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*of* HULL

Satisfy your creative thirst for more

MA Graphic Design:  
Branding and Digital Strategy  
(Online flexible-learning)

• This course provides a fantastic way for working individuals to study part-time; flexing and fitting in with demanding work schedules. The MA enables students to extend their knowledge by exploring contemporary branding and digital technologies that challenge theoretical and practical branding conventions •

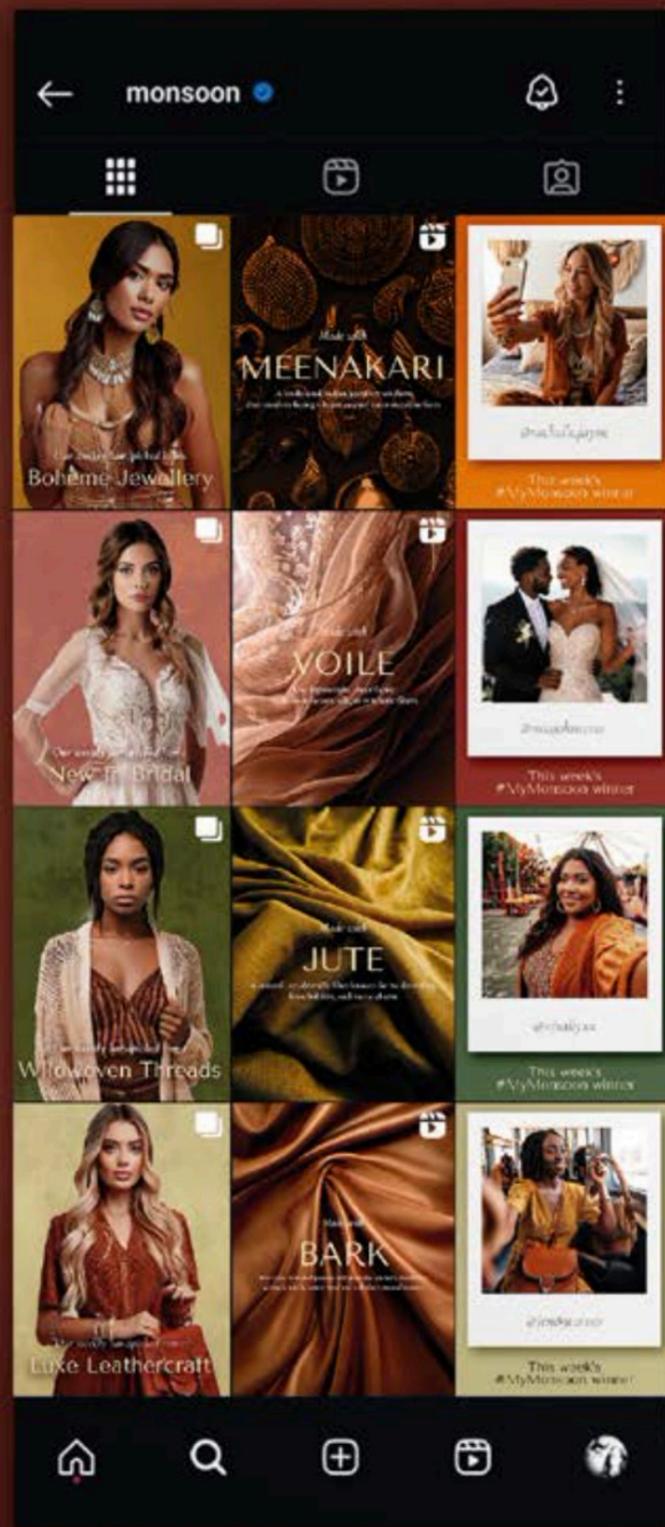
**Steve Osborne:**  
Director / Brand Planning and Creative  
Company: SO...Creative Communications Ltd  
Location: Nottingham / London



## Why choose a Masters in Graphic Design?

If you're reading this, chances are you're already a passionate, skilled designer with a BA degree or equivalent industry experience and you're now asking, what's next?

A Master's degree in Graphic Design is not just a step forward, it's a leap ahead. Whether you're looking to sharpen your brand strategy expertise, elevate your creative leadership, or expand your freelance practice or career prospects, our MA Graphic Design: Branding and Digital Strategy (Online flexible-learning) programme gives you the critical tools and confidence to stand out in a competitive, fast-evolving industry.





# How is an MA different from an undergraduate degree?

At undergraduate level, a Graphic Design degree introduces you to the fundamentals - design principles, software skills, and how to respond to briefs creatively. It's about becoming a good designer.

## At Master's level, we go much deeper.

This programme is about developing as a design thinker, a strategist, and a creative leader. You'll interrogate your own practice, explore global trends, and master how to design not only for audiences but with insight into how and why those audiences behave the way they do. You'll learn to shape brands, craft digital-first solutions, and navigate the commercial, ethical, and strategic challenges of the industry with authority.

Think of it as the difference between doing and leading.

• *This is a great solution for working professionals! Its flexibility enables a combination of career and academic goals, allowing students to excel in both. The programme's adaptability and convenience redefine the possibilities to increase knowledge whilst dealing with the demands of a full-time job* •

**Craig Richardson:**  
Owner / Creative Director / Company: Combine Studio /  
Location: Doncaster



# What you'll gain

## Expertise in Branding and Digital Strategy

Learn how successful brands are built, sustained and communicated across digital platforms. Understand consumer psychology, UX, and data-driven decision-making that leads to measurable results.

## Confidence in New Skills

From storytelling and digital campaign planning to brand ecosystems and creative entrepreneurship, you'll gain future-proof skills that boost your versatility, confidence, and value in the market.

## Critical Thinking and Research

This is a space to ask the big questions. You'll explore social, cultural, and commercial contexts, backed by robust academic and industry research.

## A Show-Stopping Portfolio

Your final project is a platform to shine, demonstrating your personal design voice, strategic thinking, and professional capability. Whether you want to impress employers, attract clients or start your own business, this is your chance.

• *I think that the MA Graphic Design: Branding and Digital Strategy stands out due to its carefully considered rationale, offering a unique approach to postgraduate education. Its emphasis on contact time coupled with flexible online delivery appears to distinguish it from the similar courses mentioned in the proposal. This innovative model promotes time and work efficiency and also ensures accessibility for a broader audience, making it an attractive choice for anyone wishing to pursue or update their branding and online marketing/design practice* •

**Andrew Fox:**  
Owner / Creative Director  
Company: The Orange Circle  
Location: Wakefield



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• There's a grey area between design and marketing, with so many employers expecting designers to fulfil the job role of both. This Masters bridges the gap and allow graduates to be fully equipped to work in full scale digital agencies and boost their employability. I'm so glad you've seen the gap in the market, there's really not a lot out there that caters to full scale digital design employability •

**Cher Newton:**

Owner / Brand Designer / Company: Hi Society / Location: York



• Having read the documentation, I think that this course would elevate designers' core skills, and encourage them to think more inventively about their practice and future career trajectories •

**Craig Hodgson:**

Owner / Art Director / Company: CHD - A Creative Design Agency / Location: United Arab Emirates

• *The MA Design part-time option works well as a versatile study option. Its flexibility provides a balanced combination of a work and learning structure reshapes opportunities for individuals wanting to enhance their knowledge and practice amid the challenges of full-time employment* •

**Adam Kenyon:**

Creative Designer / Art Director / Company: McCann Manchester / Location: Manchester



## Career and income benefits

A Master's degree in Graphic Design with us is more than an academic qualification - it's a powerful accelerator for your career and earning potential.

### Leadership Roles:

MA graduates often progress into roles such as Creative Director, Brand Strategist, UX Lead, or Digital Design Manager. These roles command significantly higher salaries and greater creative control.

### Freelance Growth:

If you're self-employed, this degree helps you raise your rates, refine your niche, and offer high-level brand consultancy services that go beyond visual design.

### Confidence to Pitch Big:

Our graduates consistently tell us how much more confident they feel pitching to clients, articulating value, and leading large-scale campaigns.

### Expanded Network:

You'll be part of an ambitious community of designers, strategists and creative thinkers; all sharing ideas, feedback and opportunities.



## Why study with us at University Campus Doncaster?

This online MA is built for busy professionals. Whether you're working full-time, freelancing, parenting or all of the above, you can study flexibly, at your own pace, without putting your career on hold.

You'll be supported by experienced tutors, each with industry and academic backgrounds, and you'll benefit from a curriculum that's constantly updated to reflect the latest tools, trends, and challenges in the creative industries.



• *The MA is a great chance to refine skills and stay on top of ever-changing design practice and tech. With an active course setup and pros delivering the teaching, it is a big positive step for designers wanting to boost their digital design skills and prospects* •

**Brendan Walker:**

EMEA Digital Marketing Team Lead / Company: Insight / Location: Sheffield



# Ready to lead the future of design?

The design industry is evolving rapidly, with AI, data, ethical branding, and digital transformation redefining what it means to be a designer today.

Our MA Graphic Design: Branding and Digital Strategy (Online flexible-learning) programme gives you the tools not just to keep up, but to lead.

We look forward to you joining us. Let's design the future together.

• As an experienced UX designer, I fully endorse the proposed MA Graphic Design: Branding and Digital Strategy. The structure integrates the latest industry trends, fostering creative excellence. The part-time flexible learning model is a game-changer, which will allow professionals to raise their skills level while balancing work commitments. It looks like a visionary programme! •

David Lee: Digital UX Designer / Company: Card Factory / Location: Sheffield



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