Faculty of Arts, Design & Architecture

Master of PR and Advertising / Design 8234 – PR & A Research Pathway



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

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

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	Term 1	Term 2	Term 3
	DDES9013 Designing in Context	DDES9011 Histories and Theories for Design	Design Elective*
Year 2	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**	

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

	Term 1	Term 2
	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
Year 4	^ARTS5100 Research Methods	^MDIA5008 Media Research Project (12uoc)
		(333)

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
- 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:
 - o 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.

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

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	Term 3	
	DDES9010 Design Concepts and Communication	
Year 1	PR & Advertising Cognate Core Course**	
	PR & A Prescribed Elective	

	Term 1	Term 2	Term 3
	DDES9013 Designing in Context	DDES9011 Histories and Theories for Design	Design Elective*
Year 2	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**	

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

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

- o Communication Design
- Design Leadership
- o 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:
 - o 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.

Information is correct as of 19.03.24 and is based on proposed prerequisites and course availability. This is to be used as a guide only and does not replace individual advice. Refer to the Handbook and Class Timetable for the relevant term to check availability for these courses. Contact The Nucleus: Student Hub for further assistance. CRICOS Provider Code 00098G

DESIGN ELECTIVES

Master of PR and Advertising / Design 8234 - PR & A Research Pathway



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

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

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

	Term 1	Term 2
	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
Year 3	^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 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
 - o 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

Master of PR and Advertising / Design 8234 - PR & A Practice Pathway



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

8 8 8	
Year 1	Term 3
	DDES9013 Designing in Context
	^PR & A Prescribed Elective
	PR & A Prescribed Elective

Year 2	Term 1	Term 2	Term 3	
	MDIA5028 Critical Perspectives in Communication	DDES9012 Critical Approaches to Design	^MDIA5030 Brand Cultures (12uoc)	
	DDES9011 Histories and Theories for Design	DDES9015 Creativity and Entrepreneurship		
	^PR & A Prescribed Elective	Design Elective*		

	Term 1	Term 2
	DDES9016 Design Studio Project 1: Proposal	DDES9017 Design Studio Project 2: Final Design
Year 3	PR & A Prescribed Elective	PR & A Prescribed Elective
	Design Elective*	

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 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:
 - o MDIA5031 Research in Practice (T3) instead of 6 UOC PR & A prescribed elective
 - o ARTS5100 Research Methods (T1) instead of 6 UOC PR & A prescribed elective
 - MDIA5008 Media Research Project instead of MDIA5030 Brand Cultures (T3)

DESIGN ELECTIVES