programmes shall involve the acquisition of specialist knowledge, competence and skills in relation to first-cycle courses and study programmes and shall, in addition to the requirements for first-cycle courses and study programmes:

- further develop the ability of students to integrate and make autonomous use of their knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable autonomy, or for research and development work.

General outcomes for Degree of Master in Fine Arts (120 credits)

According to Higher Education Ordinance (see SFS 1993:100, System of Qualifications, Annex 2):

Knowledge and understanding

For a Degree of Master in Fine Arts (120 credits) the student shall:

- demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialised knowledge in areas of the field as well as specialised insight into current research and development work, and
- demonstrate familiarity with methods and processes for dealing with complex phenomena, issues and situations in the field.

Competence and skills

For a Degree of Master in Fine Arts (120 credits) the student shall:

- demonstrate the ability to formulate new issues autonomously and creatively and contribute to the formation of knowledge, solve more advanced problems, develop new forms of personal expression as well as to reflect critically on his or her artistic approach and that of others in the main field of study
- demonstrate the ability to create and execute his or her own ideas with his or her own personal expression, to identify, formulate and solve artistic and creative problems autonomously and also to plan and undertake advanced artistic tasks using appropriate methods within predetermined time frames
- demonstrate the ability both nationally and internationally to clearly present and discuss his or her works and artistic issues in speech, writing or in other ways and in dialogue with different audiences, and
- demonstrate the competence and knowledge required to work autonomously in a professional capacity.

Judgement and approach

For a Degree in Master of Fine Arts (120 credits) the student shall:

- demonstrate the ability to make assessments in the main field of study informed by relevant artistic, social and ethical issues
- demonstrate insight into the role of art in society, and
- demonstrate the ability to identify the need for further knowledge and take responsibility for his or her ongoing learning.

Local outcomes

To meet the requirements for a Master of Fine Arts Degree in Design with Specialisation in Embedded Design (120 credits), the student shall, in addition to the general outcomes for a Master of Fine Arts Degree (120 credits):

- apply design methods in collaboration with external parties
- manage sustainability-related challenges in organisational contexts through a critical approach.

Sustainability labelling

The programme is sustainability-related, which means that at least one of the outcomes clearly shows that the programme content meets at least one of the University of Gothenburg's confirmed sustainability criteria.

6. Content and structure

The program starts with a subject-specific practical and theoretical introduction where the student gets basic knowledge and understanding of how an embedded design practice works within private and public organisations such as companies, institutions and authorities as well as non-governmental organisations (NGOs). Furthermore, the programme provides knowledge about complex organisational contexts and societal issues.

The students develop their role as a designer through the knowledge and skills acquired during the programme. The role of the designer is problematised from various critical perspectives.

During the second year of the program, the students apply their knowledge in collaborative projects with external parties in order to develop the artistic competence and the individual direction that each student chooses to focus on. The students continuously reflect on the role of the designer in relation to a professional life. In the final degree course, the students carry out a larger self-formulated design project within a chosen organisational context.

The programme's base of knowledge consists of artistic and scientific research in the areas of design and organisational theory. The students develop their ability to acquire and transform this theoretical input into their own design practice. The students' design projects and reflections contribute continuously to the development of knowledge within the specific area of an embedded design practice in organisations as well as to the development of the program.

Through the various collaborative projects and meetings with other disciplines and professional competences in the programme, the students develop the ability to acquire different perspectives and to assimilate different working cultures in their own design practice.

The program consists of seven required courses.

Year 1

- Design as an Embedded Practice, 15 credits
- Design Practice in a Corporate Context, 15 credits
- Critical perspectives on Design, 15 credits
- Design Practice in a Public Context, 15 credits

Year 2

- Engaging in the Embedded Practice, 22,5 credits
- Preparation for an Independent In-Depth Study in Design, 7,5 credits
- Master's Degree Project in Design with Specialisation in Embedded Design, 30 credits

7. Guaranteed admission

A student who follows the program at the normal pace is guaranteed admission to all of the required courses listed in the programme syllabus provided that the student is qualified for entry.

8. Transitional regulations

There are no special transitional regulations.

9. Other information

- The language of instruction is English.
- All materials, literature and travel costs are to be paid for by the student.
- The study programme will be followed up and evaluated in accordance with the applicable *Policy för kvalitetssäkring och kvalitetsutveckling av utbildning vid Göteborgs universitet* (Policy for the Quality assurance and Quality Development of Education at the University of Gothenburg).