

# Master of PR and Advertising / Design

## 8234 – PR & A Research Pathway



### Term 3 2024 Commencing Students – Stream B 144uoc (MDIAHS) – Research Pathway

Year 1	Term 3
	DDES9010 Design Concepts and Communication
	MDIA5031 Research in Practice
	PR & Advertising Cognate Core Course**

Year 2	Term 1	Term 2	Term 3
	DDES9013 Designing in Context	DDES9011 Histories and Theories for Design	Design Elective*
	DDES9014 Imperatives for a Sustainable Future	DDES9012 Critical Approaches to Design	PR & Advertising Cognate Core Course**
	PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course**	

Year 3	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	DDES9015 Creativity and Entrepreneurship	MDIA5030 Brand Cultures (12uoc)
	Design Elective*	Design Elective*	
PR & A Prescribed Elective	Design Elective*		

Year 4	Term 1	Term 2
	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	^ARTS5100 Research Methods	^MDIA5008 Media Research Project (12uoc)

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:

- Communication Design
- Design Leadership
- Immersive Design
- Interaction and UX Design
- Materials and Object Design
- 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:
  - ARTS5100 Research Methods instead of 6 UOC PR & A prescribed elective
  - MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
  - 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 3
	DDES9010 Design Concepts and Communication
	PR & Advertising Cognate Core Course**
	PR & A Prescribed Elective

Year 2	Term 1	Term 2	Term 3
	DDES9013 Designing in Context	DDES9011 Histories and Theories for Design	Design Elective*
	DDES9014 Imperatives for a Sustainable Future	DDES9012 Critical Approaches to Design	PR & Advertising Cognate Core Course**
	PR & Advertising Cognate Core Course**	PR & Advertising Cognate Core Course**	

Year 3	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	DDES9015 Creativity and Entrepreneurship	MDIA5030 Brand Cultures (12uoc)
	Design Elective*	Design Elective*	
PR & A Prescribed Elective	PR & A Prescribed Elective		

Year 4	Term 1	Term 2
	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	Design Elective*	^PR & A Prescribed Electives
	^PR & A Prescribed Elective	

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**Design Component:**

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- Communication Design
- Design Leadership
- Immersive Design
- Interaction and UX Design
- Materials and Object Design
- 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:
  - ARTS5100 Research Methods instead of 6 UOC PR & A prescribed elective
  - MDIA5008 Media Research Project instead of 12 UOC PR & A prescribed electives
  - If Students complete both the Practice and Research Path, you must take only 12 UOC of prescribed PR & Advertising electives.

DESIGN ELECTIVES

# Master of PR and Advertising / Design

## 8234 - PR & A Research Pathway



### Term 3 2024 Commencing Students – Stream A 96uoc (MDIAGS) – Research Pathway

Year 1	Term 3
	DDES9013 Designing in Context
	^MDIA5031 Research in Practice
	PR & A Prescribed Elective

Year 2	Term 1	Term 2	Term 3
	MDIA5028 Critical Perspectives in Communication	DDES9012 Critical Approaches to Design	^PR & A Prescribed Elective
	DDES9011 Histories and Theories for Design	DDES9015 Creativity and Entrepreneurship	^PR & A Prescribed Elective
	Design Elective*	Design Elective*	

Year 3	Term 1	Term 2
	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	^ARTS5100 Research Methods	^MDIA5008 Media Research Project (12uoc)

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**DESIGN ELECTIVES**

**\*Design Component:** Students must take 12 UOC from any of the Design Elective groups below:

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

**^PR and Advertising Component:**

- Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete:
  - 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 PR & A prescribed electives

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### Term 3 2024 Commencing Students – Stream A 96uoc (MDIAGS) – Practice Pathway

	Term 3	Term 1	Term 2	Term 3	Term 1	Term 2
Year 1	DDES9013 Designing in Context	MDIA5028 Critical Perspectives in Communication	DDES9012 Critical Approaches to Design	^MDIA5030 Brand Cultures (12uoc)	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
	^PR & A Prescribed Elective	DDES9011 Histories and Theories for Design	DDES9015 Creativity and Entrepreneurship		PR & A Prescribed Elective	PR & A Prescribed Elective
	PR & A Prescribed Elective	^PR & A Prescribed Elective	Design Elective*		Design Elective*	
Year 2						
Year 3						

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**DESIGN ELECTIVES**

**\*Design Component:** Students must take 12 UOC from any of the Design Elective groups below:

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

**^PR and Advertising Component:**

- Students may decide to undertake an Academic Research Pathway (18 UOC) instead of the Practice pathway and must complete:
  - 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)