



THE ARTISTIC FACULTY

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) and was last revised on 19-12-2023 (GU 2023/3169) by the Dean of the Faculty to be valid from 19-12-2023, Autumn semester 2024.

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 public, private and third sector public organisations, 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

(K2EMD) MFA in Design with Specialisation in Embedded Design, 120 credits / Konstnärligt masterprogram i design, inriktning Embedded Design, 120 högskolepoäng
Second cycle / Avancerad nivå

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

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 and approaches in collaboration with external parties
- delve into and engage with sustainability-related challenges through implementing design in organisational contexts
- demonstrate the ability to employ critical perspectives within embedded design practices.

Sustainability labelling

The programme is sustainability-focused, 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. The content also constitutes the programme's main focus.

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 and/or beside 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 and which will be communicated externally.

The programme's base of knowledge consists of artistic and scientific research in the areas of design and collaborative design in organisational contexts. 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.

Design Studies

Within the programme, Design Studies is presented as an inter- and multidisciplinary field of knowledge which examines both internal design processes and the influence of design on various aspects of life. The field is connected to the humanities, social sciences, and natural sciences, and

aims to bring together a wide range of methods and discourses.

Elective Programme Courses

Several of the educational programmes offered at the department include compulsory elective programme courses. These courses aim to offer complementary education in artistic practices in addition to the programmes' subject specialisations. The range of elective courses provides opportunities for the student to broaden their knowledge and develop their skills and abilities.

Within the elective courses, students meet across department subjects. Students apply for the elective courses based on an annual course offering.

The studies are divided into the following required courses:

Year 1

Semester 1

Design as an Embedded Practice, 22,5 credits

Design Studies, 7,5 credits

Semester 2

Design Practice in Organisational Contexts, 22,5 credits

Elective course, 7,5 credits

Year 2

Semester 3

Engaging Through an Embedded Design Practice, 30 credits

Semester 4

Master's Degree Project in Design with Specialisation in Embedded Design, 30 credits

7. Guaranteed admission

A student who follows the programme at the normal pace is guaranteed admission. Guaranteed admission at University of Gothenburg consists of two kinds, it can be general or limited.

The programme applies a limited guaranteed admission to the elective programme courses, which means that it is not possible to guarantee admission according to the student's ranking order of selected elective courses. However, the student is always guaranteed admission to one of the elective courses given at the department for the current semester.

8. Transitional regulations

This programme syllabus (GU 2023/3169) applies to students admitted to the programme from the autumn semester 2024.

Students who have begun the programme before the autumn semester 2024 and have unfinished courses according to the older version of the programme syllabus have the right to complete these through additional examinations, at most two years after the courses have been changed or discontinued.

Students who thereafter still have unfinished older courses may complete the programme according to the current programme syllabus and course structure. An individual study plan for the remaining parts of the programme may be required.

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).