

8234 Master of PR & Advertising / Master of Design - 96UOC Program

| STAGE 1 | | | | | | STAGE 2 | | | | | |
|--|-----|----------------------------|-----|--|-----|---|-----|---|-----|--|-----|
| T1 | uoc | T2 | uoc | T3 | uoc | T1 | uoc | T2 | uoc | T3 | uoc |
| MDIA5028 Critical Perspectives | 6 | Prescribed Elective | 6 | MDIA5030* Brand Cultures | 12 | Prescribed Elective | 6 | SDES9213 Design Studio Project A | 6 | SDES9214 Design Studio Project B | 6 |
| ARTS5100* Research Methods OR Prescribed Elective | 6 | Prescribed Elective | 6 | OR MDIA5008* Media Project | | SDES9211 Integrated Studio: Culture & Identity | 6 | SAHT9143 Design History & Theory | 6 | Choose from Areas of Practice below | 6 |
| Prescribed Elective | 6 | | | SDES9210 Critical Approaches to Design Practice | 6 | SDES9203 Entrepreneurship, Innovation & Creativity | 6 | | | Choose from Areas of Practice below | 6 |
| Units of Credit (uoc) | | | | | | Units of Credit (uoc) | | | | | |
| 48 | | | | | | 48 | | | | | |

PR & Advertising

Design

Design Areas of Practice

| Experience Design | Interaction Design | Graphic Communication | Future Making | Visualisation & Visual Effects |
|---|--|---|--|--|
| SDES9300 Transforming the Everyday: Domestic Futures | SDES9311 Interaction Design Foundations | SDES9760 Introduction to Graphics Media | ADAD9211 New Technologies, Traditional Techniques | SDES9320 Exploring 3D Visualisation |
| ADAD9311 Designing the Experience: Exhibitions & Beyond | SDES9312 Interaction Design: Human-Centred Design Methods | SDES9761 Contemporary Typography | ADAD9212 Material Thinking | SDES9321 3D Digital Aesthetics |
| SDES9305 Participatory Design for Commercial Contexts | SDES9315 Tangible Interfaces & Interactive Displays | ADAD0901 Graphics and Contemporary Society | SDES9747 Furniture and Lighting Design OR SDES9748 Jewellery Studio | |
| SDES9350 Urban Intervention: People Places and Cultural Contexts | SDES9316 Wearable and Bio-Sensing Interactions | SDES9762 Graphic Design for the Web | SDES9746 Textiles: Contemporary Studio | |

* Students must complete either the **Research Path (ARTS5100 & MDIA5008)** or the **Practice Path (MDIA5030)**. If students wish, and their enrolment permits they may complete the courses required for both.

For more information about this program, please refer to the 2019 **UNSW Handbook** entry: handbook.unsw.edu.au/postgraduate/programs/2019/8234

8234 Master of PR & Advertising / Master of Design - 144uoc Program

| STAGE 1 | | | | | STAGE 2 | | | | | STAGE 3 | | | | | | | |
|---|-----|----------------|-----|---|---------|--|-----|--|-----|--|-----|--|-----|--|-----|---|-----|
| T1 | uoc | T2 | uoc | T3 | uoc | T1 | uoc | T2 | uoc | T3 | uoc | T1 | uoc | T2 | uoc | T3 | uoc |
| Cognate Course | 6 | Cognate Course | 6 | MDIA5030* Brand Cultures OR 2x Prescribed Electives | 12 | MDIA5028 Critical Perspectives | 6 | MDIA5008* Media Project OR 2x Prescribed Electives | 12 | SDES9210 Critical Approaches to Design Practice | 6 | SDES9211 Integrated Studio: Culture & Identity | 6 | SDES9213 Design Studio Project A | 6 | SDES9214 Design Studio Project B | 6 |
| Cognate Course | 6 | Cognate Course | 6 | | | Prescribed Elective | 6 | | | Choose from Areas of Practice below | 6 | Choose from Areas of Practice below | 6 | ADAD9312 Leadership in the Cultural and Creative Industries | 6 | Choose from Areas of Practice below | 6 |
| ARTS5100* Research Methods OR Prescribed Elective | 6 | | | Prescribed Elective | 6 | SDES9204 Design Studio: Insight, Processes and Communication | 6 | SDES9203 Entrepreneurship Innovation & Creativity | 6 | | | SAHT9143 Design History & Theory | 6 | | | Choose from Areas of Practice below | 6 |
| Units of Credit (uoc) | | | | | 48 | Units of Credit (uoc) | | | | | 48 | Units of Credit (uoc) | | | | | 48 |

PR & Advertising

Design

Design Areas of Practice

| Experience Design | | Interaction Design | | Graphic Communication | | Future Making | | Visualisation & VFX |
|---|---|--|--|---|---|--|--|---|
| SDES9300 Transforming the Everyday: Domestic Futures | SDES9305 Participatory Design for Commercial Contexts | SDES9311 Interaction Design Foundations | SDES9315 Tangible Interfaces & Interactive Displays | SDES9760 Introduction to Graphics Media | ADAD0901 Graphics and Contemporary Society | ADAD9211 New Technologies, Traditional Techniques | SDES9747 Furniture and Lighting Design OR SDES9748 Jewellery Studio | SDES9320 Exploring 3D Visualisation |
| ADAD9311 Designing the Experience | SDES9350 Urban Intervention: People Places and Cultural Contexts | SDES9312 Interaction Design: Human-Centred Design Methods | SDES9316 Wearable and Bio- Sensing Interactions | SDES9761 Contemporary Typography | SDES9762 Graphic Design for the Web | ADAD9212 Material Thinking | SDES9746 Textiles: Contemporary Studio | SDES9321 3D Digital Aesthetics |

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