

Master of PR and Advertising / Design

8234 – PR & A Research Pathway



Term 2 2024 Commencing Students – Stream B 144uoc (MDIAHS) – Research Pathway

Year 1	Term 2	Term 3	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1	Term 2	Term 3	Year 4	Term 1
	DDES9011 Histories and Theories for Design	DDES9010 Design Concepts and Communication		DDES9013 Designing in Context	DDES9015 Creativity and Entrepreneurship	Design Elective*		^ARTS5100 Research Methods	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design		PR & A Prescribed Elective
	DDES9012 Critical Approaches to Design	MDIA5031 Research in Practice		DDES9014 Imperatives for a Sustainable Future	PR & Advertising Cognate Core Course**	MDIA5030 Brand Cultures (12uoc)		PR & Advertising Cognate Core Course**	Design Elective*	^MDIA5008 Media Research Project (12uoc)		Design Elective*
PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course**	MDIA5028 Critical Perspectives in Communication										

This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability
<https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8234>

Design Component:

*Students must take 24 UOC from any of the Design Elective groups below:

- o Communication Design
- o Design Leadership
- o Immersive Design
- o Interaction and UX Design
- o Materials and Object Design
- o Spatial and Experience Design

PR and Advertising Component

- ** Students must complete 12 UOC of the 24 UOC PR&A cognate core course requirements before you can enrol in Advanced Disciplinary courses MDIA5028 & MDIA5030
- See Handbook for list of Cognate Core Courses

^PR and Advertising Research or Practice Pathway Options

- Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete:
 - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - o MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
 - o If Students complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

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	DDES9011 Histories and Theories for Design	DDES9010 Design Concepts and Communication		DDES9013 Designing in Context	DDES9015 Creativity and Entrepreneurship	Design Elective*		^PR & A Prescribed Elective	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design		PR & A Prescribed Elective
	DDES9012 Critical Approaches to Design	MDIA5031 Research in Practice		DDES9014 Imperatives for a Sustainable Future	PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course		^PR & A Prescribed Elective	Design Elective*	MDIA5030 Brand Cultures (12uoc)		Design Elective*
PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course**	MDIA5028 Critical Perspectives in Communication		^PR & A Prescribed Elective	Design Elective*							

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PR and Advertising Component

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 - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - o MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
 - o If Students complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

DESIGN ELECTIVES

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Year 1	Term 2	Term 3	Year 2	Term 1	Term 2	Term 3	Year 3	Term 1
	DDES9011 Histories and Theories for Design	DDES9013 Designing in Context		MDIA5028 Critical Perspectives in Communication	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design		^PR & A Prescribed Elective
	DDES9012 Critical Approaches to Design	^MDIA5031 Research in Practice		^ARTS5100 Research Methods	DDES9015 Creativity and Entrepreneurship	^MDIA5008 Media Research Project (12uoc)		^PR & A Prescribed Elective
Design Elective*	PR & A Prescribed Elective	Design Elective*						

DESIGN ELECTIVES	<p>This Sample Program is subject to term course offerings, please see the Handbook and adjust study plan in line with course availability https://www.handbook.unsw.edu.au/postgraduate/programs/2024/8234</p>
	<p>*Design Component: Students must take 12 UOC from any of the Design Elective groups below:</p> <ul style="list-style-type: none"> • Communication Design • Design Leadership • Immersive Design • Interaction and UX Design • Materials and Object Design • Spatial and Experience Design <p>^PR and Advertising Component:</p> <ul style="list-style-type: none"> • Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete: <ul style="list-style-type: none"> ○ MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective ○ ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective ○ MDIA5008 Media Research Project instead of MDIA5030 Brand Cultures (T3) ○ Students undertaking the research pathway may also choose to undertake 12 UOC MDIA5030 Brand Cultures (T3) as an option in lieu of 12uoc prescribed electives by enrolling in MDIA5008 in Year 3 Term 1

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	DDES9011 Histories and Theories for Design	DDES9013 Designing in Context		MDIA5028 Critical Perspectives in Communication	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design		PR & A Prescribed Elective
	DDES9012 Critical Approaches to Design	^PR & A Prescribed Elective		^PR & A Prescribed Elective	DDES9015 Creativity and Entrepreneurship	^MDIA5030 Brand Cultures (12uoc)		Design Elective*
Design Elective*	PR & A Prescribed Elective	PR & A Prescribed Elective						

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