PROGRAMME SPECIFICATION AND CURRICULUM MAP FOR MASTER OF ARTS IN DIGITAL DESIGN & INTERACTIVE APPLICATIONS

In partnership with
Middlesex University London

1. Programme title	Digital Design & Interactive Applications
2. Awarding institution	Middlesex University
3. Teaching institution	AKTO Art and Design College (Athens)
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	MA Degree
6. Year of validation **Year of amendment**	2017 2023
7. Language of study	Greek
8. Mode of study	Full-time & Part-time

9. Criteria for admission to the programme

One can enroll in the course, via a special AKTO form, if they are already holders of a degree, of at least a BA/BSc or equivalent level (first or second class). Graduates of degrees of a lower level may be considered for admission, should they prove that they possess the ability to correspond to the requirements of the programme when undergoing the personal interview. In special circumstances, an applicant who is not a graduate may be accepted, should he have extensive professional experience (supported by credible evidence). With regards to applicants from the last two categories, it may be suggested that they commence with a lower level course. All applicants should submit a written proposal (statement of purpose) about their area of interest, upon which their research will be based, with the prerequisite that this is an area covered by the specializations of the programme. Finally, the applicants should submit a portfolio of selected works and undergo a personal interview. As the programme is taught in Greek, Greek language requirements for applicants are of a B2 level. There is no maximum age limit for enrolment to the course.

10. Aims of the programme

The programme aims at developing, to an advanced professional standard, the abilities and skills of the graduates in organised research, relating theory with applications as well as the multidimensional approach of Digital Design problems, whilst proposing original solutions. It was developed to provide postgraduate training for artists, designers and professionals, enabling them to explore areas of design from a digital perspective, in an environment that encourages both innovation and high-quality production. It aims at producing informed graduates with enhanced creative, research and professional abilities.

One of the main goals in achieving this is to expand students' theoretical understanding of digital design and digital culture, and their knowledge on related corporate and creative practices, while providing them with high quality skills on new media, interactive applications and the digital design processes associated with them. In addition, the programme aims at developing the Digital Design management understanding of graduates, through approaching related topics.

Its structure and content allow students to extend their boundaries through critical analysis, experimentation, research, technological and creative exploration and develop the skills required to produce specialized digital interactive content.

A range of transferable skills is incorporated into the programme, so as to assist graduates in achieving a successful career and constantly develop as creators and professionals. Independence of thought, originality of ideas and professionalism, at a higher level of achievement, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.

11. Programme outcomes - the programme offers opportunities for students to achieve and demonstrate the following learning outcomes.	
A. Knowledge and understanding On completion of this programme the successful students will be able to: 1. Assess the limitations and specificities of research, the introduction of new criteria and formulate new research targets. 2. Develop expertise in assessing theoretical design issues in a historical and cultural context and applying a range of concepts in analyzing Digital Design processes. 3. Assess Digital Design and new media in terms of communication, creative language and creative expression. 4. Critically relate Corporate Interactive Design concepts, examine the multidisciplinary nature of design, the advances in digital technologies and the new media, as well as the role of interactive design in the corporate world. 5. Exhibit an ability to critically relate a range of management concepts to the practice of Design and evolve skills culminating to the Final Project.	**Teaching/learning methods** Students gain knowledge and understanding through reading, listening and practice. **Assessment Method** Students' knowledge and understanding is assessed by coursework, classroom feedback as well as exams and research work.
B. Cognitive (thinking) skills On completion of this programme the successful students will be able to: 1. Select and apply innovative approaches, in undertaking research, evaluating data, rationalizing conclusions, and presenting results. 2. Critically revise an initial proposal with alterations imposed for its final formulation. 3. Critically evaluate and apply theoretical concepts to digital design work. 4. Select and apply appropriate technology for Digital Design creations and evaluate ethical issues related to its use. 5. Defy and question conventional wisdom selectively, adopt a stance in relation to established systems of activity and synthesize strategies in an innovative manner.	**Teaching/learning methods** Students learn cognitive skills through their research, the undertaking of creative projects and the participation in discussions and peer critiques **Assessment Method** Students' cognitive skills are assessed through feedback from discussions/critiques between student and tutor in the context of course and research work.
C. Practical skills On completion of the programme the successful students will be able to: 1. Apply advanced verbal and/or other presentation skills to defend their work. 2. Select the appropriate means and technological approaches that assist the materialization of a Digital Design topic and apply them with professional capacity. 3. Demonstrate expertise in interpreting and building on the findings of research, in combination with practical and academic skills. 4. Exhibit advanced teamwork and collaborative practice skills and an ability to synthesize knowledge and benefit from different backgrounds of peers.	**Teaching/learning methods** Students learn practical skills through studio practice, the undertaking of coursework-related projects, critique and assessment by other students in the classroom. **Assessment Method** Students' practical skills are assessed through coursework, practical tests, exercises, written essays and projects.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme
The course is studied over one year (full-time) or two years (part-time). It is arranged in 3 semesters (if studied full-time) and 5 (if studied part-time). There are 13 study weeks per semester. Most of the course is based on individual study and research, where 10 hrs of College-based lectures per credit point and 10 hours of individual meetings between each student with their supervisor are allocated to the programme, throughout the year. The course is divided into study units called modules. Each of the first four modules has a credit value of 20 credits/10 ECTS, where the "Research Project" has a credit value of 40 credits/20 ECTS and the "Main Project" has a credit value of 60 credits/30 ECTS. The programme totals 180 credits/90 ECTS. Details of each module can be found further below.

12.2 Levels and modules	
COMPULSORY	PROGRESSION REQUIREMENTS
Students must take all of the following: Semester I: - MDD111: Research Theories & Methodologies - MDD121: User Experience & Creative Practice - MDD131: Corporate Interactive Design Semester II: - MDD112: Digital Design Management - MDD122: Research Project Semester III: - MDD113: Main Project	Following assessment and upon completion of the academic year, 180 credits/90 ECTS are required in order for students to graduate.

12.3 Non-compensatable modules
Compensation is not permitted in any module

13. A curriculum map relating learning outcomes to modules
See Curriculum Map attached.

14. Information about assessment regulations
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at www.mdx.ac.uk/regulations). In general, students must pass all components of each module, in order to complete the module successfully

15. Placement opportunities, requirements and support
Not applicable

16. Future careers
The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies contact it. By advising the student records and academic staff, it promotes, in line of priority, the most capable students. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. The programme also provides students with numerous opportunities for real life projects from the industry as well as a series of alumni benefits once they complete their studies (see section on "Alumni Benefits). Graduates of this course are expected to work as entrepreneurs in their own specialization or be employed in Design companies (Advertising, Graphic Design, Web Design, Mobile Application, Game Design etc.). They can also pursue an academic career or continue further their studies.

17. Particular support for learning
The course is housed on AKTO's main Campus, with access to the Library of the college, the Green room, the Auditorium and the College Gallery. The students use design and drawing studios in the building, with adequate space and of course computer rooms which are equipped with all the relevant software and peripherals. The studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them. The college is equipped with a variety of projection facilities which are used at lessons and seminars. Students may also loan equipment (e.g. laptops) for use in class. Availability and booking arrangements are done through the administration. The libraries of the college are open 64 hours per week and are equipped with computers, photocopying machines, internet stations and video room. The Librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites.

The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art & Design programmes, attend common activities and explore the common ground and applications of their disciplines and their fellows'. The college has an outstanding tradition in establishing links with the market and the broader communities, thus students have the opportunity to work on projects assigned by the industry while they study.

AKTO provides support for students with disabilities and anyone who require counselling. Any disability which might affect your study should be disclosed to your Programme Leader and the MA Coordinator through the Administration services on commencement of your course. Students requiring counselling support should contact the Administration office to acquire information on public support services or visit Public Disability Support Services directly at: https://www.minedu.gov.gr/eidiki-agwgi-2/keddy-eidiki-ekpaideusi-4/16873-22-12-15

Lab support gives you supervised access to all workshops, computer labs, and studios, while personal tutorials are available to you when required and can be arranged through the Administration. For more information see section "Support services at AKTO".

Please also refer to sections "library" and "student support" of this Handbook, as well as "Fees and Scholarships" at **http://aktocollege.com/fees-and-scholarships/** for more information on learning support.

18. JACS code (or other relevant coding system)	-
19. Relevant QAA subject benchmark group(s)	Art & Design

20. Reference points

The following reference points were used in designing the programme:
1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2018)
2. Benchmark Statements for Masters programmes as issued by the QAA (2015)
3. Descriptors of the National Qualifications framework for MA in Design level (2010)
4. Middlesex University regulations (2018-2019)
5. AKTO College mission statement (2013)
6. The framework for higher education qualifications [FHEQ] (2008)

21. Other information

Students also benefit from:
-Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies and/or postgraduate studies. All of them are practicing professionals with notable experience in the field and are all holders of the certification of the teaching qualifications of trainers for adults (Greek Dep. of Education).
-Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years.
-History and experience of the college: AKTO, which is the largest provider in the field of Art & Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992 and the first post-graduate course at Master's level since 2003. The college has a long-standing good reputation for the quality of its provision.
-The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards.
- Educational excursions and visits to areas of interest, so as to enrich the students experience.

The programme is evaluated and improved in the following ways:
- Student feedback in surveys (end of first semester) and board of studies (once per semester).
-External Examiner arrangements: Future reports on the operation and standards of the MA Level will assist in the evaluation and improvement of the Programme.
-Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum map for
MA in Digital Design & Interactive Applications

This map shows the main measurable learning outcomes of the programme and the modules in which they are assessed.

Module	Code	Programme outcomes													
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4
Research Theories & Methodologies	MDD 111	X	X						X		X			X	
User Experience and Creative Practice	MDD 121			X						X			X		
Corporate Interactive Design	MDD 131				X					X			X		
Digital Design Management	MDD 112				X	X								X	X
Research Project	MDD 122	X					X	X			X	X		X	
Main Project	MDD 113	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Programme learning outcomes

A. Knowledge and understanding	
1	Assess the limitations and specificities of research, the introduction of new criteria and formulate new research targets.
2	Develop expertise in assessing theoretical design issues in a historical and cultural context and applying a range of concepts in analysing Digital Design processes
3	Assess Digital Design and new media in terms of communication, creative language and creative expression.
4	Critically relate Corporate Interactive Design concepts, examine the multidisciplinary nature of design, the advances in digital technologies and the new media, as well as the role of interactive design in the corporate world.
5	Exhibit an ability to critically relate a range of management concepts to the practice of Design and evolve skills culminating to the Main Project.
B. Cognitive skills	
1	Select and apply innovative approaches, in undertaking research, evaluating data, rationalizing conclusions, and presenting results.
2	Critically revise an initial proposal with alterations imposed for its final formulation.
3	Critically evaluate and apply theoretical concepts to digital design work.
4	Select and apply appropriate technology for Digital Design creations and evaluate ethical issues related to its use.
5	Defy and question conventional wisdom selectively, adopt a stance in relation to established systems of activity and synthesize strategies in an innovative manner.
C. Practical skills	
1	Apply advanced verbal and/or other presentation skills to defend their work.
2	Select the appropriate means and technological approached that assist the materialization of a Digital Design topic and apply them with professional capacity.
3	Demonstrate expertise in interpreting and building on the findings of research, in combination with practical and academic skills.
4	Develop advanced teamwork and collaborative practice skills and an ability to benefit from different backgrounds of peers.