



COFA | Art Design Media Postgraduate Guide 2015

Never Stand Still

College of Fine Arts (COFA)



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WELCOME TO YOUR FUTURE

Making a decision to undertake postgraduate study is an important step in life. It requires serious thought in terms of what you want to do and where you want to go. You have to weigh up the pros and cons of working while studying, or undertaking a postgrad degree full time, and you have to examine how a particular degree can advance your current career or help you move into a new one.

At the heart of postgraduate study is the desire to hone a particular skill or investigate a specific idea in depth. You need to ask yourself; what is the particular expertise that I would most like to gain?

Within the creative practices of art, design and media, the decision to take on postgraduate study is especially important. Getting a good job or establishing yourself in a creative field can be a challenge. Furthering your creative career can be more complex.

It's for these reasons that when deciding to pursue a creative postgraduate degree you should choose something you love and do it at the best institution possible.



AUSTRALIA'S TOP ART, DESIGN & MEDIA SCHOOL

COFA is Australia's number one Art, Design and Media School, and the reasons for this status are numerous.

Firstly, we believe in the pursuit of creative excellence. We have a long-standing practice of undertaking **high-level research** into the areas of art, design, media and art theory and we are the recipients of a **record-number of Australian Research Council grants**.

Secondly, our **teaching staff are renowned researchers and practitioners**. The best people want to work at COFA and, as a result, we are able to offer leading creative practitioners and researchers as your teachers and mentors.

Thirdly, we have **almost 1000 industry linkages** nationally and internationally supporting our degree programs. We understand the value of providing students with immediate access to industry expertise through work placements, internships and specialty lectureship programs within our degree structures.

Fourthly, our graduates fill the ranks of **the best creative companies around the world**. Proof is in the pudding as they say. Whatever industry you are interested in, COFA has graduated people who are now leading practitioners therein.

JOAN ROSS, *THE BERLENGAS*, 2010.
COURTESY THE ARTIST AND GALLERY
BARRY KELDOULIS, SYDNEY.

Finally, and critically, **we, as a faculty of UNSW, are part of the best eight universities in Australia (Go8)**. We understand the value of reputation. Both COFA and UNSW have outstanding reputations nationally and internationally. Getting a degree at COFA UNSW is one of the best decisions you can make, especially as a creative practitioner.

In this publication, we would like to give you insight into the type of institution you would align yourself with if you choose a postgraduate degree at COFA. We'd also like you to see the pathways available at COFA for you to gather higher knowledge and skill in your discipline of choice. Importantly, we will show you the vast range of industry linkages we have in place to help you move into the career you want.

COFA STRENGTHS

REPUTATION

Australia's top ranking art and design institution and a faculty of UNSW.

TOP

DIVERSITY OF DISCIPLINES

Ability to explore one of many disciplines within a simple 3-degree model for coursework postgraduate students, and an option of 8 different degrees for those interested in pursuing a research-based postgraduate degree.

CHOICE

OUR CAMPUS

Outstanding Studios, Workshops, Computer and Research Labs, the country's best art and design library located on a thriving, community-based campus.

BEST

LOCATION

Our location is second to none. The campus is based in the cultural precinct of Paddington, on the edge of Darlinghurst, near Sydney's city centre.

HUB

INDUSTRY LINKAGES

Our degree programs boast almost 1000 industry linkages with creative companies, galleries and museums nationally and internationally.

CONNECT

OUR GRADUATES

The achievements of our graduates speak for themselves. Name a creative company or institution, and one of our graduates is likely to work there. HBO, Oyster Magazine, DreamWorks, Adidas, Artspace, Vogue, The Powerhouse, Hopscotch, Akira, Moon, Sydney Theatre Company, Venice Biennale, London Underground, Columbia University, Hermes, GOMA and Semi Permanent are just a few.

CAREER

NUMEROUS CAMPUS GALLERIES

The campus houses professional galleries, featuring the works of internationally renowned practitioners, as well as many student-run exhibition spaces, ensuring that exhibiting is part of the educational process.

EXHIBIT

POSTGRADUATE WORK SPACES

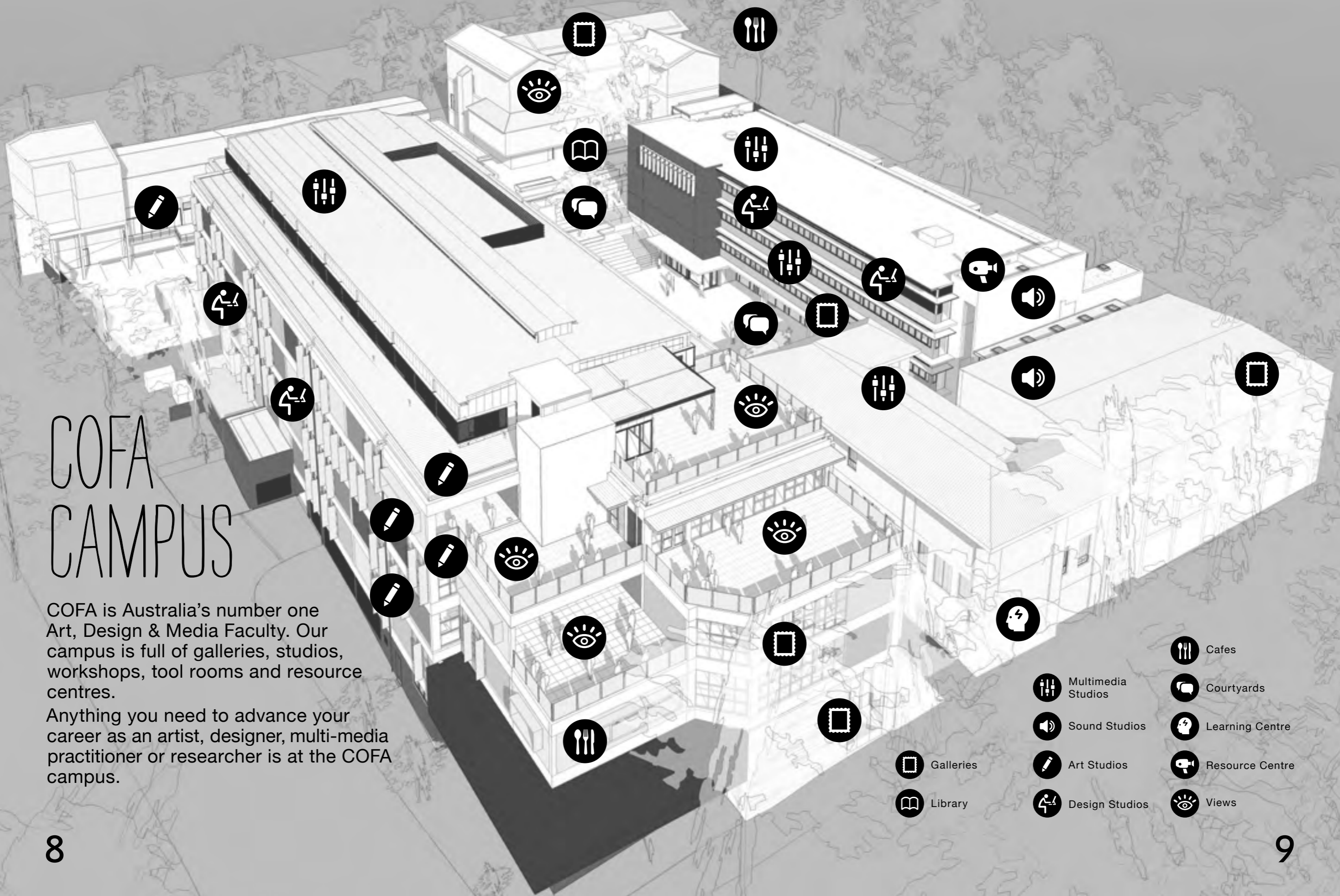
The unique nature of postgraduate study requires areas on campus where postgraduate students can access private work-spaces and meet and work with each other. We have studio and research areas dedicated to our postgraduate students.

SPACE





COFA CAMPUS

COFA is Australia's number one Art, Design & Media Faculty. Our campus is full of galleries, studios, workshops, tool rooms and resource centres.

Anything you need to advance your career as an artist, designer, multi-media practitioner or researcher is at the COFA campus.



-  Galleries
-  Library

-  Multimedia Studios
-  Sound Studios
-  Art Studios
-  Design Studios

-  Cafes
-  Courtyards
-  Learning Centre
-  Resource Centre
-  Views

INDUSTRY LINKAGES

COFA is a national leader in terms of industry linkage opportunities, deliberately structured into our degree programs. We boast almost 1000 links to professional experience placements, specialised lectures and training opportunities.

Throughout your postgraduate study, many representatives from **creative businesses, museums, galleries and funding bodies** will teach directly into your programs.

In addition, we will host **networking events** throughout your degree wherein you can meet with art, design and media **industry groups** to build relationships for the purpose of enhancing your future career.



The following list shows just some of the major companies and institutions with which we maintain a linkage programs to support our degrees and students.

- | | | |
|---|----------------------------|-----------------------------------|
| 3D World Magazine | Fleur Wood | National Trust of Australia (NSW) |
| 4D Architecture & Design | Flix Animation | New Mardi Gras |
| 757 Screen Entertainment | Foxtel | Niche Marketing Group |
| A Fine Tooth | Fraser Technologies | Nine Network |
| ACP Magazines | Frost Design | Object Gallery |
| Akira | Funkis Swedish Forms | Ogilvy & Maher |
| Alphabet Studio | FutureBrand | One Teaspoon |
| Animal Logic | Gallery 01 | OneDigital |
| Art Gallery of NSW | Glamour Magazine | Opera Australia |
| Australian Film Syndicate | Gorilla Communications | Papier D'Amour |
| Australian Film Television & Radio School (AFTRS) | Grafik | Pedestrian Group |
| Australian Museum | Harper Collins Publishing | Penguin Books |
| Australian National Maritime Museum | Harpers Bazaar | Penrith Regional Gallery |
| Bazmark INQ | Have You Met Miss Jones | Players Publishing |
| Beijing Great Union Culture & Art | Historic Houses Trust | Powerhouse Museum |
| Bell Shakespeare | Hopscotch Productions | Qantas |
| Belvoir Street Theatre | Hybrid Pictures | Red Ant Media |
| Bird Textiles | IdN Magazine | Rittenhouse |
| Black Nova Digital | IKEA | Russh Magazine |
| BrandCulture Communications | In the Thicket | Sass & Bide |
| Carla Zampatti | Independent Films | Sculpture By The Sea |
| Chalk Horse Gallery | Influence Media | Sennheiser Electronic |
| Chee Soon & Fitzgerald | Josh Goot | Signature Prints |
| Cloth Fabric | Karen Walker | Sixty40 |
| Coco Republic | Kirrily Johnston | Southern Star Productions |
| Corban & Blair | Ksubi Eye | Spin Communications |
| Corporate Culture | Lantern Paper | State Library of NSW |
| Craft Victoria | Leo Burnett | Stellar Group |
| David Trubridge Design | Leuver Design | Synergy Leo Burnett |
| Design Council | Like Minded Studio | Taronga Zoo |
| Designer Rugs | Loaded Media Group | The British Council |
| Digital Eskimo | Longina Phillips | The Fair Trade Company |
| Dinosaur Designs | Luna Park | The Music Network |
| Droog Design | M & C Saatchi | The Wilderness Society |
| EcoDesign Foundation | Made Agency | Tsubi |
| Elke Kramer | Marcel Wanders | Vogue Magazine |
| Ensemble Theatre | Mark Gowing Design | We Are Social |
| Eskimo Design | Michael Kors | Windmill Toys |
| Expocentric | Milk and Honey | Woodmark International Furniture |
| Fairfax Digital | Mud Australia | Zimmerman |
| | Museum of Contemporary Art | Zookini Ceramics |
| | Museum of Sydney | |

OUR POSTGRAD DEGREES

To help ensure that you are best equipped to re-enter the workplace at a higher level, or further your creative endeavours in a research capacity, COFA has structured its postgraduate programs to:

- Ensure **simplicity and flexibility** in degrees structure
- Opportunity to access **industry linkages** and contacts
- Ability to pursue one of many discipline **specialisations**
- Opportunity to conduct **ongoing specialised research**

Coursework Degrees

Master of Design
Master of Arts Administration
Master of Art

Research Degrees

Master of Art Administration
Master of Design
Master of Fine Art
Master of Art Theory
Master of Art Education
Master of Philosophy
PhD Art, Design and Media
PhD Visual Anthropology and Visual Culture

DISCIPLINE CHOICES

Disciplines on offer within the degrees include:

- Painting
- Cultural Policy
- Video Production
- Cultural Heritage, Ethics & Law
- Design Innovation
- Branding
- Photography
- Graphic Design
- Art Market Assessment
- Digital Imaging
- Environments Design
- Interactive Media
- Film & Video Art
- New Technologies
- Drawing
- Art Writing
- Museum Studies
- Sculpture
- Installation
- Sound
- Design Management
- Jewellery
- Motion Graphics
- Contemporary Issues in Aboriginal Art
- Design & Art History
- Object Design
- Immersive Visualisation
- Ceramics
- Textiles
- Theories of Art & Culture
- Printmaking

COURSEWORK DEGREES

Master of Design

UNSW Handbook code: 9313

The Master of Design is recognised by industry as academically rigorous and professionally relevant. As a Master of Design student you will extend and develop your theoretical, research, professional and practical design knowledge and skills to an advanced level. This program will equip you with the personal confidence and professional capabilities needed to move into practice-based leadership roles in freelance, project or design business contexts.

Admission requirements

Depending on the level and related nature of your prior qualifications, admission to the Master of Design makes provision for three entry points with potential for different amounts of advanced standing. Admission requirements for the Master of Design degree are:

Bachelor's degree in any field with an average of at least 65 or equivalent, gives you 2 years to complete.

Bachelor's degree in a related field with an average of at least 65 or equivalent, gives you 1.5 years to complete.

Honours Degree in a related field, permits admission to the advanced disciplinary component of the Master of Design, with 1 year to complete.

Your choice of studio specialisation includes:

Experiential Design relating to the design of domestic futures, exhibition and experience design, and commercial design;

Communication by Design involving design for typography, public performance, graphics and branding, interactive media and motion graphics; or

Design Innovation, Management and Leadership which addresses design-led change and creativity, strategy and leadership, social change and imperatives for a sustainable future; or

Craft Futures that looks at new technologies and traditional techniques, material thinking and crafting a sustainable future in relation to society, collaboration and cultural practices.

This program is articulated with the Graduate Certificate and Graduate Diploma Design.

Program Outcomes

- Advanced disciplinary knowledge:** Graduates will acquire advanced knowledge of innovative developments in the field of professional design.
- Enquiry-based learning:** Graduates will develop a sound grasp of design research practices, and apply an integrated approach to enquiry-based learning in the studio, using creative thinking and practice-based experimentation.
- Cognitive skills and critical thinking:** Graduates will be able to employ higher order critical thinking and problem solving skills in design.
- Communication and adaptive skills:** Graduates will be equipped to work independently, and in collaborative interdisciplinary design teams, to undertake major projects and communicate complex ideas to a range of audiences.
- Global outlook:** Graduates will be able to engage with national and international networks and creative design practices to address complex local and global issues.

Master of Design

Stage 1		Stage 2			
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
Insight, Processes & Communication	6 Integrated Studio 1 Critical Approaches to Practice	6 Integrated Studio 2 Culture & Identity	6 Integrated Studio 3 Capstone Project	6	6
Communication Skills for Creative Disciplines	6 Design Research	6 Design Seminar: Research Proposal	6 Design Seminar: Research Project	6	6
Design Seminar 1 OR History/Theory	6 Design Seminar 2 OR History/Theory				
Experiential Design Stream 1	Experiential Design Stream 2	Experiential Design Stream 3	Experiential Design Stream 4		
Communication by Design Stream 1	Communication by Design Stream 2	Communication by Design Stream 3	Communication by Design Stream 4		
Design Innovation, Management & Leadership Stream 1	6 Design Innovation, Management & Leadership Stream 2	6 Design Innovation, Management & Leadership Stream 3	6 Design Innovation, Management & Leadership Stream 4	6	6
New Craft Stream 1	New Craft Stream 2	New Craft Stream 3	New Craft Stream 4		
		Elective	6 Elective	6	6
		48			48

Experiential Design Stream	Communication by Design Stream	Design Innovation, Management & Leadership Stream	New Craft Stream
Transforming the Everyday: Domestic Futures	Information Graphics, Identity & Branding	Managing Change, Innovation and Creativity	New Technologies, Traditional Techniques
Designing the Experience: Exhibitions and Beyond	Graphics for the Web and Apps Design	Strategy and Leadership	Material Thinking
Participatory Design for Commercial Contexts	Design for Public Broadcast (Video and Editing)	Designing for Social Change	Crafting a Sustainable Future
People, Places and Cultural Contexts	Interactive Media and Motion Graphics	Imperatives for a Sustainable Future	Society, Collaboration and Cultural Practices

Master of Arts Administration

UNSW Handbook code: 9318

The Master of Arts Administration is a program that directly assists in the career development of art and design industry professionals working in policy, curatorial and events management capacities. The program is interdisciplinary in approach and provides a flexible and adaptive learning environment.

Admission requirements

Depending on the level and nature of prior qualifications, admission to the Master of Arts Administration makes provision for three entry points with different amounts of advanced standing.

The admission requirements for the Master of Arts Administration degree are:

Bachelor's degree in any field with an average of at least 65 or equivalent, gives you **2 years** to complete.

Bachelor's degree in a related field with an average of at least 65 or equivalent, gives you **1.5 years** to complete.

Honours Degree in a related field, permits admission to the advanced disciplinary component of the Master of Arts Administration, with **1 year** to complete.

For information on related areas of study, Recognition of Prior Learning and Advanced Standing, please refer to the COFA website.

As well as core courses, students choose a specialisation from two options:

Curatorial Practices - developing skills in creating and managing exhibitions, events, and publications;

Arts Management and Policy - developing skills in arts marketing, policy development and managing arts organisations, including galleries.

Professional development is a core part of this degree. As such, students will undertake an extended internship working in the sector and complete one or more key projects and a research paper suitable for potential publication.

This program is articulated with the Graduate Certificate and Graduate Diploma of Arts Administration.

Program Outcomes

- Advanced disciplinary knowledge:** Graduates will have gained advanced knowledge and skills in professional arts administration and curatorship;
- Research practices:** Graduates will have a sound grasp of academic and arts-based research practices;
- Cognitive skills and critical thinking:** Graduates will have developed higher order critical thinking and problem solving skills in arts administration and curatorial practices;
- Professional development:** Graduates will be able to work independently, and in collaborative interdisciplinary teams, to undertake or manage exhibition and publication projects that communicate complex ideas to a range of audiences;
- Global outlook:** Graduates will be aware of international issues in curatorship and arts policy.

Master of Arts Administration

Stage 1		Stage 2	
Semester 1	Semester 2	Semester 1	Semester 2
Narratives of Modernity OR Beyond Modernities	6 Management of Arts Organisations	6 Cultural Heritage, Ethics and the Law	6 Internship (Capstone Project)
Communication Skills for Creative Disciplines	6 Research Methods	6 Writing for Publication	6 Research Project
Curatorial Stream 1 (Exhibitions & Collections)	Curatorial Stream 2 Curatorial Stream 3	Curatorial Stream 4 Curatorial Stream 5	6 Exhibition project (Capstone Project)
Arts Management & Policy Stream 1 (Art Market: Australian & Contemporary)	6 Arts Management & Policy Stream 2 Arts Management & Policy Stream 3	6 Arts Management & Policy Stream 4 Arts Management & Policy Stream 5	
Art / Design / Media Elective	6		6 Elective
	24	24	24

Core
Contextual Studies
(Choose one)
Stream
Elective

Arts Management & Policy Stream

Arts Management & Policy Stream	Curatorial Practices Stream
Art Market: Australian & Contemporary	Exhibitions & Collections: 20th & 21st Centuries
Arts & Cultural Policy	Registration & Handling
Marketing & Promotion	Art Market: Australian and Contemporary
Visual & Museum Cultures of the Asia-Pacific	Education & Public Programs
Strategy and Leadership	Curatorial Practices
Managing Agile Organisations	Designing the Experience: Exhibitions and Beyond
Financial Literacy for Business Decisions	World Biennale: Field Trip
Dialogues, Communities and Cultural Development	Visual and Museum Cultures of the Asia-Pacific
Exhibition project (Capstone Project)	Right Here Right Now: Contemporary Issues in Aboriginal Art
	Exhibition project (Capstone Project)

Stream

Master of Art

UNSW Handbook code: 9307

The Master of Art provides creative practitioners with new perspectives on art practice, using an experimental and interdisciplinary approach, supported by flexible and integrated, practice-led research. The studio-focus of the Master of Art affords opportunities to work collaboratively and explore artistic applications involving new and unfamiliar technologies. The combination of visual art theory, research and development, along with new technical explorations and innovative studio practices ensures graduates are able to work in a wide range of creative contexts.

Admission requirements

Depending on the level and related nature of your prior qualifications, admission to the Master of Art makes provision for three entry points with potential for different amounts of advanced standing. Admission requirements for the Master of Art degree are:

Bachelor's degree in any field with an average of at least 65 or equivalent, gives you 2 years to complete.

Bachelor's degree in a related field with an average of at least 65 or equivalent, gives you 1.5 years to complete.

Honours Degree in a related field, permits admission to the advanced disciplinary component of the Master of Art, with 1 year to complete.

Program Outcomes

- Advanced disciplinary knowledge:** Graduates will acquire advanced knowledge of innovative developments in the field of professional art practice.
- Enquiry-based learning:** Graduates will develop a sound grasp of visual art research, and apply an integrated approach to enquiry-based learning in the studio, using creative thinking and practice-based experimentation.
- Cognitive skills and critical thinking:** Graduates will be equipped to employ higher order critical thinking and problem-solving skills in art making.
- Communications and adaptive skills:** Graduates will be able to work independently, and in interdisciplinary artistic collaborations, to undertake major projects and communicate complex ideas to a range of audiences.
- Global outlook:** Graduates will be encouraged to actively engage with national and international networks and interdisciplinary visual art practices to generate thought-provoking works.

Program Structure

Students undertaking the Master of Art complete a studio core of 6 courses in one of the following areas:

Painting
Drawing
Sculpture Performance Installation
Printmaking
Photography

In addition, students undertake courses in research and current issues in art, along with 4 electives, allowing students to follow their interests by completing courses across a wide range of disciplines.

Note: The Master of Art is currently under review. The full new program will be launched in October 2014.

Master of Art

Stage 1		Stage 2		
Semester 1	Semester 2	Semester 1	Semester 2	
Drawing 1 or Painting 1 or Photomedia 1 or Printmaking 1 or Sculpture 1	Drawing 2 or Painting 2 or Photomedia 2 or Printmaking 2 or Sculpture 2	Drawing 3 or Painting 3 or Photomedia 3 or Printmaking 3 or Sculpture 3		Core
6	6	6	6	Major
Studio Major 1*	Studio Major 2*	Studio Major 3*		Studio Theory
6	6	6	6	Elective
	Current Issues in Art	Practices of Research		
Elective	Elective	Elective		
6	6	6		
24	24	24		

* Studio Major courses are chosen from a list of courses linked to the discipline area in the core.

Note: The Master of Art is currently under review. The full new program will be launched in October 2014.

RESEARCH

DEGREES



Postgraduate research at COFA is at the forefront of experimental art and design. It encompasses a broad range of practice-based and theoretical areas, and promotes interdisciplinary experimentation. We have strong postgraduate cohorts in areas such as media arts, immersive interactivity, art and ecology, creative robotics, art and politics, and experimental curating. Supervision is provided by research leaders in each of these fields.

The Faculty supports postgraduate research through a dynamic program of events, and through dedicated postgraduate seminars. Research degrees may be supplemented by coursework. All of our programs can be undertaken through practice-based, hybrid or written-studies-only approaches.

Masters by Research

A Masters by Research degree requires completion of an original piece of research that demonstrates mastery and excellence in a field or across fields. Candidates work with a supervisor to develop an independent practice-based or written research project in art, media and/or design fields. Masters by Research candidature is supported through access to postgraduate laboratory spaces and to Faculty-wide postgraduate research culture and events.

Masters by Research programs run for 2 years full-time.

Masters of Philosophy by Research

A Masters of Philosophy (MPhil) provides a structured research training pathway into PhD research and/or retraining in new research fields for the candidate.

Candidates work with a supervisor – usually a research leader in the research field – to shape their research question, proposition and approach. They also undertake a suite of coursework offerings that support their research training and tie in with their research project. MPhil candidates are also supported through access to postgraduate laboratory spaces and to Faculty-wide postgraduate research culture and events.

The minimum length of candidature is 1 year and the maximum length is 2 years.

Doctoral Research

Doctoral researchers (PhDs) make an original contribution to art, design and media knowledge via practice and/or written thesis. Candidates work with a supervisor – usually a research leader in the research field – to shape their research question, proposition and approach. PhD research is supported by courses run by COFA on research foundations in experimental art, media and design, by postgraduate research laboratory spaces and by a lively and rich staff and student research culture.

Entry to a PhD at COFA requires a first class honors degree or equivalent – a prior Masters by Research degree with equivalent grading or faculty-evaluated professional experience. We encourage proposals for trans-disciplinary research in all areas of practice and theory aligned with the Faculty's research strengths of media and Innovation, environment and sustainability, art and social practice, including visual anthropology, and experimental curatorial projects.

PhD candidature is for a maximum of 4 years fulltime, 6 years part-time.

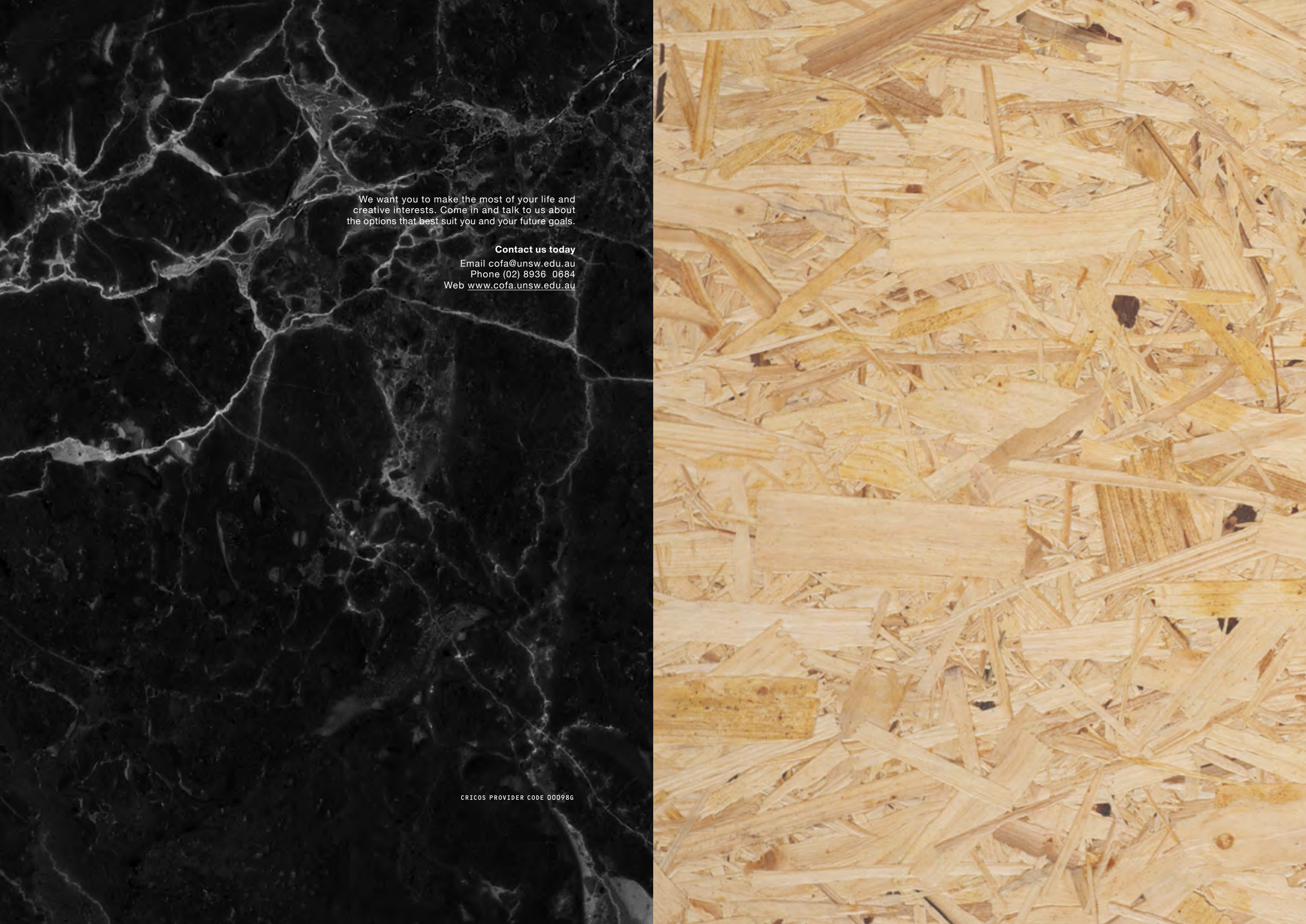
WORTH IT

- Postgraduate study at COFA UNSW is worth the time and effort. We will help ensure that you get the very most out of your degree and will make your time at COFA enriching both professionally and personally.
- Choosing to be an artist, designer, media or arts industry practitioner, is choosing to live a creative life.

By choosing COFA, you will align yourself with the best creative institution of higher education in Australia. Let us help you get the most out of your creative practice and future.

COFA SOUND STUDIO.
PHOTO WILK.





We want you to make the most of your life and creative interests. Come in and talk to us about the options that best suit you and your future goals.

Contact us today

Email cofa@unsw.edu.au

Phone (02) 8936 0684

Web www.cofa.unsw.edu.au

