MA Digital Art Direction

Course Specification

Academic Year 2025/2026

Contents

1. Course Overview

Full course/award title(s)	MA Digital Art Direction
Course Code	PMAA_0043_FI
Location of study	Istituto Marangoni London Campus
Off campus elements / locations	Professional development module may incorporate work placement
Fees	TBD
Additional costs	Refer to the Programme Additional Cost Document on: (link tbc)
Awarding institution	Regent's University London
Date of original validation / revalidation	March 2025
Validated until	March 2029
Framework for Higher Education Qualification level of final award	Level 7
Number of credits in award	180 credits
HECoS Code	101361 creative arts and design
Relevant QAA subject benchmark statements	QAA Subject Benchmark: Art & Design (2019)
Other external and internal references	IML Learning and Teaching Strategy Regent's University London Academic Regulations Regent's University London Learning, Teaching and Assessment Strategy OfS Conditions of Registration, advice and guidance QAA: Frameworks for Higher Education Qualifications (FHEQ)

	[AdvanceHE: Principles of Inclusive Curriculum Design](#)
Professional, statutory or regulatory body recognition/ accreditation	Not applicable
Language of study	English
Date of production / revision of this course specification	January 2025

Course intakes, modes of study, expected and maximum duration of course					
Mode of Study	Intake Month	Level of entry	UCAS Code	Expected Duration in Months	Maximum duration in months*
e.g. Full-time/ Part-time	Sept/Jan	Level 7	Not applicable	12/16	36/48
Full time	October	Level 7	Not applicable	15	45
Full time	February	Level 7	Not applicable	15	45

* In exceptional circumstances only – refer to Regent's University London Academic Regulations for details.

2. Why study this course, including course aims and objectives

Istituto Marangoni has more than 80 years' experience in training highly skilled future fashion and Design professionals. During this time, we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals.

Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the London cultural scene, and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers a unique environment in which our students can develop their individual creative identities and gain understanding of where their practice might be positioned in a rapidly evolving design and cultural landscape.

The MA Digital Art direction is a collaborative programme between Istituto Marangoni London and a prestigious advertising agency and is designed to cultivate highly specialised professionals equipped with exceptional creative skills. The programme will consist of a primary formal partner who will collaborate throughout its duration; however, there will also be opportunities to engage with other external partners.

The nature of this partnership is fully aligned with the IML methodology, which invites industry partners to engage in a mentorship role, guiding students through their journey across various formats and key touchpoints.

At Istituto Marangoni, we embrace the concept of *Mentorship*, where a leading brand or industry professional, such as an agency in this case, actively participates in students' learning experiences. This involvement includes live projects, school events, and jury panels, offering valuable industry-driven feedback and insights.

Until now, IML has integrated industry mentors at select stages of the student journey. However, the uniqueness of this programme lies in its continuous collaboration with industry partner throughout the entire course. This ensures sustained engagement, deeper industry exposure, and invaluable professional insight at every step of the students' academic and creative development.

The industry partner will interact with students in multiple ways, including guest lectures, live projects, and collaborative initiatives that may involve a third-party company as a client. Additionally, students will have the opportunity to visit the partner's agency, gain real-world industry exposure, receive career guidance, and potentially access placement opportunities.

To maximise industry relevance and student benefits, IML retains the flexibility to adapt and change partners based on availability and the opportunities they offer.

Partnering with agencies in this manner enables the program to establish meaningful connections between students and the industry through regular student–industry interactions. Additionally, it

promotes industry-aligned feedback through critique panels and constructive feedback. Furthermore, the programme will engage with additional external partners to create links between specialist skill areas, enabling you to benefit from connections with relevant companies. These partners will be encouraged to participate in critique panels providing valuable feedback directly from industry professionals. As the formal partner will work with you across multiple terms, they will have the opportunity to observe your work and progress over time.

It is important to highlight that feedback from industry partners is not a replacement for the formal academic feedback provided by your Academic team, including tutors, Unit Leaders, and the Programme Leader. Academic assessment and guidance remain the responsibility of the academic faculty, ensuring a balanced and comprehensive learning experience.

The programme emphasises adaptability to dynamic social trends, evolving visual culture, and the intricate relationship between brands and their audiences. The Digital Art Director, positioned as a "nexter," embodies expertise in integrated, omnichannel communication, leveraging advanced technologies and innovative thinking to conceptualise and execute impactful, multidimensional creative projects across traditional and digital platforms.

As a student you will master the essential components of contemporary advertising, including campaign creation, social media strategy, branded content production, and multimedia installations that foster engagement and brand loyalty. The curriculum is rooted in a deep understanding of market dynamics and socio-cultural trends, enabling you to present brands, products, and events as modern, appealing, and relevant. Additionally, you will explore cutting-edge communication techniques influenced by technological advancements such as virtual reality, video gaming, and the proliferation of social media content.

The first term introduces fundamental technical and theoretical disciplines, including presentation design, advanced graphics, digital storytelling, and strategic marketing. It also offers insights into emerging trends in the digital landscape and advertising methodologies. The second term focuses on practical application, as participants engage with real-world briefs from distinguished brands and ventures, guided by expert tutors. The coursework includes exploration of emerging technologies culminating in innovative approaches to audience engagement and social media management.

Through this specialised programme, you will progressively develop sophisticated skills, methodologies, and creative vision, culminating in the production of advanced, professional-quality projects. The programme ensures graduates are fully prepared to navigate and shape the future of digital communication and brand storytelling.

This programme will offer you the ability to develop a personal creative identity and reflect on your own skills and approaches to storytelling and communication

This course is for applicants who have previous undergraduate level study or proven work experience, completing the course with skills for various positions within the Digital communication and media, event management and creative industries.

Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school for all postgraduate students

Prospective careers:

- Digital Art Directors, Creative Directors
- Art Direction and Visual Curators
- Digital and Traditional Media Storytelling
- Communications Specialist
- Strategic Management
- Operational Management
- Visual Researchers, Art Critics
- Advertising
- Branding
- Web Agency
- Publishing

The courses address 5 key industry needs:

INDUSTRY NEEDS	PROGRAMME DELIVERS
1.Creative Strategic Thinking The industry values digital art directors who can develop strategic, innovative solutions to create impactful narratives and connect with audiences across platforms.	Creative strategic planning Analyse trends, explore new technologies, and develop communication strategies. Hands-on experience by collaborating with industry professionals.
2. Mastery of Communication and Visual Storytelling Effective communication of design strategies and storytelling is essential, as digital art direction relies on engaging audiences with visual narratives that span multiple media forms.	Convey ideas effectively through technical applications and visual storytelling. Editorial direction, visual storytelling, and cultural research. Create impactful content across digital and physical platforms.
3. Proficiency in Emerging Digital Technologies With the rapid evolution of technologies like AI, VR, and social media, the industry requires digital art directors who are proficient with these tools and understand their impact on communication.	Introduce new technologies - integration of AI and VR in digital communication and self-marketing. Technical experimentation, enabling students to understand and utilise these advancements in their creative processes.
4. Cultural Awareness and Brand Identity Development Art direction roles often require a nuanced understanding of cultural dynamics and brand	Students conduct cultural research to understand how industry trends influence digital art direction. The curriculum focuses on blending brand identity with innovative techniques, guiding students to create culturally aware proposals.

identity, as these influence how brands communicate visually and engage with diverse audiences.	
5. **Professionalism and Entrepreneurial Mindset** The digital art industry values professionals with entrepreneurial skills and the ability to work independently while managing projects and client expectations effectively.	Professional development - independent working approach and entrepreneurial thinking. Work on industry-led projects, networking, and participate in placement /live projects, gaining insights into operational and strategic management while building a professional identity within the industry.

3. Course structure

This is a guide to the overall structure of your course, mandatory elements, units (including terms when delivered) and periods of assessment.

The Masters in Digital Art Direction is taught over five (5) terms with six (6) core units and three (3) Common Units all of which are inter-disciplinary across all the MA Design programmes

The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

Class times are scheduled between 08.30-20.00, Monday to Friday, There may be some exceptions to this, when opportunities arise to add value to the student learning experience.

Assessment periods are normally 1-2 weeks after the end of each term according to the Academic calendar.

Placements at IML are normally scheduled to take place in term 4 for the Professional Development unit.

Dissertations are completed in the final term.

On a postgraduate degree programme, you can usually expect to study 180 credits per level (or year), with no more than 80 credits per term.

Units

Your course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours of study, which is the average time a student will take to achieve the specified learning outcomes. So, if a module is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, workshops etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 7.

On a postgraduate degree course, you can usually expect to study 180 credits per level (or year), with no more than 80 credits per term.

Professional Development Unit

During term 4 of your programme, you get the opportunity to complete a work placement experience in the Creative Industry. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned and refine your own practical business skills. Under the close supervision and guidance of the school as well as of the company you will be undertaking a 12-week assessed placement relevant to the learning outcomes of your programme and relatable to your career objectives and professional development.
This unit sits in term 4 if you wish to continue your placement and your dissertation period under guidance from your supervisor and visa compliance.
The skills learned will give you practical knowledge of the nature of the business, its functions, and operations. You will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting employability and enhancing your Professionalism.

Final Dissertation Unit

The Final Dissertation unit is the culmination of your studies and enables you to present a subject specific research-based dissertation or final major project practice-based body of work. You will be allocated a supervisor based on your research enquiry and you may choose to do a full written project which is 10,000 words or opt for a practice-based project of 4,000 – 6,000 words and a practical outcome, your inquiry might in fact translate into a more tangible project or another form of practical outcome.

The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

Course Units

Level 7		
Term	**Core Units**	**Credits**
1	Unit Code (ISM7099), Digital Research and Communication	20
1	Unit Code (ISM7100), Digital Art & Culture	15
2	Unit Code (ISM7101), Visual Communication and Digital Strategy	20
2	Unit Code (ISM7102), Digital Communication and Media	15
3	Unit Code (ISM7103), Creative Art Direction and Identity	20
3	Unit Code (ISM7104), Digital Innovation	15
Total Core Unit credits		**105**
Term	**Common Modules**	**Credits**
2 + 3	Unit Code (ISM7013), Research Methods	20
4	Unit Code (ISM7008), Professional Development	15
5	Unit Code (ISM7009), Dissertation	40
Total Common units credits		**75**
Total Credits for Level 7		**180**
Exit awards		
Postgraduate Certificate (PGCert) Digital Art Direction Postgraduate Diploma (PGDip) Digital Art Direction		

4. Indicative course structure diagram

October and February Intake – Level 7

Term 1	Term 2	Term 3	Term 4	Term 4

Module code (ISM7100)	Module code (ISM7102)	Module code (ISM7103)	Module code (ISM7008)	Module code (ISM7009)
Digital Art & Culture [15 Credits]	Digital Communication and Media [15 Credits]	Creative Art Direction and Identity [20 Credits]	Professional Development [15 Credits]	Dissertation [40 Credits]
Module code (ISM7099)	**Module code (ISM7101)**	**Module code (ISM7104)**		
Digital Research and Communication [20 Credits]	Visual Communication and Digital Strategy [20 Credits]	Digital Innovation [15 Credits]		
	Module code (ISM7013) Research Methods [20 Credits]			

5. Exit awards

Exit (interim) awards can be conferred where:
a) you withdraw from the University without completing all the credits required for your named award,
   and
b) you have successfully completed the volume of credit at the relevant FHEQ level as indicated in Section 3 above,
   and
c) subject to the decision of the relevant Progression and Finalist Board.

Available exit awards for this course are:
- Postgraduate Certificate (60 credits at Level 7)

- Postgraduate Diploma (120 credits at Level 7)

Exit awards are not available with classification.

The full criteria for these exit awards can be found in the Assessment and Course Regulations section of Regent's University London Academic Regulations: regents.ac.uk/policies

Where classification of an overall award is possible this will be calculated upon completion of 180 credits at Level 7 as set out in the Academic Regulations.

6. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.

Learning Outcomes will tell you what we expect you to know and/or be able to do once you have complete a learning process (e.g., a module, a level or the entire course) (QAA, 2018). Teaching and assessments are designed accordingly to enable you to demonstrate that you have adequately met these outcomes.

The learning outcomes that you will be expected to demonstrate at the completion of your studies are listed below. Each module that you will study has developed between two and four distinctive Module Learning Outcomes (MLOs). Each MLO is mapped against an equivalent Regent's Learning Outcome (RLO) from the list below. We have ensured that all the compulsory elements of your course assess in their totality all ten learning outcomes (see Section 17).

Level 7 Learning Outcomes	
PLO 1	Evaluate communication strategies and theories demonstrating a systematic understanding of cultural and technological impacts
PLO 2	Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work.
PLO 3	Evaluate and apply the current and future dynamics of new technologies and media and how they impact online and offline communication channels through multiple formats.
PLO 4	Apply advanced industry standard digital tools and techniques to create functional and innovative digital projects
PLO 5	Provide evidence of critical awareness and effective application of independent and analytic research
PLO 6	Demonstrate through application of knowledge with practical understanding, the ability to assess, adapt, and innovate communication strategies and creative outputs

PLO 7	Provide evidence of comprehensive understanding and evaluation of trends and opportunities in digital art and communication
PLO 8	Demonstrate originality in thought or approach in application of knowledge alongside practical understanding through written and visual content that reflect industry requirements.
PLO 9	Evaluate current research and demonstrate the ability to critically analyse and synthesise research findings, presenting work in a professional manner
PLO 10	Evaluate personal effectiveness and demonstrate commercial acumen, reflective practice, and employability skills, to prepare to enter and succeed in professional roles.

7. Learning and teaching strategy/assessment methods (non-regulatory)

This is a guide to the academic opportunities available to help you achieve the overall aims and objectives of the course as listed in Section 2 and the intended learning outcomes in Section 6. It is also a guide to the assessment methods used to test your achievement of the intended learning outcomes. In order to meet the full intended learning outcomes of the course, you will be expected to study independently, participate in class discussions, ask for support in academic skills if required and engage with your personal tutors.

The MA Digital Art Direction programme combines theoretical approaches with practical investigations through a constant dialogue between theory and practice as you develop, extend and define your own distinct identities as the designers, creative directors and strategic managers of the future. Taught by a dynamic team of active industry professionals and experienced senior lecturers. Lectures, workshops and practice-focused activities are designed to enhance your capability to build and express your personal creative vision, and a scalable set of transferable skills that are reflective of academic and industry standards. Units are designed to mirror industry practices as you work on live projects and are supported with input by guest speakers from industry, as well as emerging creative talents.

Istituto Marangoni London's Teaching and Learning Strategy is based on a philosophy of interdisciplinarity, designed to reflect the changing skills required within the fashion. Our aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Digital Art Direction which are applicable to the wider skills required in the workplace.

At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the classroom, our classes have a cultural edge which offers a global perspective within every session.

While teaching at IML emphasises practice and is largely project based, we encourage the adoption of innovative teaching pedagogies that promote interaction between tutor and student in order to facilitate the acquisition of learning through a dynamic and iterative relationship between theory and practice, creating a culture of inspired learning all the while simulating a real-life experience curated by our team, which includes top of the line industry professionals.

Our classes are delivered in 2.5-hour sessions. In these sessions you will encounter a mix of learning and teaching approaches: lectures, seminars, workshops and tutorials. All our taught sessions are tailor made by our tutors to integrate both theoretical and practical deliverables.

As a Masters student you will have 20 hours of taught sessions per week. Alongside those approaches already mentioned, you can expect to take part in presentations, pitches, personal and group tutorials and individual personal supervision for dissertation/final major project

Some of the ways in which we support and facilitate your learning are:

- Lectures – These are integral to the programme, formalising delivery of subject specific content and theoretical knowledge

- Both Tutor-led and Student-Led seminars – These are building blocks to the development of learning and build on knowledge gained through lecture delivery. This can include group activities, evaluation of feedback, reflection on verbal or written feedback. Seminars may also include reflective formative tasks, group and collaborative projects and tasks as well as contribution through debate.

- Workshops and Practical sessions – interactive workshops used to enable and nurture the development of creative and practical skills necessary to complete summative projects and for use in real-world settings

- Independent research and investigation – Self Directed Study plays a huge part in your programme as you will be expected to spend time research and analysing matters independently to substantiate and support taught material

- Case Study Analysis – detailed discussion and in-depth analysis of existing brands and real-life scenarios to substantiate and assess concrete examples of content and theories

- Research and writing skills inductions – supported by the Library and academic team you will learn how to develop your PG level academic writing and research conventions

- Team working – requires you to operate as a member of a team or group with an emphasis on collective responsibility and joint decision making to emulate real world professional working scenarios

Field/Study Trips (when applicable)

Field trips may be organised to complement the core sessions, however, their availability is reviewed and confirmed on an annual basis, depending on external opportunities. While field trips are not an essential component of the unit's delivery, they significantly enhance the learning experience, and we strive to offer them whenever possible.

In most cases, the school will cover the costs of the trip, excluding transportation. If a field trip requires a financial contribution from students, it will be optional.

Where students are responsible for additional costs associated with mandatory trips, this will be indicated in the relevant unit specification.

Industry Work Placement via Professional Development Unit

In term 4 each Masters student undertakes either a 12-week work placement or a professional industry project. Supported by the Career Services team and your course team you will be able to develop appropriate skill sets for the workplace relevant to your course and enhance your prospects of future employment or business start- up in the sector. You will be allocated an Academic tutor during this period.

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors.

This allows for an interactive classroom, encouraging you to share your opinions and insights in class discussions and debate, and develop peer to peer mentoring and learning skills

We aim to provide a unique and individual experience to every student developing with them their own career paths, leveraging their strengths and providing a personalised development plan through their programme to achieve career aspirations. A learning by doing approach makes room to experiment, to learn from their own mistakes and to take calculated risks within a safe learning environment.

Breakdown of teaching methods by percentage per level

The following breakdown is a guide to how much time you will spend doing each teaching and learning method. The exact amount of time spent in taught/practical lessons or self-study will depend on the elective modules that you take. As Istituto Marangoni teaches three eight-week terms, percentages below are approximate.

- 'Taught' learning typically refers to timetabled sessions led by a member of academic staff, such as lectures, seminars, and tutorials.
- 'Practical' sessions are also timetabled and led by an academic member of staff, but are focused on learning through experience, e.g., role plays, simulations, field trips, studio or laboratory work.
- 'Self-Study' is time dedicated to self-directed learning that is guided by your own requirements to further your studies and complete assignments. This could include preparation for class, background reading, research and preparation for assessments and writing.

Level 7	
Taught	10%
Practical	15%
Self-Study	75%

Course management and teaching staff

The programme is managed by the Programme Leader for MA Digital Art Direction, supported by Unit Leaders and Personal tutors. The majority of lecturers are educated to master's or some at doctoral level. Exceptions are where particular specialist skills are required and are mostly covered by fractional posts or visiting lecturers.

We also encourage our teaching staff to undertake the LTA or Postgraduate Certificate in Higher Education.

Many of the tutor team are engaged in cutting edge work in industry and/or research in the subjects that they teach and engage in continuous professional development by attending and participating in conferences and exhibiting work. The programme truly relies on our team, being active in the environment they teach and deliver in, to create a greater, more contemporary and innovative experience for the students.

Guest speakers, including industry practitioners, deliver guest lectures throughout the programme. We use industry for live briefs who inform and participate in creating exciting and real-world applications for your learning and support panel discussion of your work.

Assessment strategy and methods

There is a combination of formative and summative assessments.

Formative activities are used for developmental purposes and are designed to help you learn more effectively by giving you feedback on your progress and on how it can be improved, and/or maintained. They do not contribute to the award mark and are held mid- term.

Summative assessment measures your achievement against the Unit Learning Outcomes alongside evaluation of your progress and learning during an entire unit, generating a unit mark and constructive feedback. It also confirms the conditions for referral and retake where applicable. Examples of summative assessment include written assignments (essays, reports, case studies) and practical approaches for digital art being oral and visual presentations and pitches using a variety of media, both physical and digital.

Assessment is planned to reflect the overall aims of the programme. is designed to monitor your performance regularly in the context of specific assessment requirements of individual subjects, through individual and team management skills required in digital art, the theoretical enquiry and applied skills necessary for effective use for digital art and ultimately the knowledge and skills essential to meet the overall requirements of your Masters degree

You are strongly encouraged to seek as much feedback as possible about your progress on your units from your lecturers. Your lecturers provide comments on your performance and progress in each Unit (feedback) and advice and guidance on how to enhance and further develop skills and knowledge (feed-forward).

Please note that IML may need to keep your work for various reasons, including audits, validations and for External Examiners to review. You are advised to keep copies of your work wherever possible and to contact the Programme Leader for information about collecting work.

The table below lists possible ways your tutors will facilitate the delivery of feedback on your formative assessments:

Forms of Assessment	Ways to deliver feedback on formative assessments
Written Assignments (various types)	Feedback on draft submitted on Blackboard by a specified date
	Feedback initiated through peer-to-peer reviews during workshop activity
	Verbal feedback (face to face or recorded), where student makes a record of key points and shares with the tutor
Presentation	Presenting a practice run in class, receiving feedback from peers and/or tutor
	Formative feedback on recordings of presentation practice submitted on Blackboard by a specified date.
	Feedback on students' own assessment on the recorded practice presentation (both submitted on Blackboard by a specified date)
Creative Work	Feedback from tutors/peers through an exhibiting event. Students make a record of key points and share with the tutor
	Feedback on student's own assessment of their work
	Verbal feedback (face to face or recorded), where student makes a record of key points and shares with the tutor

You will receive feedback in an orderly and timely fashion (approximately on the third week of the following term). We will notify you of the feedback release day in your academic calendar.

Breakdown of assessment by percentage per level

The following breakdown is a guide to the types of assessment you will experience on your course through core/common units.

Level 7	
Coursework	36%
Portfolio	18%
Presentations	7%
Campaign/Project	39%

Alternative forms of assessment

Our aim is to design and deliver innovative, authentic and inclusive assessments throughout our curriculum. Students with a Personal Learning Plan (PLP) may be offered alternative forms of assessment, as an agreed reasonable adjustment. Where this is necessary, the Student and Academic Services Team will work with the relevant Programme Team and Registry staff on a case-by-case basis to secure appropriate alternatives.

Ethical approval of research

All research conducted within and outside the School by students at Istituto Marangoni should comply with internal Research Ethics Policy and Procedures prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities

Proposals requiring ethical review and approval by the Research Ethics Committee include but are not limited to those involving human participants or vulnerable groups, those involving highly sensitive topics and sensitive or restrictive data or materials. You are advised to refer to the School's Research Ethics Handbook as you develop your research proposal to ensure that you address all potential ethical implications that may arise from your research by putting appropriate measures in place.

In Research Methods theory in term 2 and in Research Methods tutorials in term 3, tutors work closely with you to familiarise you with ethical issues and to pre-empt these during 1-1 sessions.

The Research Proposal requires that ethical concerns are discussed and adequately addressed.

In term 5, you will present an Ethical Approval form to your Dissertation supervisors to be signed off by them prior to the commencement of primary research.

8. Relationship to other courses
Some courses share modules or have other connections to other courses. This is a guide to whether this is applicable for your course.

There is a cross disciplinary approach to all Masters programmes within Istituto Marangoni London. It not only stems from the creative working environment and studio space but also the shared common units.

The co-creative approach across programmes is fundamental to the professional and working environment and is practised at the professional development stage alongside research methods and the final Dissertation/Project.

Within the MA programmes students share insight on the following common units.

Term 2 + 3 Research Methods

Term 4 Professional Development

Term 5 Dissertation/Final Major project

9. Student support

Istituto Marangoni London provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- **Careers Service**: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry and support with Term 4 work placement.
- **SEN support:** it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises Personal Learning Plan, monitors students' progress and formalises reasonable adjustments.
- **Coaching and Mentoring service** it offers 1-2-1 appointments with a professional coach / mentor. The service provides advise, guidance and encroachment, equips students with problem solving skills / tools, improves self-confidence, encourages reflections, and enhances individual performance.
- **Counselling service:** the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

10. Learning support

Istituto Marangoni London offers a variety of different facilities and technologies to support your studies and learning environment**.** These include lecture rooms, seminar rooms, the library, IT labs and specialist software.

Prior to arrival you will receive the student roadmap to support your arrival at Istituto Marangoni and advise you of your learning journey from week 1.

All students are inducted onto the programmes with your programme leader overseeing and advising of the programme structure. This is supported by the Careers Team, technical support to advise you in IT and use of software, the designated programme administration team to highlight rules and regulations and timetables alongside sessions by the SEN tutor and library to assist with additional research enquiries

Each Unit has a unit leader, and a Unit Handbook is developed for each unit supported by all learning materials and lectures uploaded onto Blackboard the School's virtual Learning Environment

All Masters Students are supported by their own dissertation supervisor.

Computer Labs: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Software: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Photo-studio: a fully equipped photography and video studio, available for booking for the development of the assessment body of work.

Equipment: photography and video equipment, from cameras to lighting, available for all students of the Programme.

Library: In addition to normal Library duties, one to one tutorial can be booked, and workshops are organised on an occasional basis to support the learning activities, covering a wide range of topics such as academic writing and Harvard referencing.

Digital and online E Resources: Searchable online learning materials covering many topics, from traditional Library service to improving research, writing and study practices to working collaboratively and subject specific business and fashion resources

IM App: Supports the physical learning environment with practical guidelines and useful information.

11. Opportunities for personal development planning

The professional and personal development of each student on the Masters is delivered and embedded throughout the programme. Through core and common units, you are given the opportunity to be supported by your teaching staff alongside the careers team to guide you and your own needs and careers choices

In Term 2 careers workshops are embedded in the programme to enable students to start preparing for their professional development unit in term 4. This includes careers counselling, document building (CV's, portfolios, cover letters), Interview preparation, employment opportunities, enterprise workshops, competition support

The careers team work very closely with the programme leader and team to develop and enhance the opportunities for development which include live industry projects and business and enterprise start-up which be pursued in professional development unit incorporating an assessed 12-week placement or industry project.

Research Methods is a core unit which underpins the framework of the programme. Through 1-1 guidance and personal development it enables you to frame your working hypothesis of your final project/dissertation.

In addition to the above, cross departmental support is available to the students, such as:

SEN support:

It is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises Personal Learning Plan, monitors students' progress and formalises reasonable adjustments.

Coaching and Mentoring service:

It offers 1-2-1 appointments with a professional coach / mentor. The service provides advise, guidance and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflections, and enhances individual performance.

Counselling service:

The aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

Career support:

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

Careers Services staff regularly undertake industry networking initiatives, visits and along with an extensive database provide strong mechanisms for ensuring up-to- date opportunities for placements as well as graduate jobs. Careers Service has introduced an online platform Career Network (SYMPLICITY), ensuring approved placements and jobs are promoted to the existing students and Alumni. Their ability to reach a wide number of students through one digital platform enables them to be a leading School in promoting employability for Istituto Marangoni students, regularly offering competitive opportunities.

12. Admissions information

Entry requirements:

- Copy of a high-school diploma or school certificates
- An undergraduate Design degree in a relevant discipline with minimum 2:2 outcome (equivalent professional experience may be considered).
- Submission of a portfolio of evidence to support their application.
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g. IELTS Academic with 6.5 overall, no less than 6 for each element)

Further details of the School's entry requirements can be found at:l
https://www.istitutomarangoni.com/en/admission/entry-requirements

13. Visas and immigration

Students holding a visa to study in the UK should familiarise themselves with the conditions and details of their visa. Key expectations for visa holders include:

- Ensuring the School retains an up-to-date copy of a student's passport and visa documents.
- Updating the School with any changes to your address, personal email address and personal phone number.

Students be aware of the requirements of their visa, including the limitations on your working rights and permitted work. For any further questions, students should contact the Visa Manager directly using an email address included in the Student Handbook

14. Assessment and progression regulations

You will be assessed on how well you are achieving the intended leaning outcomes at different stages throughout your time of study at Regent's. This will include a variety of methods as described under Section 7 above.

In order to continue with your studies, there are minimum requirements to be met to be able to progress at the end of the taught modules, prior to the dissertation/major project in your third term. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

https://www.regents.ac.uk/policies

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark.

15. Award criteria

To complete your course, you will need to achieve 180 credits for a master's degree.

You must also meet the requirements of any specific regulations as stated under the assessment and progression regulations.

For further details on award requirements, please see the Academic Regulations, available on our website https://www.regents.ac.uk/policies. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

16. Methods for evaluating and improving the quality and standards of teaching and learning

The academic staff are supported by receiving offers to further develop their skills and acquire academic qualifications as:
- LTA, Learning Teaching Assessment
- FHEA, Fellowship
- SFHEA, Senior Fellowship
- PgCert

Istituto Marangoni London also financially supports, partly or fully, academics costs to attend conferences and trainings that can benefit both the staff and the institution.

The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality.

Staff members are invited to an array of regular training sessions facilitated by Director of Education, Head of Learning and Teaching, Programme Leader and Unit Leaders, covering tutor induction at the beginning of the Academic Year and stretching through formal faculty meetings prior to the beginning of every Unit and specific support on assessment activities.

Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni London's quality assurance framework enabling discussion and consideration regarding potential enhancement of learning opportunities within specific programmes, resulting in a higher quality student academic experience. The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

Below are examples of continuous programme management and quality arrangements:

- **Course validation or revalidation:** the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures. Once approved internally, Programmes go through external validation or revalidation events with Regent's University London.

- **Periodic reviews:** the programme re-approval process is based on a process of critical reflection of the programme's operation and continued relevance with internal and external peer review and student feedback being integrated to the process. It also ensures continued alignment against all relevant UK external reference points, internal and external regulations etc.

- **Annual programme/unit modifications**: the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors or subject External Examiners to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

- **Annual Monitoring Report:** annual monitoring ensures that courses are being delivered in such a way as to meet the academic and professional aims and objectives in order that students have opportunity to develop to the best of their ability. It provides the School an opportunity to examine how well courses are operating in this context and to review them in light of the School's Learning, Teaching and Assessment Strategy.

- **Programme Action Plans:** the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.

- **Unit Leader Reports:** the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.

- **Student Engagement and Feedback:** student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry. Student engagement contributes to quality assurance and enhancement processes by effectively capturing the student voice, acting upon student feedback, student academic engagement as well as their engagement with the School. Students have an opportunity to provide ongoing information and formal feedback as part of their studies. The ways of providing feedback include (but not limited to): student voice and NPS surveys, industry engagement, monthly events, School forums, Student Representative meetings, formal School Boards and Committees, academic related activities.

- **External Examiner Reports:** External examiners ensure that both Istituto Marangoni London and Regent's standards and quality processes are appropriate and are of a standard comparable to those of other higher education institutions in the UK. External examiners review subject level assessment, attending subject boards, and can also attend progression and finalist boards in unrelated subject areas. Regent's University London has a Chief External Examiner with responsibility for oversight of the process

and review of institutional level processes. An annual external examiner report is produced at the end of every academic year at level 7. These are made available to students, normally through the Programme Committee Meeting

17. Curriculum map

The following table indicates which core and common modules assume responsibility for delivering the learning outcomes detailed in Section 6.

Level	Unit code	Unit Title	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
7	ISM7099	Digital Research and Communication	x		x	x		x	x	x		
	ISM7100	Digial Art & Culture	x		x			x		x		
	ISM7101	Visual Communication and Digital Strategy	x	x			x	x	x	x		
	ISM7102	Digital Communication and Media	x		x	x	x	x	x	x		
	ISM7103	Creative Art Direction and Identity	x	x	x	x		x	x	x		
	ISM7104	Digital Innovation	x	x	x	x		x	x	x		
	ISM7013	Research Methods	x	x			x	x	x		x	x
	ISM7008	Professional Development		x			x				x	x
	ISM7009	Dissertation					x				x	x