

# MA CREATIVE PRACTICE

(mini-tour)



# MA Creative Practice: *What is it?*

*creativity, diversity, versatility,  
lateral thinking, multidisciplinary,  
innovation, cutting edge, synthesis,  
interdisciplinary, research by  
practice, outward facing,  
entrepreneurial, professional*



# MA Creative Practice: *Who is it for?*

Designed for graduates & mid-career professionals wishing to advance or diversify their practice.

Designed as a progression point for practitioners from a range of disciplines: *Graphic Design, Illustration, Photography, Film & TV Production, Games Design, Applied Crafts, Fine Art and Adventure Media.*



# MA Creative Practice: *What is It?*

An innovative, Masters programme that provides students with the practical and applied knowledge suited to career progression within a transitional cultural economy.

The programme supports the advancement of knowledge and encourages practitioners to question their work and process — via practice-led and theoretical approaches.

The programme is outward-facing — ‘live’ briefs are encouraged, students work towards a professional, public-facing Masters exhibition.





# MA Creative Practice: *Full-Time*

## MA CREATIVE PRACTICE COURSE PROGRAMME: FULL TIME SCHEMATA [2019-2020]

**Postgraduate Certificate Level** [60 credits]  
Trimester 1: w/c 23rd Sept 2019 to w/c 13th Jan 2020  
[Jan assessment > Feb board]

UCIA7001  
**CRITICAL CONTEXTS**  
20 credits: compulsory [24 contact hrs]  
  
Familiarisation with i) critical approaches to exploring contemporary visual culture and ii) key debates concerning practice and theory in a digital age.

CRPR7001  
**MATERIALS & PROCESSES**  
20 credits: compulsory [24 contact hrs]  
  
Exploration of media techniques & processes.

CRPR7003  
**MEDIA NARRATIVES**  
20 credits: compulsory [24 contact hrs]  
  
Constructing narratives: introduction to conceptual and practical working strategies.

**Postgraduate Diploma Level** [60 credits]  
Trimester 2: w/c 20th Jan 2020 to w/c 4th May 2020  
[May assessment > June board]

CRPR7002  
**Creative Practice**  
20 credits: compulsory [24 contact hrs]  
  
Formulation and completion of a creative brief.

UCIA7002  
**PROJECT PROPOSAL & PROFESSIONAL DEVELOPMENT**  
40 credits: compulsory [48 contact hrs]  
  
Professional development & entrepreneurship: self-initiated enquiry and practice, instigation and formulation of project briefs.

**Masters Level** [60 credits]  
Trimester 3: w/c 11th May 2020 to w/c 17th August 2020 [September assessment > September board]

UCIA7003  
**MA PROJECT**  
60 credits: core [tutorial based]

Production of a substantial body of work for exhibition [August] or publication including critical appraisal.



# MA Creative Practice: *What makes it special?*

## 1) Diversity of Practice

- Attracts students from different disciplines which makes for a dynamic and rewarding learning environment.
- Students may opt to specialise chiefly in one media area *or* develop projects laterally across and between traditional subject boundaries — either working individually or collaboratively.
- Students experience a spectrum of two-dimensional, three-dimensional and time-based, materials and processes. Experimentation is encouraged.

# MA Creative Practice: *What makes it special?*

## 2) Professionally Orientated — Outward Facing

- The MA Creative Practice is suited to ***flexible skills development*** — which reflects a dynamic and transitional cultural sector.
- ***Transferable skills*** — complex problem solving, critical reflection, creative thinking, collaboration, self-direction, negotiation, flexibility, decision-making, presentation and communication, planning, organization, liaising with commercial and professional bodies, academic research and writing.
- ***Outward Facing*** — Students are encouraged to negotiate live briefs and public-facing opportunities as part of module briefs.

# MA Creative Practice: *What makes it special?*

## 3) Setting — the vibrancy of the Brampton Road campus

- MA students have full access to all workshop & resource areas, AV staff & industry standard facilities at the Brampton Road campus (including a specialist arts library).
- MA students work in close-proximity to students from other UG and PG disciplines — opening-up opportunities for collaboration on projects and ‘cross-pollination’ of ideas.
- Teaching on the MA Creative Practice programme is drawn from a diverse mix of Art, Media & Design practitioners who are actively involved in research at a national or international stage.



# MA CREATIVE PRACTICE

## Student Case-studies





# Let There Be Light

Module: CRPR7003 Media Narratives  
Collaborative live project  
initiated by film-makers Richard  
Berry and Craig Charters -  
working with dancers and  
musicians on the theme of  
mental health.

<https://vimeo.com/224712725>

<https://www.reelthings.co.uk>



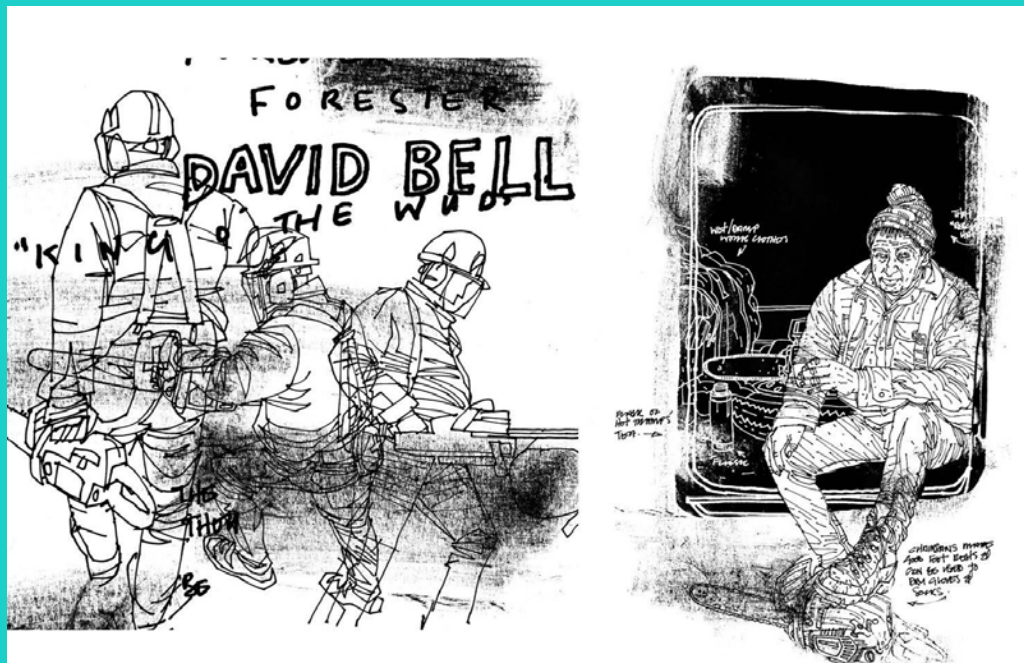
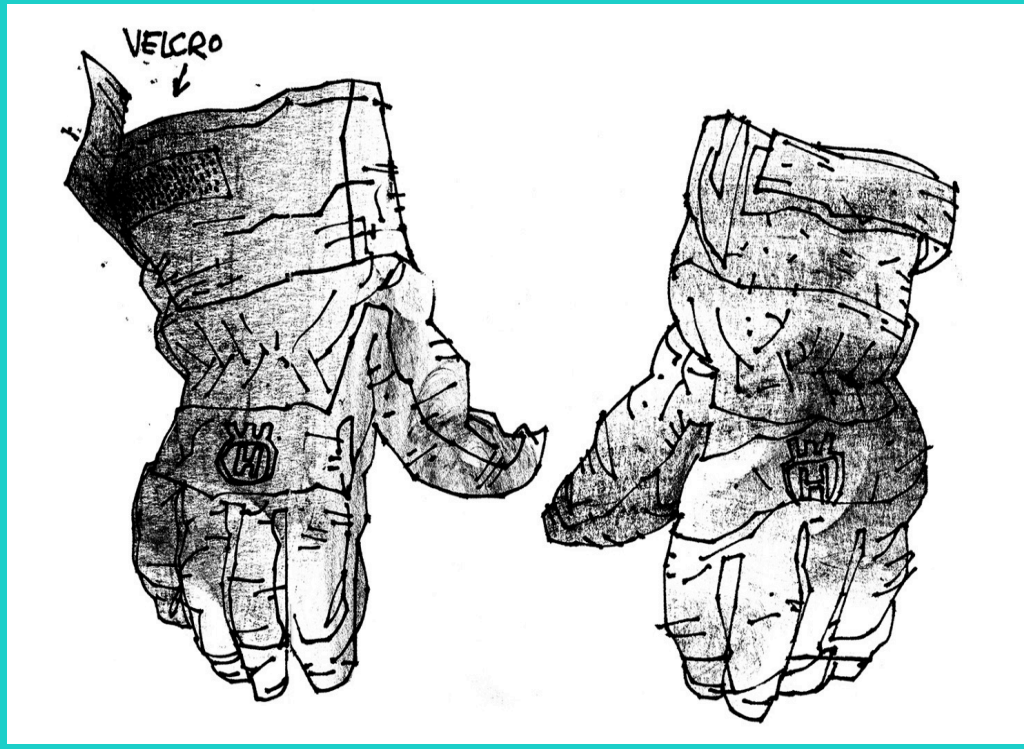


# King of the World

Module: CRPR7001 Materials & Processes

Reportage themed investigation by illustrator Dwayne Bell

<http://dwayne-bell.com/research.html>

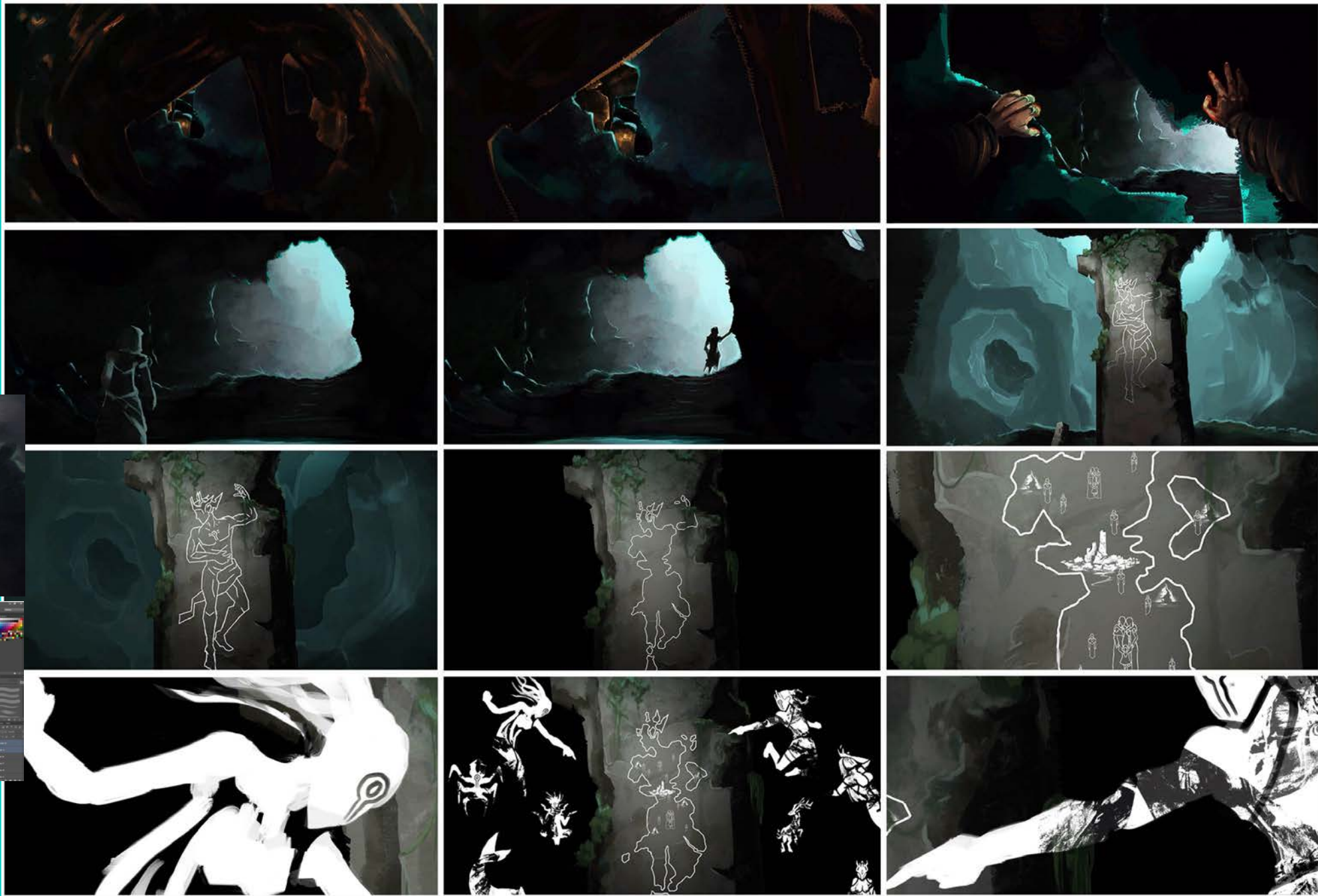
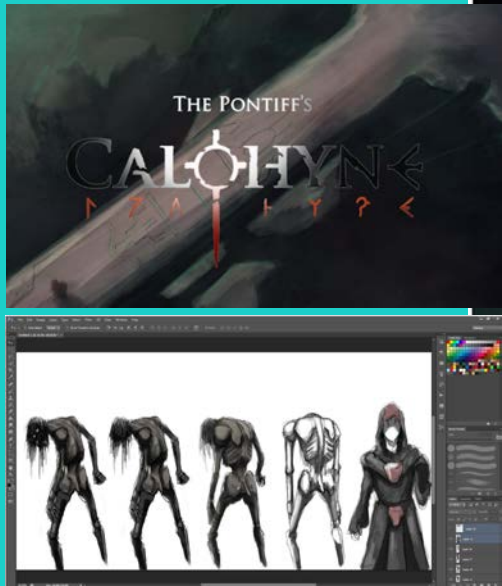




# Calohyne

Module: CRPR7003 Media Narratives

Original fantasy themed animated board-o-matic scripted and created by concept artist Nathaniel Williams.



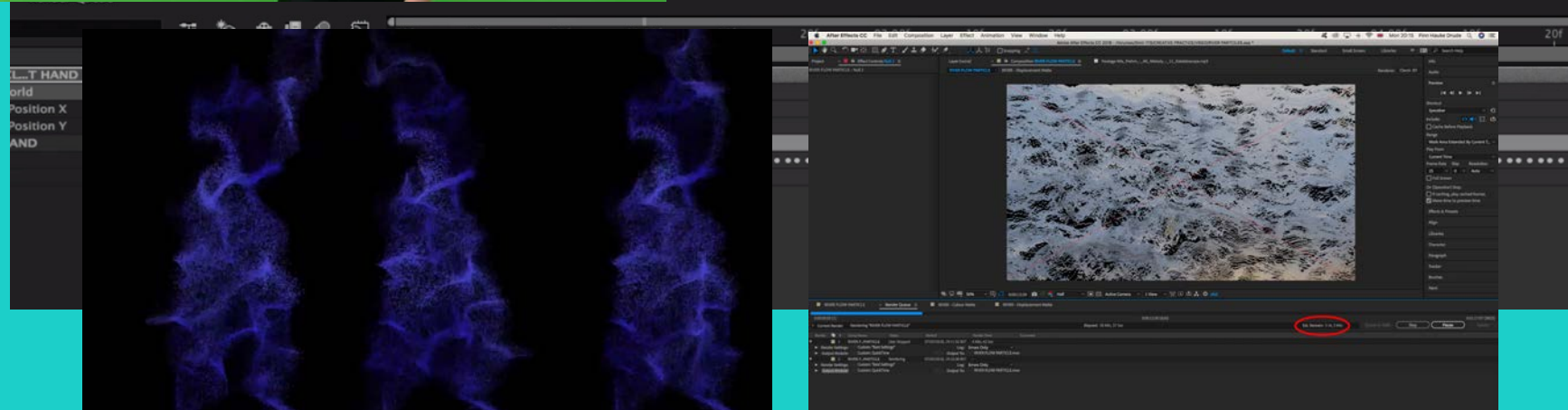
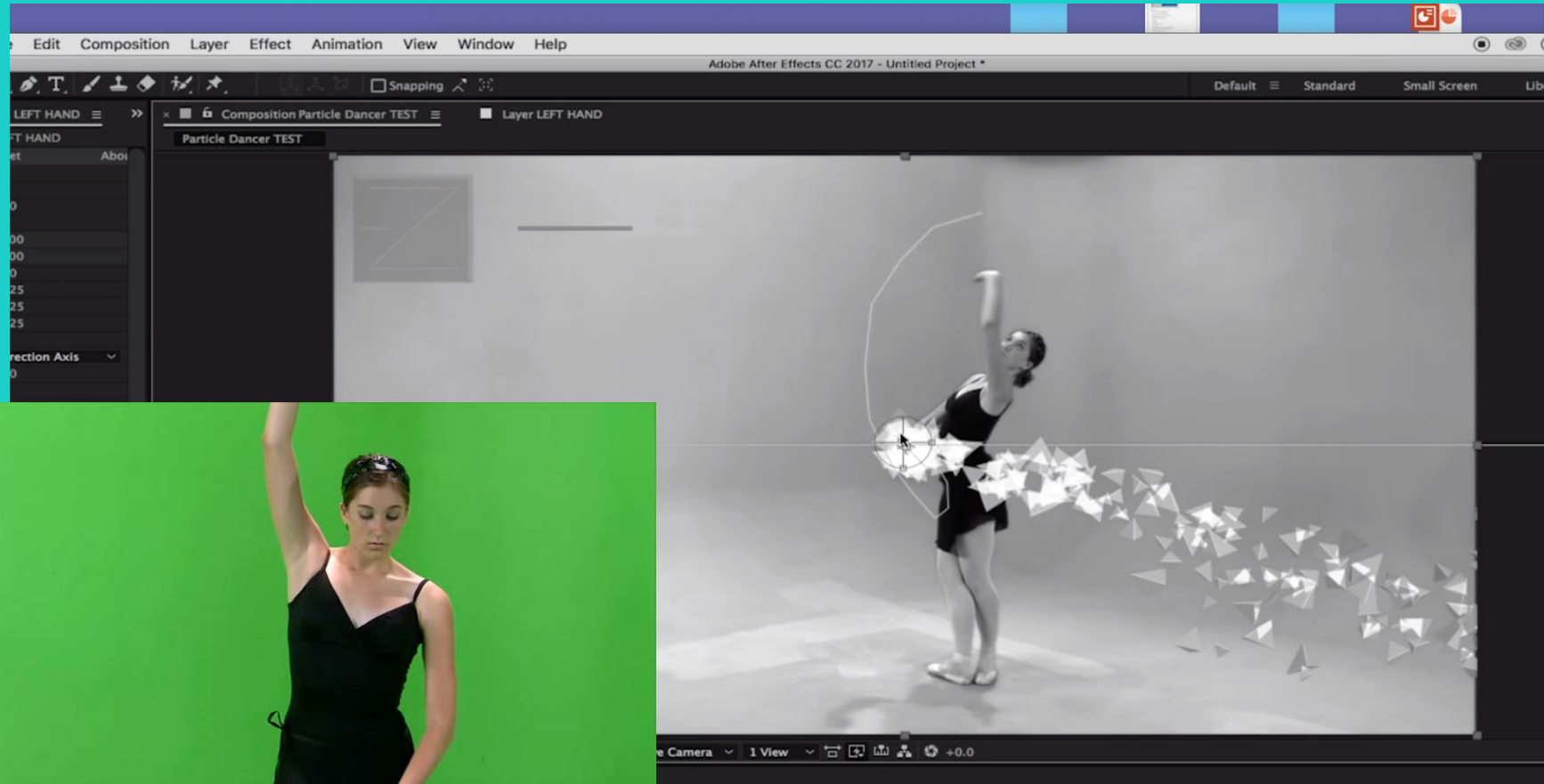
# Kaleidoscope

Module: CRPR7002 Creative Practice

Experimental 'visual adaptation'  
to a musical piece involving  
technical research into motion  
capture and particle visuals by  
filmmaker & editor Finn Drude.

<https://www.youtube.com/watch?v=LE3pLI1q9jw>

<https://www.youtube.com/watch?v=eFPh37IjKFI>



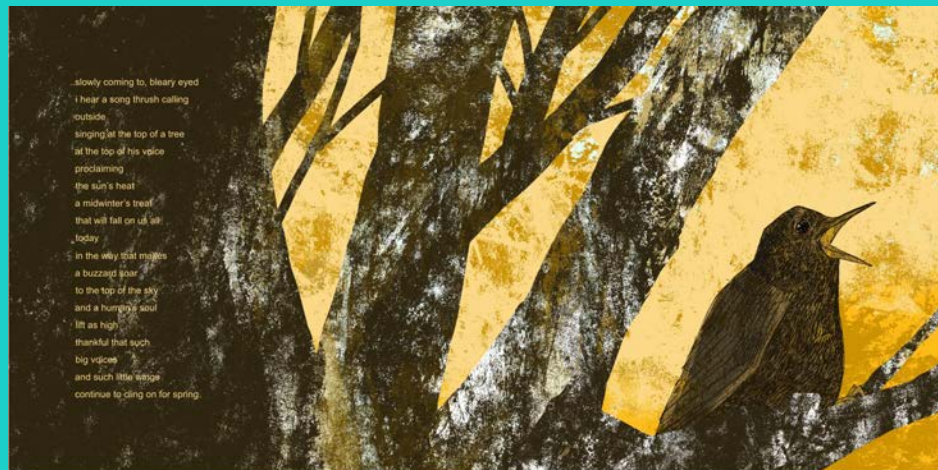


# Eyes Wide Ears Open

Module: UCIA7003 MA PROJECT

The creation of a children's picture book inspired by the natural world - derived from sketchbook exploration and creative writing - by artist and printmaker Lucy Hadley.

<https://www.lucyhadley.com/#about>

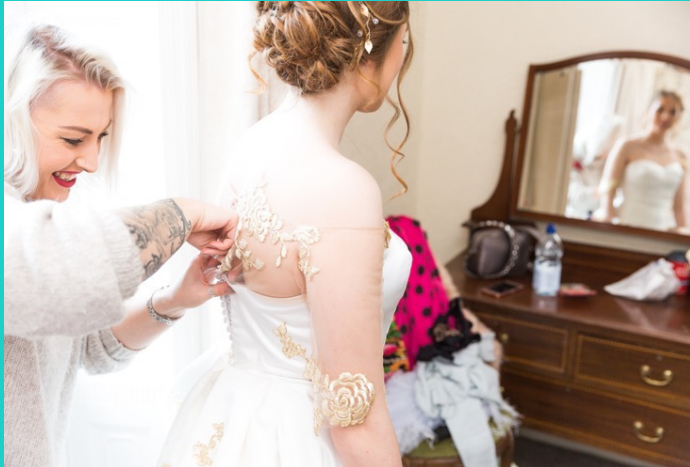




# The White Bride & The Black Bride

Module: CRPR7003 Media Narratives

A bridal gown inspired by a traditional folk tale, exploring the link between clothing and narrative. Designed and created by seamstress Bryony Harding.





# Badger

Module: UCIA7003 MA Project

Experimentation with remote camera-sensor technology to capture animal behavior.

Designed and implemented by wildlife photographer Cain Scrimgeour.

<https://www.wildintrigue.co.uk/about/>



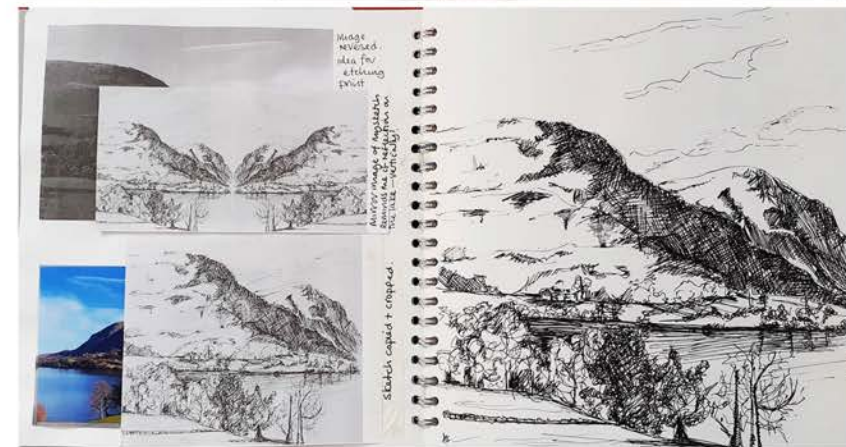
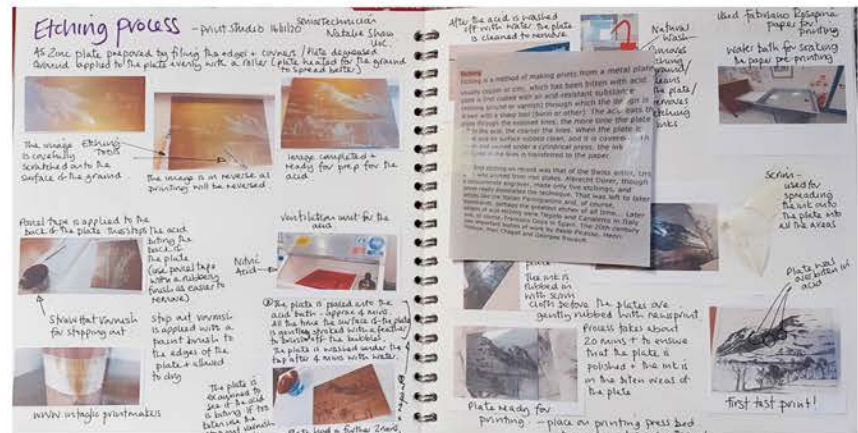
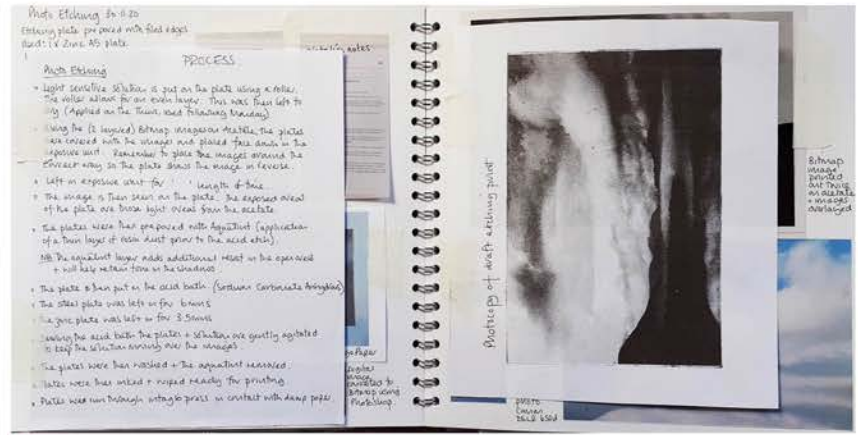


# Walking the Sublime

Module: CRPR7001 Materials & Processes

Sketchbook investigation by artist and printmaker Andrea Kershaw based on the theme of walking in the Cumbrian landscape — inspired by 19th century philosophical theories of the 'sublime'.

<https://www.andreakershaw.co.uk/>

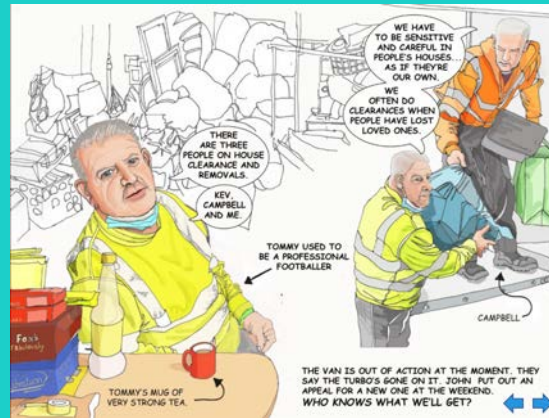
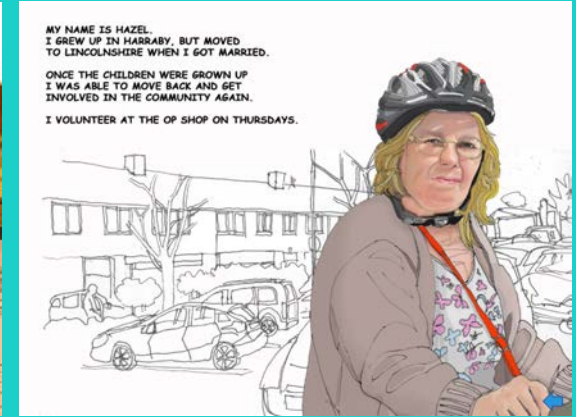
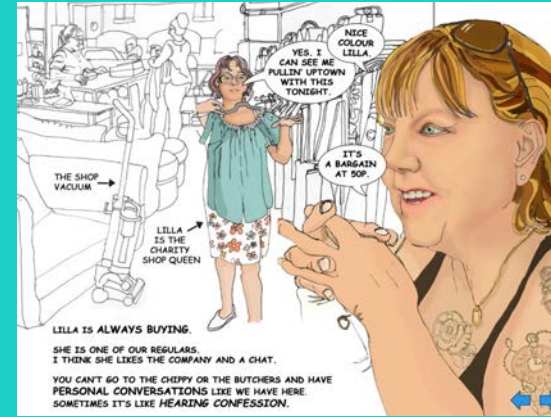
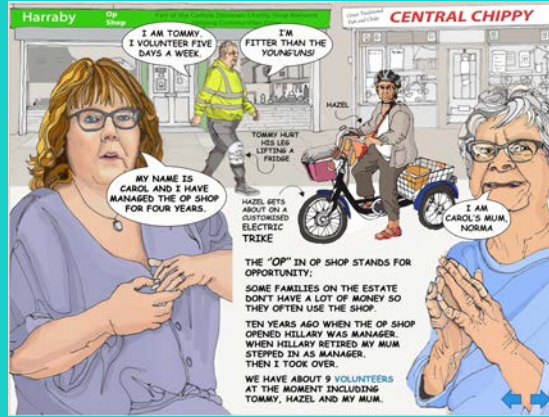




# Harraby Op Shop

Module: CRPR7003 Media Narratives

An interactive graphic narrative sequence — inspired by the real-life characters in a Carlisle charity shop. Based on first-hand interviews and created by artist Dave Lush.





# MA Creative Practice: *Career Prospects*

This is an 'outward facing' programme designed;

- To provide structure & knowledge to allow practitioners to make the next step in their careers.
- To be aspirational, to enable you to take ownership over your career development.

**Our graduates have gone on to become freelance and commercial practitioners, business owners, creative entrepreneurs and have gone on to work in further and higher education.**



# Outward Facing Events

MA Exhibition in the Vallum Gallery (August)

New Designers Exhibition (July)

Royal Television Society's Student Awards  
(July)

ARI/Arts Research Initiative (various dates)

LAKES INTERNATIONAL COMIC ART FESTIVAL  
(October)



Images clockwise from top-right:

Emma Kirkman/printmaker (MA Exhibition 2019)

Finn Drude/film-maker (MA Exhibition 2019)

Dwayne Bell/waiting reportage exhibit (MA Exhibition 2018)

[https://www.youtube.com/watch?v=OH3scxbBULk&feature=emb\\_logo](https://www.youtube.com/watch?v=OH3scxbBULk&feature=emb_logo)



# *When to study a masters?*

Important to think about timing:

## **Straight after BA**

The end feels like beginning, know what you want to study and practice, scope to develop current ideas, keep the momentum going.

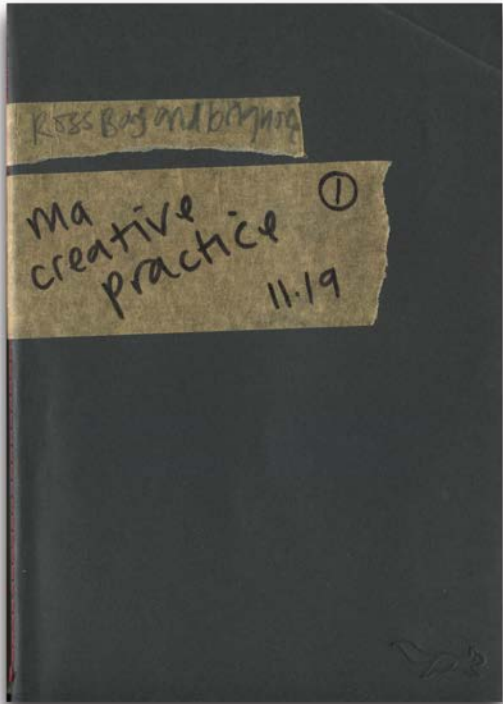
## **Later: after reflection or mid-career**

Need a break, time to reflect, gain experience, unsure of direction, to reinvigorate practice, to learn new skills and approaches.



# MA Creative Practice: *Enquiries*

For further information, please contact;



## Nick Dodds

(Programme Leader/Module Leader)

[nick.dodds@cumbria.ac.uk](mailto:nick.dodds@cumbria.ac.uk)

## David Roberts

(Module Leader)

[david.roberts@cumbria.ac.uk](mailto:david.roberts@cumbria.ac.uk)





