Our taught postgraduate programmes combine the development of design skills in an environment of excellence in practice, with the study of practical and theoretical issues in a world-class research-intensive Department. Working closely with global experts and industry contributors, students develop their design skills around a framework that enables informed originality. This brings together problem-solving for contemporary applications, contextual knowledge, sound professional judgement, and a reflective attitude to design exploration.

Through a series of workshops and seminars students develop fundamental knowledge of typographic and visual communication design, as well as practical design and professional experience. The following modules are available with four pathways:

- **Communication Design (General Pathway)**
- **Typeface Design Pathway**
- **Information Design Pathway**
- **Book Design Pathway**

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- **MA Communication Design**
  - **Book Design Pathway**
    - **Communication Design (General Pathway)**
    - **Information Design Pathway**
    - **Typeface Design Pathway**
    - **Book Design Pathway**
  - **Information Design Pathway**
  - **Typeface Design Pathway**
  - **Communication Design (General Pathway)**

- **MA Creative Enterprise**
  - **Communication Design Pathway**
  - **Information Design Pathway**
  - **Typeface Design Pathway**
  - **Communication Design Pathway**

- **MA Creative Enterprise modules**
  - **Management in creative and cultural organisations**
  - **Entrepreneurial management for creative artists**

- **MA Creative Enterprise: Theatre Pathway**
  - **Communication Design Pathway**
  - **Information Design Pathway**
  - **Typeface Design Pathway**
  - **Communication Design Pathway**

- **MA Creative Enterprise: Film Pathway**
  - **Communication Design Pathway**
  - **Information Design Pathway**
  - **Typeface Design Pathway**
  - **Communication Design Pathway**

**General Information**

Across all pathways, MA Communication Design students develop the practical skills, intellectual attitudes, and working learning abilities that are essential for successful careers in current and emerging areas of Communication Design. These skills and abilities give students the potential to influence the direction of their discipline and profession.

- **Typeface Design Pathway**
  - Typeface Design pathway focuses on the elements of publication and editorial design with a strong emphasis on combined typographic and visual design. Students explore a solid foundation in typography, the development of family styles with character complements, the development of family styles across scripts, and the relationship of convention and modernity in typography.

- **Communication Design (General Pathway)**
  - The Communication Design pathway focuses on providing a framework of practical and digital publishing platforms with cross-reference to related theories and histories of typographic and visual design. A lively studio environment will enable students to engage with projects in a critical and professional manner. The Communication Design pathway also provides access to traditional and digital technologies.

- **Information Design Pathway**
  - The Information Design pathway focuses on interaction design, data visualization, experience, and the design of user-centered interaction. Students examine and conceptualize services, experiences, and use journeys, and develop communication and user experience that optimize the effective delivery of complex user experiences.

- **Book Design Pathway**
  - The Book Design pathway focuses on the development of family styles for text-intensive and image-intensive publications. Students work on defining, planning, and conceptualising projects that are driven by the integration of family styles, exploring issues of character complements, the development of family styles across scripts, and the relationship of convention and modernity in typography.

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The true outcome of my MA Typeface Design experience was learning how to continue learning and adapting to developments in a rapidly changing technical field based on centuries-old principles of design and reading. Moreover, my time at Reading was the start of many relationships with colleagues and specialists whose own work is vital to what we're doing at Adobe now.

Dan Rhatigan
MA Typeface Design graduate

To find out more about Typography & Graphic Communication at Reading, visit reading.ac.uk/typography

Get in touch with us at typography.pgt@reading.ac.uk