



# POSTGRADUATE TAUGHT PROGRAMMES IN TYPOGRAPHY & GRAPHIC COMMUNICATION

Our taught postgraduate programmes combine the development of design skills in an environment of excellence in practice, with the study of historical and theoretical issues in a world-class research-intensive Department. Working closely with global experts and established 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 typography and specific areas of communication design, research methods, and reflective practice. Students take part in sessions with material from the University and the Department's Collections and Archives, which are recognised as world-class. These sessions equip students with the skills to interrogate original material for research, and provide insights into how practice reflects relevant technologies, historical contexts, and design discourse.

In parallel with these shared workshops and seminars, MA Communication Design students elect to study one of a number of pathways on offer. These pathways determine options in both academic and practical elements of a student's experience, and allow a deeper specialisation and engagement with one field of Communication Design.

MA Creative Enterprise students undertake a combination of practical projects and modules in management and law.

\*Please note that all modules are subject to change.

## MA Communication Design

### Book Design Pathway

#### Communication Design (General Pathway)

### Information Design Pathway

### Typeface Design Pathway

#### General Information

MA Communication Design is available with four pathways. Across all pathways, MA Communication Design students develop the practical skills, intellectual attitude, and lifelong 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.

### Book Design Pathway

The Book Design pathway focuses on practical design for printed books and digital publishing platforms with cross-reference to related theories and histories of typographic design and visual culture. A lively studio environment is fostered through assignments for clients, practical projects set by practising designers, and through access to traditional and digital printing facilities.

[www.reading.ac.uk/ma-book-design](http://www.reading.ac.uk/ma-book-design)

#### Communication Design (General Pathway)

The Communication Design general pathway combines elements of publication and editorial design with user-centred design, branding, and a solid background in typography. Students work on projects that span text-intensive and image-driven design, involve integrated multi-platform outcomes (including digital content platforms), and incorporate user-centred design (such as app design).

[www.reading.ac.uk/ma-comm-design](http://www.reading.ac.uk/ma-comm-design)

### Information Design Pathway

The Information Design pathway focuses on interaction design, data visualisation, and wayfinding. Students examine and conceptualise services, experiences, and user journeys, and develop communication and visual systems that facilitate the effective delivery of complex information to users.

[www.reading.ac.uk/ma-info-design](http://www.reading.ac.uk/ma-info-design)

### Typeface Design Pathway

The Typeface Design pathway focuses on the development of multiscript typefaces for text-intensive applications. Students work on defining, planning, and designing a multiscript typeface family, exploring issues of character complements, the development of family styles across scripts, and the relationship of convention and modernity in typeface design.

[www.reading.ac.uk/ma-typeface-design](http://www.reading.ac.uk/ma-typeface-design)

## MA Creative Enterprise

### Communication Design Pathway

MA Creative Enterprise is an interdisciplinary programme that combines the strengths of three world-renowned schools at the University of Reading: Arts and Communication Design, Henley Business School, and the School of Law.

In the fast-evolving creative industries, commercial and business skills are becoming increasingly valuable to ensure success. MA Creative Enterprise is designed to extend your creative skills and develop your business acumen to maximise your employability.

This course is suitable if you wish to build your career as a practitioner, enhance your business skills alongside your creative and critical ones, set up a business, or advance into and excel in a managerial role.

MA Creative Enterprise offers four specialist pathways: Art, Communication Design, Film, and Theatre. All pathways share modules in management and entrepreneurship, with further opportunities to study finance or law.

The specialist pathways allow experienced professionals as well as recent graduates the opportunity to broaden their knowledge and skills within their creative specialism.

The Communication Design Pathway within MA Creative Enterprise is offered by the Department of Typography & Graphic Communication. On this pathway, you'll explore professional practice alongside developing your understanding of opportunities and challenges for the role of design in the creative sector.

Major themes on the Communication Design pathway include information design, user experience, wayfinding, and other practices in user-centred design.

## MA Creative Enterprise modules\*

#### The following modules are compulsory across all pathways:

Management in creative and cultural organisations

Entrepreneurial management for creative artists

#### The following modules are optional across all pathways:

Financing for entrepreneurship

Intellectual property law: copyright and designs

Intellectual property law: patents and trademarks

Internet law

International and comparative intellectual property law

Find out more about the Communication Design Pathway at [reading.ac.uk/mace-design](http://reading.ac.uk/mace-design)

#### Explore MA Creative Enterprise

MA Creative Enterprise also includes pathways in Art, Film and Theatre.

For more information, visit: MA Creative Enterprise: Art Pathway

[reading.ac.uk/mace-art](http://reading.ac.uk/mace-art)

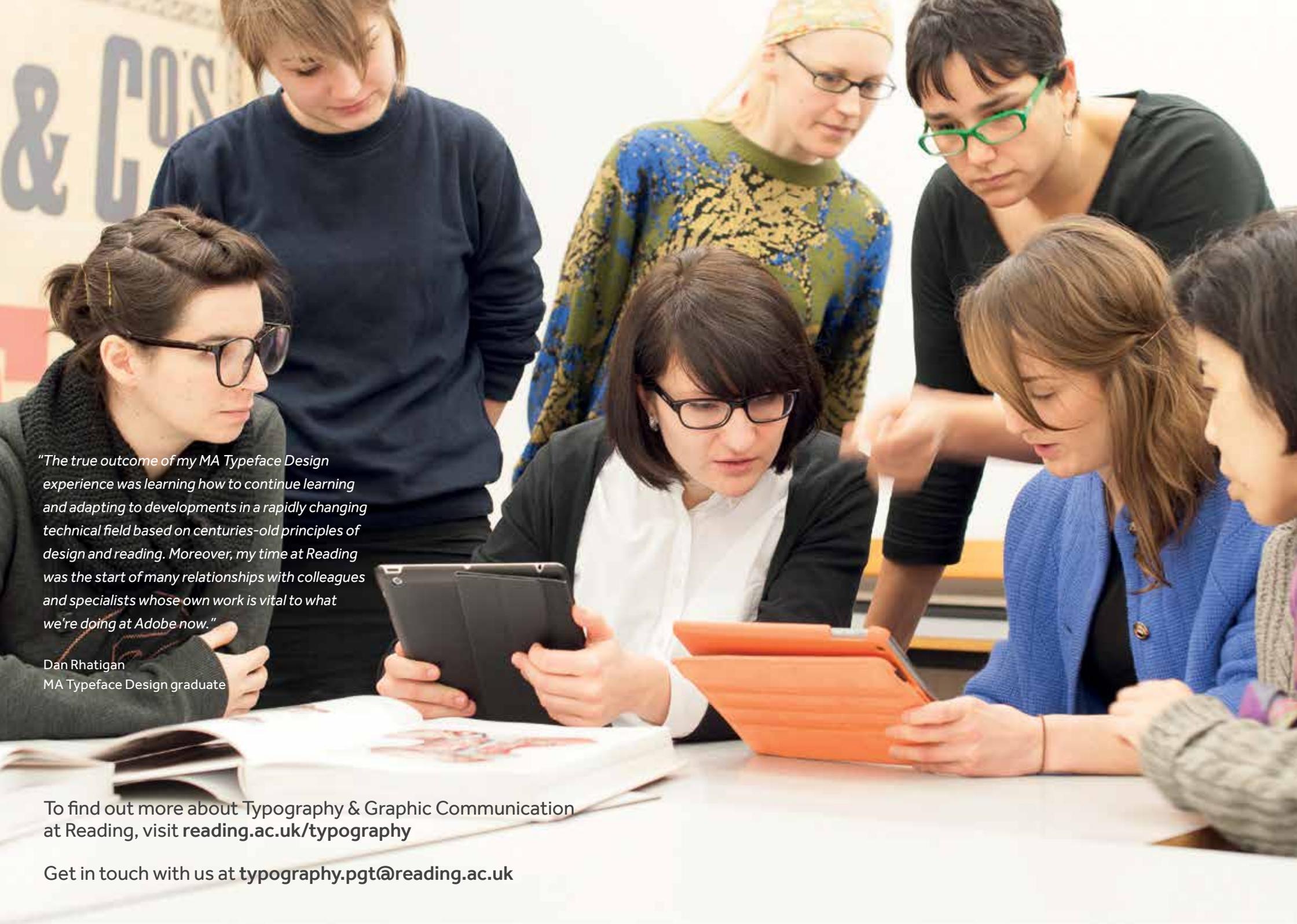
MA Creative Enterprise: Film Pathway

[reading.ac.uk/mace-film](http://reading.ac.uk/mace-film)

MA Creative Enterprise: Theatre Pathway

[reading.ac.uk/mace-theatre](http://reading.ac.uk/mace-theatre)





*"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](http://reading.ac.uk/typography)

Get in touch with us at [typography.pgt@reading.ac.uk](mailto:typography.pgt@reading.ac.uk)