



Thinking of Applying?

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





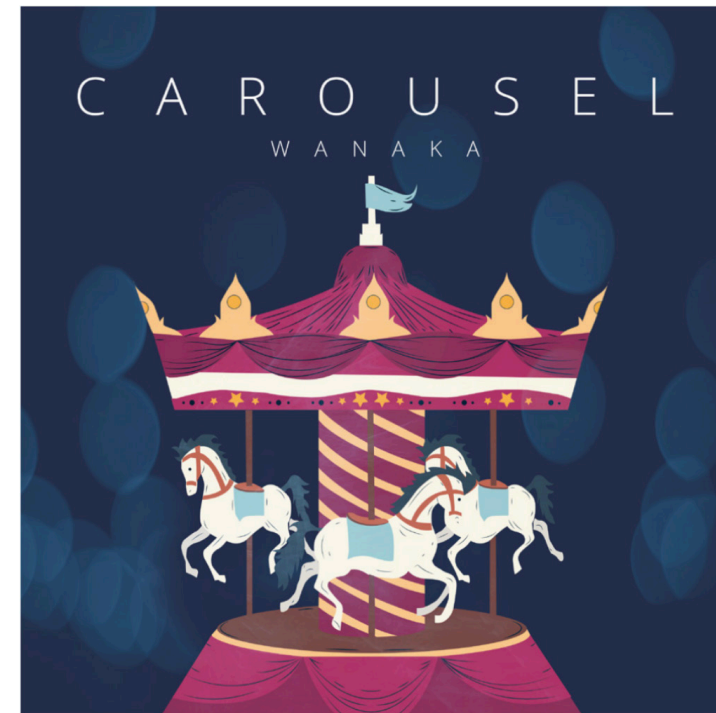
Common questions (with honest answers!)

- *I've been out of education for a while. Will I be able to cope with studying again?* •

Yes, many of our students return to study after a break from formal education, often balancing work and family life. The course is designed to support independent learners with clear weekly guidance, structured resources, and one-to-one tutor support. You won't be thrown in at the deep end; we'll ease you back into academic thinking with workshops and activities that gradually build your confidence.

- *How many hours a week will I need to commit to the course?* •

We recommend around 10 hours per week for part-time study. This includes lectures, project work, research, tutorials and independent study. Because the course is online and flexible, you can structure these hours around your existing work or life commitments - whether that means studying in the evenings, weekends, or during quieter times in your schedule. Don't worry if you can't attend a live session as all lectures are recorded, so you can catch up at your own pace whenever it's convenient for you.



- *Do I need to be an expert in branding or strategy already?* •

Not at all. You'll need to come in with a strong foundation in design (either through a BA or relevant professional experience), but you'll be taught everything you need to know about branding theory, digital campaigns, audience behaviour and strategic thinking as part of the course. What we value most is curiosity and a willingness to grow beyond visual outcomes.

- *Will this qualification really help me earn more?* •

In many cases, yes. Graduates often report greater confidence in charging higher freelance rates, stepping into senior roles, or launching their own ventures. The MA gives you the strategic edge that many employers and clients are looking for, not just someone who can 'make things look nice', but someone who can lead brand thinking, digital planning and communication with purpose. The course is a long-term investment in your earning potential and career progression.



• **How much interaction will I have with tutors and other students?** •

You'll have regular contact with tutors through weekly feedback, live tutorials, one-to-one support sessions and ongoing discussion forums. You'll also interact with peers in collaborative critiques, shared project spaces and workshops. While the course is online, it's highly interactive and personal, you'll feel part of a supportive, engaged design cohort.

• **Can I still apply if I don't have a degree in Graphic Design?** •

Yes, we accept applications from students with related qualifications (such as advertising, illustration, digital media or visual communication) or significant industry experience. If you can show us a portfolio and demonstrate your commitment to strategic design thinking, we'd be happy to consider your application. We look at the whole person, not just qualifications.

• **What kind of portfolio do I need to apply?** •

You'll need to submit a selection of your strongest creative work (ideally between 5-10 pieces) that show your skills in visual communication, problem-solving and design thinking. If you have branding or digital projects, even better. We're looking for creativity, concept development, and potential, not perfection. If you're unsure what to include, just ask - we're happy to advise before you apply.

• **Do you cover new digital technologies...such as AI?** •

Absolutely. AI is now a vital part of the creative industries, and our course reflects that. We'll introduce you to key AI tools used in branding, marketing, content creation and user experience. More importantly, we teach you how to use them ethically, critically and creatively, so you stay in control and ahead of the trend.



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- **Is this course eligible for a Postgraduate Loan?** •

Yes, if you're a UK student, the course is eligible for Student Finance England's Postgraduate Master's Loan. You can use this to pay for tuition fees and living costs. Many of our students also explore employer sponsorship, instalment plans, or self-funding alongside freelance work.

- **What happens after I graduate?** •

You'll leave with a Master's qualification that proves you're a strategic, research-led, forward-thinking designer. Whether you move into a leadership role, grow your freelance business, switch into UX or brand strategy, or even teach design, you'll have the confidence and critical tools to do so. You'll also join our alumni community, staying connected with fellow creatives, tutors and future opportunities.

