

SCHOOL OF DIGITAL ARTS

MASTER OF ARTS IN CREATIVE ARTS



DURATION

2 Years

ACCREDITATION

HEA/ZAQA

ZQF

Level 9

MODE OF DELIVERY

Virtual Supervision

INTRODUCTION

This progressive and responsive master's degree programme is for driven, independent-minded creative arts students who want to follow their unique research interests and art-making practice in a theoretical, research, or practice-focused modality of their choice.

Students engage in independent, supervised study with a supervisor who shares their area of interest, guiding them through their research. The program culminates in a dissertation and, depending on the study, a body of creative work.

OVERVIEW

The MA (Creative Arts) is a progressive, responsive Master's degree programme for driven, independently-minded Creative Arts students who want to follow their unique research interests and art-making practice in a theoretical, research or practice-focused modality of their choice.

Each student is appointed a supervisor who guides them through the study. Programme outcomes include a dissertation and, depending on the study, a body of creative work. The fields to choose from include digital arts, literary arts, contemporary art, applied design, music, performing arts, creative education and technology.

The MA (Creative Arts) is an independent, supervised study that you can complete virtually. International applicants are welcome.

The Research Methodology Workshop, a compulsory attendance requirement for the students, covers research methodology related to the frameworks of qualitative, quantitative and mixed methods research approaches. This workshop is aimed at preparing the student for undertaking the research process. The Mcom in Marketing programme contains no taught component, but the student is assigned a supervisor. The entire programme is made up of 3 core requirements the students are required to complete:

- 1. A research proposal of approximately 10 000 words**
- 2. A full dissertation consisting of between 25 000 and 30 000 words**
- 3. A publishable article of between 3 000 and 5 000 words**

POSSIBLE RESEARCH TOPICS

You are encouraged to choose a topic that interests you, but our supervisors have also identified study topics you can select from. If you are interested in one of these research topics, please indicate this in your application.

- Documentary filmmaking.
- Memory/Archive/Autobiography/Personal Archive.
- Politics of Representation in film/TV/media.
- Film and Video Editing (including the theoretical and artistic concerns that accompany the craft).
- Character archetypes in African mythology, and their portrayal in art, illustration, literature, or animation.
- The Narrative structure of rituals: identifying and circumscribing the non-western narrative structure
- Exploring it as a possible structure for African animated film.
- Creating an 'African identity' in the design of animation productions from the continent.
- Nationalism, and national identity in African visual and material cultures: photography; architecture and the built environment (e.g. civic buildings); monuments; museums; print and popular culture; and the creative arts (including public art). Possible theoretical / methodological approaches: post-colonial and decolonial theory; content / discourse analysis; archival / historical approaches; museology; semiotics; practice-led research; ethnography; narratology and myth.
- Representations and misrepresentations of gender, sexual identity and the erotic in African visual and material cultures, including (where possible or appropriate) queer/feminist interventions into heteronormative / patriarchal narratives in creative practices, including, e.g., photography. Possible theoretical / methodological approaches: queer and feminist theory; content / discourse analysis; archival/historical approaches; semiotics; psychoanalysis; practice-led research; ethnography; narratology and myth.
- The Anthropocene, post-humanism, human-animal relationships, environmentalism, and green/eco-design in African visual and material cultures, including the creative arts: branding, graphic design, visual art, the built environment et cetera. Possible theoretical/methodological approaches: theories of the posthuman and the Anthropocene, including ecology; content/discourse analysis; archival/historical approaches; semiotics; practice-led research; ethnography; narratology and myth.
- Humour/ clowning in performance.
- Failure as a performance strategy.
- Memory and live performance.
- Women as performers in African theatre.
- Narrative in theatre making; Writing the self as a theatre making strategy.
- Illustration: comics, animation, etc.
- Co-design, participatory design, jamming, sensory methods.
- Mobile media: content analysis, qualitative methods.
- Reimagining African tacit and material knowledge - A contemporary approach aiming for global appeal (making, artefact: modernise; innovate; functional art; deconstruct, analyse, tradition; investigate, furniture design, jewellery design, set design, graphic design, product design).
- The cinematic choreography of space to enhance ritual/experience - Creating an embodied experience through architecture / space planning / urban interventions / curating path. (Architectural device, threshold, sequence, acoustics, sound, visual, impact, texture, tactile, spatial connections, visual connections, focal point, film, curation, path. Intersection of ritual and space).
- Unearthing narrative depth - In search of the origins of site-specific rituals / -artefacts / -traditions / spaces.
- African Art History.
- Modern and Contemporary African Art.
- African Futurism / Afrofuturism.
- African modernism.
- Post-colonial studies and the geopolitics of knowledge production (who produces knowledge about Africa, for which audience/s).

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MASTER IN CREATIVE ARTS:

Learning Outcomes:

- Explore your unique area of interest in the creative arts.
- Create a demonstrable record of study, research and practice with findings significant to the creative arts.
- Critically engage with creative arts stakeholders in academia, practice, industry, and broader society in Africa and beyond.
- Pursue a variety of creative, professional, and educational pathways where such a qualification is a requirement.
- Includes but are not limited to digital arts, contemporary arts, applied design, music, performing arts, creative education, and technology.

FIELDS OF SPECIALISATION:

Include but are not limited to: Digital arts, literary arts, contemporary art, applied design, music, performing arts, creative education and technology.

- Your study will be tailored to the topic that you want to explore.
- The MA is an independent supervised study that you can complete in two years through virtual or blended supervision.
- We match you with a supervisor who shares your area of interest.
- You complete a dissertation and, if you choose, an accompanying body of work in the Creative Arts.

CONCLUSION:

It is clear from the above that the Mcom in Marketing is not only a highly desirable qualification but also achieves the goal of cultivating independent study and the opportunity to acquire deeper knowledge of a specialist area in marketing. In a world where continuous learning has become a way of ensuring personal growth and the ultimate way of self-empowerment, the marketing environment is constantly changing and demanding new and deeper levels of knowledge. Those who are versed in doing research, ensure not only the enhancement of their personal knowledge, but become an important and valuable resource for the organisations they work with.

MODE OF DELIVERY:

The tuition will be offered primarily in a virtual learning environment augmented by additional content, and workshops where discussion, debate and mentoring opportunities with fellow students and subject experts enrich your research project.

All students will have a supervisor appointed to guide, mentor and advise them through the stages of the process and towards completion of the required deliverables.

ADMISSION CRITERIA:

- A 4-year BA degree (or equivalent) with a major in one of the field specialisations of the MA in Creative Arts, with a minimum pass of 60%.