MA Ceramic Design 2010

CREATE THE DIFFERENCE
MA Ceramic Design

MA Ceramic Design Graduate employment 1992 - 2010

204 graduates.
174 (85%) in design related employment.
141 (81%) of which in ceramic industries Worldwide.

What's it about?
• Design innovation for small and mass manufacture
• ideas in ceramics and related materials
• products for - food and drink; interiors/tabletop; sanitaryware and cladding
• ideas for 2D surface/pattern and (or) 3D form/function
• re-evaluating - redefining - challenging the convention.

What do you study?
• Format and presentation
• CAD/CAM
• 2D ceramics - associated surface/decorating techniques
• 3D ceramics - model/mouldmaking, forming and finishing
• client led briefs
• the core integration of professional, market and commercial issues/factors
• industrial placement opportunities
• engage in research and practice towards a vocational goal.

Then what?
• Freelance designer/producer etc consultant; entrepreneur
• Commercial studio practice - design; sales; marketing; buying
• FE/HE lecturing.

“It is no coincidence that as World Capital of Ceramics, Stoke-on-Trent is also home to one of the world’s leading postgraduate programmes in ceramic design.

Staffordshire University’s MA in Ceramic Design plays an important role in a key sector of the area’s economy. We are not only immensely proud of our ceramics heritage but also of the many successful creative businesses and individuals who are at the leading edge of ceramic design - producing a wide range of products including luxury tableware and decorative ceramics, tiling, bricks, sanitary ware and sophisticated medical devices.

Anyone serious about working in ceramics can be sure they will be at the heart of a vibrant and developing sector that is internationally recognised and has an extremely exciting and diverse future.”

Tom Macartney
Managing Director, North Staffordshire Regeneration Partnership

“As the centre of English pottery manufacture, Stoke on Trent was the natural choice for me to further my professional career. The postgraduate programme at Staffordshire University lived up to my expectations, providing extensive access to key ceramic factories and services. Project briefs for the industry gave me real life experience within the field, designs accepted for manufacture now form my design portfolio.

The local ceramic museums and collections have provided an amazing resource to view both historical and contemporary ceramic work.

Opportunities to participate and exhibit at the leading international design fairs, Ambiente in Frankfurt and Maison & Objet in Paris, provided instant access into the commercial world of the international designer. Contacts made during these exhibitions have served to launch my career as a designer-producer.”

Evelyn Grant
MA Ceramic Design graduate 2010
MA Ceramic Design 2010

Staffordshire University’s MA in Ceramic Design is recognised as one of the leading postgraduate programmes worldwide for its work in ceramic design for manufacture.

Taught in Stoke-on-Trent, at the heart of the Potteries, this long-established course consistently produces career-ready graduates that are in demand by leading ceramic companies both in the UK and overseas.

With world-famous ceramic manufacturers quite literally on the doorstep, Stoke-on-Trent provides a unique venue for the study of ceramic design.

Students benefit from placement opportunities with leading names from the ceramics world and enjoy enviable employment prospects.

At the same time, the University’s close relationship with the ceramic industry is mutually beneficial and is primarily responsible for the unique character and international reputation the course has earned.

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“Rose” for Vista Alegre 2009
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(Artist in Residence in collaboration with The British Ceramics Biennial and Minton at WWRD Holdings Ltd.)
The Learning Experience - Course Curriculum

The course is organised on a modular basis. Each module will have specific aims and clearly defined learning outcomes. In semester 1 this will normally take the form of prescribed design project briefs and then subsequently through negotiated personal programmes of study. These strategies centre on reflective practice, students will normally work individually or occasionally in groups, communicating the conclusions to others in interactive critiques, with a range of assessment methods forming an integral part of the educational process.

Semester 1 constitutes two design ‘studio’ based modules. The first introductory module “Tools and Techniques” aims to establish a common methodology and practice of ceramic design. This is introduced through a prescribed project, which will serve also to encourage the acquisition of theoretical, technical and practical knowledge, and seek to develop skills from ‘traditional’ craft to new technologies via CADCAM. The second module “Collaborative Brief” introduces the activity of working with external clients. This practice is fundamental to the core aims of the programme. Fundamental business and professional skills will be embedded within semester 1 in preparation for the February trade fair visits, notably “Maison & Objet” Paris and “Ambiente” Frankfurt. It is at this point that students will be expected to engage in business and commercial dialogue and as a consequence inform and drive individual study in semester 2.

In semester 2 the design practice ‘studio’ module “Professional Pathways” requires you to negotiate with course staff your own programme of design research and practice. This will build upon the foundation of semester 1 and prepare you for potential industrial placement opportunities in semester 3 or formulate logical project proposals appropriate for alternative professional aspirations. Running concurrently will be a contextual, theoretical study module. “Creativity & Innovation” will encourage students to consider a variety of business and enterprise activities within which their creative design practice may logically locate. This will provide students with the appropriate knowledge, acumen and enterprising skills related to their proposed career in professional design practice.

Should an industrial work placement be deemed appropriate and indeed possible, this will take place during semester 3, during the summer. Typically students will work in the design studio of a major ceramic manufacturer who could be located in the UK or overseas. This experience can where relevant contribute to the subsequent masters project work. For submission for the award of MA, students will undertake a major project that shows evidence of a substantial level of creativity and innovation. It should synthesise the acquired knowledge and skills previously gained through a significant body of design work. The Masters Project which normally takes place in semester 4 is a vehicle that exercises and proves the students ability to choose, plan, manage, implement and contextualise a particular project in the field of ceramic design. It is a demanding undertaking, but will provide a challenging and rewarding platform from which to develop a future career.

Students will negotiate the subject and methodology of their project with the course leader. It may be appropriate in some cases for students to enter into closer dialogue with business and commerce and to work directly in collaboration with particular companies. A project proposal with objectives established jointly with interim support from company representatives as applicable.

The course team in continuing to offer a coherent academic programme of contemporary relevance. Students are encouraged to consider this development to pursue new and innovative ideas, redefining established ceramic design and market principles. These ideas may be less wedded to the immediate perceived needs of industry and for the mass market. As a consequence encouraging students to take a wider perhaps more entrepreneurial, enterprising standpoint, working as designer-producers for example engaging with small to medium sized manufacturers/factories in developing contemporary ‘aspirational’ products aimed potentially at new and different niche markets. There is a balance to be taken here with staff and students continually reviewing short- term ‘vocational’ employability objectives against a future (longer term) speculative approach.

The global industry and as a consequence the marketplace has been the subject of major evolutionary change in recent years. This has prompted debate amongst the course team in continuing to offer a coherent academic programme of contemporary relevance. Students are encouraged to consider this development to pursue new and innovative ideas, redefining established ceramic design and market principles. These ideas may be less wedded to the immediate perceived needs of industry and for the mass market. As a consequence encouraging students to take a wider perhaps more entrepreneurial, enterprising standpoint, working as designer-producers for example engaging with small to medium sized manufacturers/factories in developing contemporary ‘aspirational’ products aimed potentially at new and different niche markets. There is a balance to be taken here with staff and students continually reviewing short- term ‘vocational’ employability objectives against a future (longer term) speculative approach.
STUDIO and WORKSHOPS

KILN ROOM: 21 fully automated electric kilns, 2 gas kilns for reduction stoneware and porcelain production.

PRINT WORKSHOP: Four silk screen banks capable of multi-colour transfer production with associated air-plate kiln facilities.

PLASTER WORKSHOP: 7 vertical power shapers, 8 horizontal lathes, oval and round jigger jolly machines.

COMPUTER WORKSHOPS: six imacs with industry standard software including Adobe Creative Suite, Desktops IOS and Picasa.


PARIS: Maison & Objet, Jan 2009.


Gary Birks: Bone China Cuckoo Clock 2007 currently Head of Design, Whittards of Chelsea.


Marcus Steel: “Novella” for 300+X Porzellan Museum Selb, Germany 2010.

Camila Prada: RSA Award Winner, 2006


Fiona Alston: RSA highly commended, 2005

STUDENT Project Work
H&G MARCH

SHOPPING NEWS GARDENS DESIGN FOOD EVENTS WEB

STUDENT INDUSTRY Projects


Adele Barnes: "MULBERRY WOOD" for Aynsley China, KTP Associate, 2009.


Lisa Dudgeon for the Tabletop Group, 2007.

Monica Tsang: "Entomo 1°" for the New English Project. Shortlisted for the Homes & Gardens Classic Design Award, 2010.
WWRD Design Team  
(Waterford Wedgwood Royal Doulton Group)  
Left to Right:  
Keeley Trace (MACD 1992), Senior Designer  
Sarah Baxter (MACD 2000), Designer  
Andrew Haverth (MACD 1998), Designer  
Sung Cho (MACD 2000), Designer  
Dik DeLaney (MACD 1992), Royal Doulton Design Manager  
Louise Rosie (BA(Hons) 1971/RCA 1985), Senior Designer  
Celeste Yap (MACD 1994), Designer  
Matthew Harrison (MACD 1996), Wedgwood Design Manager  
Caroline Woolner (MACD 1999), Designer  
Lee Critchlow (BA(Hons) 1999/RCA 2002), Designer

"The MA Ceramics programme at Staffordshire University has produced some of the best design talent in the ceramic industry today. It is the only ceramic course that combines creative design with a real understanding of industrial manufacture. It has been a constant source of creative design for Wedgwood and the wider design industry, for the last two decades."

Matthew Harrison: Wedgwood Design Manager

CHURCHILL CHINA Design Team  
Left to Right:  
Eric Bommelbrath (MACD 1984), Design Director  
Laura Carter (MACD 2008), Senior Designer  
Vanessa Carter (MACD 1998), Head of New Product Development  
Janet McCormick (MACD 2004), Business Manager  
Emma Buffon (MACD 2006), New Product Development Manager

"A unique course! It is a great platform for developing design skills for industry. The work placements allow you to develop both creative and commercial solutions within a business environment."

Vanessa Carter: Head of New Product Development

GRADUATE Case Studies

"The entire Dudson design team are all graduates of the MA Ceramic Design programme. We have continued our relationship by taking students on placement, as a result we have launched, and produced many of the concepts developed."

Danny Goodall: Design Director

DUDSON HOTELWARE Design Team  
Left to Right:  
Danny Goodall (MACD 1997), Design Director  
Julian Cerr (MACD 1996), Designer (Shape)  
Lisa Langhorne (MACD 2000), Designer (Pattern)  
Rachel Tomlinson (MACD 1999), Design Manager, USA (not pictured)

"Graduates of the MA Ceramic course at Staffordshire University have become the leading authorities in the world's tableware design."

Richard Eaton: Design Director

DENBY POTTERIES Design Team  
Left to Right:  
Sarah Heaton (MACD 1993), Design Manager  
Thomas Allen (MACD 2002), Designer  
Gary Hawley (MACD 1996), Senior Designer (Shape)  
Nicola Bate (MACD 1998), Senior Designer (Pattern)  
Richard Eaton (MACD 1987), Design Director

"A unique course! It is a great platform for developing design skills for industry. The work placements allow you to develop both creative and commercial solutions within a business environment."

Vanessa Carter: Head of New Product Development
An exceptional course

Commencing mid-September 2010, the MA Ceramic Design course has been created to give talented individuals the knowledge, skills and acumen to succeed in professional design-related practice.

If you are experienced in the areas of ceramics, crafts, product design, textiles, surface pattern design or graphics and have an entrepreneurial spirit, we would like to hear from you.

Why study MA Ceramic Design with us?

- Stoke-on-Trent is the centre of the UK ceramics industry.
- The opportunity we offer is unique and supported by substantial world of work facilities.
- No course material costs.
- Paid work placement opportunities.
- Remuneration for your commercial design work.
- Gain valuable CAD, entrepreneurial, business and employment skills.
- Exhibit your work at a major international trade fair.

How to apply

Applications can be made on-line, on our website www.staffs.ac.uk, follow the link to ‘postgraduate study’ and ‘how to apply’. You will find all relevant information here, including course fees.

For more information, please contact:
Professor David Sanderson
e: d.sanderson@staffs.ac.uk

A priceless opportunity

- 32% of all UK ceramics employers and 60% of employees are based in North Staffordshire. The ceramics sector’s annual gross added value contribution to the UK economy is around £650m.
- The area has over 350 ceramics-based businesses employing around 7000 people and providing one quarter of all ceramics-based jobs in the UK.
- The area is a key destination for pottery and ceramics tourists with an estimated 3.6 million tourism visits per year, including around 34,000 from overseas visitors.
- The Potteries Museum and Art Gallery in Stoke-on-Trent houses one of the world’s finest and most extensive collections of Staffordshire pottery. All of the collections in this museum are Designated Collections of national importance.
- In 2009 Wedgwood Museum was awarded The Art Fund Prize for the most original museum or art gallery of the year. The prize is the UK’s largest single art prize and the most prestigious award in the museum world.

“...the student for the ‘real world’ and puts them higher on the employment ladder. As a potential employer I look for designers with this kind of experience, designers who understand their material, the design process and manufacturing disciplines and can apply them within a commercial environment.”

Simon Stevens
MA External Examiner 2009

Companies that have supported the MA Ceramic Design course during the past year through placements, material donations, collaborative projects and services include:


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MA Ceramic Design

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