

MSc Artificial Intelligence and Creative Practice

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	MSc Artificial Intelligence and Creative Practice
b) Programme code(s)	TBC
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Dr Rachel Falconer
e) Entry requirements	A minimum of a 2:2 honours degree (or equivalent) in art, design, computing, media, humanities, or a related discipline. Applicants without formal qualifications but with relevant professional experience may be considered. Portfolio and/or interview required.
f) Academic year effective from	2026

2. Programme Aims & Overview

Aims

The MSc Artificial Intelligence and Creative Practice aims to:

Develop critical, creative, and collaborative approaches to artificial intelligence within contemporary art and creative practice.

Enable students to analyse, evaluate, and synthesise conceptual, cultural, ethical, and technical dimensions of AI.

Support the creation of original, practice-based AI artefacts through interdisciplinary teamwork.

Prepare graduates for professional practice, research, or further study in creative AI and related fields or industries.

Overview

The interdisciplinary postgraduate programme combines artistic practice, critical theory, and applied AI methods. Students engage with AI as a creative, cultural, and socio-technical system, developing collaborative portfolios and a substantial final project. The programme emphasises experimentation, reflection, and public-facing outcomes, situating creative AI practice within broader artistic, industrial, and societal contexts.

3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	TBC
c) HECoS Code(s):	100159-Artificial Intelligence, 100048-Art Practice
d) QAA Benchmark group:	Computing; Art and Design

4. Awards

Item	Information
g) Awarding institution:	Goldsmiths, University of London
h) Teaching institution:	Goldsmiths, University of London
i) Home School:	Computing
j) School(s) also involved in teaching of the programme:	1. None 2. None 3. None If other, name here: Click or tap here to enter text.
k) Entry awards:	<input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input checked="" type="checkbox"/> PGCert <input checked="" type="checkbox"/> PGDip
l) Interim exit awards:	<input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input checked="" type="checkbox"/> PGCert <input checked="" type="checkbox"/> PGDip
m) Final awards:	Master of Science (MSc) Artificial Intelligence and Creative Practice

5. Delivery

Item	Information
a) Language of study:	English
b) Valid intake points in year:	<input type="checkbox"/> January <input type="checkbox"/> Sept/Oct <input checked="" type="checkbox"/> Other If other, specify: Jan, Aug/Sept, May
c) Mode of study:	Online Distance Learning Indicate the overall balance of teaching modes in the table below.
d) Total hours directed learning/year	264
e) In-person hours	0 0%
f) Online hours	264 100%
g) Pace of study:	<input type="checkbox"/> Full time <input checked="" type="checkbox"/> Part time
h) Duration of programme	Full time: N/A <input type="checkbox"/> years <input type="checkbox"/> months Part time: 24 <input type="checkbox"/> years <input checked="" type="checkbox"/> months
i) External accreditation:	N/A

Item	Information
j) Apprenticeship Standard:	N/A

6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)
- **Professional and transferable skills and behaviours** (P1-3)

On successful completion of the programme, you will be able to:

Learning Outcome	Level	Graduate Attribute
D1 Critically analyse the conceptual relationships between artistic practice, cultural context, and AI technologies.	7	Responsible agency
D2 Evaluate key trends, debates, and ethical issues shaping creative AI across contemporary creative industries.	7	Diversity of perspective
D3 Synthesize interdisciplinary theoretical perspectives to inform creative AI practice and research.	7	Collaboration
F1 Design and build creative AI artefacts through collaborative, practice-based experimentation.	7	Collaboration
F2 Position and justify creative AI work within interdisciplinary and professional contexts.	7	Responsible agency
F3 Devise and apply critical and reflective frameworks to assess creative AI processes and outcomes.	7	Responsible agency
P1 Build and sustain effective collaborative teams using iterative and inclusive working practices.	7	Collaboration
P2 Plan, manage, and deliver complex creative AI projects from ideation to public presentation.	7	Responsible agency
P3 Communicate, document, and present creative AI work to specialist and non-specialist audiences.	7	Responsible agency

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90ECTS), with exception to interim exit awards.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

Also, see [curriculum structure grid](#).

Phase 1 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Introduction to Creative AI	TBC	15	7	Compulsory	Multi	N/A	N/A
Collaborative Prototyping and Practice	TBC	15	7	Compulsory	Multi	N/A	N/A
More-Than-Human Creativity: Proposal Development	TBC	15	7	Compulsory	Multi	N/A	N/A
Creative AI: Intermedial Learning Systems	TBC	15	7	Compulsory	Multi	N/A	N/A

Phase 2 (FT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
Portfolio I: The AI An-Archive: Tools for Disrupting, Unmakign and Reimagining Creative Assets	TBC	15	7	Compulsory	Multi	N/A	N/A
Portfolio II: Professional Practice for Hybrid Creators: Critical Methods for Collaborating with AI Systems	TBC	15	7	Compulsory	Multi	N/A	N/A

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
Portfolio III: Critical Convergence: A Symposium on AI, Art and the Politics of Making	TBC	15	7	Compulsory	Multi	N/A	N/A
Portfolio IV: Critical Reflection: Interrogating Creative Agency in the Age of AI	TBC	15	7	Compulsory	Multi	N/A	N/A

Phase 3 (FT)

Module Name	Module Code	Credit	Level	Module Type	Term	Year PT	Pathway
Major Project	TBC	60	7	Compulsory	Multi	N/A	N/A

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through workshops, practical labs, lectures and seminars. It may have a mix of in-person and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all your timetabled learning activities.

Specifically, this programme will be taught in the following ways:

The programme consists of eight modules delivered via the Goldsmiths Moodle VLE, incorporating H5P and other interactive tools. Modules 1–4 are content-focused, with Modules 1 and 2 providing foundational knowledge, while Modules 5–8 are portfolio-based, emphasizing practical application and assessment preparation. Each module spans eight weeks (approximately 150 hours) and integrates multimedia content, readings, and formative activities, with Week 8 dedicated to assessment. All learning materials are developed prior to launch, and online tutors provide guidance and feedback throughout. Optional live sessions are offered in Weeks 1 (introduction), 5 (consolidation or extension), and 7 (assessment briefing and Q&A).

Assessment modes and approaches

You will be assessed in a range of ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

The graded assessment for Module 7 (Portfolio 3) consists of a critical reflection on the preparation of the piece for the symposium. The graded assessment for Module 8 (Portfolio 4) includes participation in the online symposium.

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	0	0	0	0	2	2
Exam	0	0	0	0	0	0
Live (presentation, performance etc.)	0	0	0	0	2	2
Portfolio (multi-modal)	0	0	0	0	4	4
Practical / multimedia	0	0	0	0	0	0
Written	0	0	0	0	0	0
TOTAL:	0	0	0	0	8	8
Of which...	Individual:	3	Group:	5		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/
b) Placement opportunities	N/A
c) Programme-specific requirements	Collaborative portfolio development platform licence (Miro or equivalent).
d) Programme specific costs and resources	Online conference production set up and streaming
e) Employability and potential career opportunities	Creative Industries generally. Creative AI specifically. Digital agency Creative Technologist all the way through to studio artist specializing in creative AI. Also covers Games Industry.

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
More-Than-Human Creativity: Proposal Development	TBC	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative AI: Intermedial Learning Systems	TBC	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Portfolio I: The AI An-Archive	TBC	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portfolio II: Professional Practice for Hybrid Creators	TBC	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Portfolio III: Critical Convergence	TBC	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Portfolio IV: Critical Reflection	TBC	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Major Project	TBC	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>