

JOB DESCRIPTION

Job Title:	Lecturer in Visual Communication Design (Graphic Design and Visual Cultures)
Job Ref:	ACI195
Campus:	Middlesex College of Minzu University China, Hainan Campus
Grade:	Grade 7
Starting Salary:	£40,497 per annum exclusive of Outer London Weighting rising to £46,735 incrementally each year
Hours:	The duties and responsibilities of a Lecturer are wide-ranging. You will be expected to work hours as are reasonably necessary in order to fulfill your duties and responsibilities
FTE:	1 FTE
Period:	3 Year Fixed Term Contract
Reporting To:	Joint Institute Dean, Middlesex College of Minzu University China
Reporting to	
Job Holder:	N/A

Context

Middlesex College of Minzu University of China ("the Joint Institute") is a non-independent international joint-venture learning institution established by Minzu University of China in collaboration with Middlesex University London, UK. The Joint Institute is located in the Hainan Li'an International Education Innovation Pilot Zone and falls under the jurisdiction of Minzu University of China. The total enrolment of the Joint Institute is estimated at 1,080 students per year by 2027/28.

The Joint Institute offers four undergraduate programmes that are all recognised as national first-class undergraduate programmes including Dance Performance, Music, Visual Communication Design (Graphic Design), and Fashion Design, as well as a Master's programme in Visual Communication Design (Graphic Design).

Leveraging the high-quality resources of both universities, the Joint Institute aims to cultivate international, high-level, and application-oriented talents with entrepreneurial ability. These talents are prepared to adapt to the development of national culture and art, economic and cultural construction, and meet the demands of constructing a free trade port with distinctive Chinese characteristics.

Role Summary

The role will be held by an experienced practitioner/researcher and developing academic. The role combines professional practice/research activities in visual communication with learning and teaching and a broader contribution to the programme at the Joint Institute in Hainan, China.

The role involves working collaboratively with the academic team to ensure that the undergraduate Visual Communication programme meets the needs of students, industry, the Joint Institute and the wider organisation. Additionally, you will be responsible for developing and delivering a coherent and effective curriculum that reflects the needs of the discipline and prepares students for their future careers. You should be willing to contribute to the strategic direction, leadership, and management of the BA and MA Visual Communication Design programmes, in collaboration with colleagues from Minzu University of China ("the Partner University").

You will have teaching experience at Higher Education (HE) level in Graphic Design and/or Visual Cultures and will be a creative practitioner with knowledge and experience of current graphic design practice in areas such as: branding, typography, digital design, social design and design for sustainability, User Interface and User Experience (UI UX), web design, moving image and AI.

We welcome applicants who combine both theory and practice in graphic design and can speak authoritatively on art/ visual culture and the history of ideas and how this has shaped and influenced the visual landscapes of graphic design, and support students in researching and presenting the various historical, social and cultural context/s of their creative practice.

Job Purpose

To conduct and contribute to professional practice and provide learning and teaching in Visual Communication Design, and research/knowledge transfer to the benefit of students, the Joint Institute and the wider community.

To be an ambassador for the successful reputation for BA (Hons) Visual Communication Design and the Joint Institute, delivering innovative teaching and learning building reputation and student engagement, and contributing to recruitment, progression, achievement, and success.

To create and deliver a curriculum that reflects the needs of students to engage with Chinese and international contexts for visual communication design.

To provide teaching contact hours normally 21 hours per week with a maximum limit of 28 hours per week, plus 1 – 2 hours of meetings. Lesson preparation and marking, as well as course administrative tasks will form part of the core hours. You will be expected to fully contribute and to engage in developing a vibrant student experience by providing appropriate presence and support on campus to students whilst working collaboratively with colleagues.

Main Responsibilities

Learning and Teaching:

- Deliver high quality teaching to students, in the form of practice-based visual communication design studio classes alongside theoretical contextual studies in these design practices
- Design, develop and review teaching activities and materials
- Identify best and innovative practices in professional training, learning and teaching and build them into personal teaching practice
- Maintain an understanding of professional practice in visual communication design to inform personal teaching practice
- Contribute to course/programme review and design
- Give effective advice, guidance and feedback to students in person and online as deemed necessary to support their academic progress
- Enhance student experience and outcomes

Practice, Knowledge Transfer:

- Investigate and reflect on professional practices in visual communication design and contribute to the presentation of findings
- Engage in exploratory design processes and new technologies, including AI, to develop visual communication design
- Engage in professional practice activities, such as the provision of advice and/or training to professional groups

- Develop and maintain a network of professional contacts in the sector and the wider community
- Maintain a profile in professional practice which has a proven impact on colleagues and practitioners
- Work with colleagues in ensuring that research has impact beyond academia

Academic Leadership and Management:

- Lead learning and teaching activities in a particular area as agreed, e.g. module leadership
- Contribute to the administration of the academic programme, by supporting student recruitment, induction etc
- Advise and coach colleagues
- Undertake other activities, as required

Other Duties and Expectations:

- The post-holder will assist in and carry out any other related academic duties as are within the scope, spirit and purpose of the job as requested by the line manager; for instance facilitating extra-curricular activities
- The post-holder will be expected to actively follow Middlesex University policies and procedures, including Equality & Diversity policies, and maintain an awareness and observation of the Fire and Health & Safety Regulations applicable whilst working in Hainan, China
- To work in accordance with the Joint Institute's values and vision, to support transnational education
- The job description will be reviewed and may be amended from time to time in consultation with the post-holder

PERSON SPECIFICATION

Job Title: **Lecturer in Visual Communication Design (Graphic Design and Visual Cultures)**

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria.

Essential Requirements

Education/Qualifications:

- Appropriate academic qualifications at postgraduate level and/ or relevant professional experience.

Knowledge, Skills and Experience:

- Evidence of professional practice in contemporary visual communication design and creative processes.
- Ability to deliver high quality teaching including the ability to plan and deliver effective classes, workshops, lectures, and bespoke lessons, develop and implement assessment tasks, and provide guidance and support to students.
- Ability to communicate visual communication design practice, concepts and topics effectively to diverse audiences, including learners who do not have English as their first language.
- Understanding of good professional practice in learning and teaching.
- Commitment to completing formal training in academic practice and engaging with continual professional development in this area to meet the needs of the Joint Institute in encouraging successful student outcomes.
- Demonstrable commitment to fairness and the principles of equality and inclusion.
- Experience in teaching contemporary visual communication, graphic design and/ or theoretical contextual studies at a higher education level.
- Excellent communication, leadership, and interpersonal skills.
- Experience of current graphic design practice/ theory in areas such as: branding, typography, digital design, UI UX, web design and moving image.
- Knowledge of global view of history of art/ visual culture and the history of ideas and how these have shaped and influenced the visual landscapes of graphic design.
- Awareness of growing impacts of technology and AI on visual communication design and the visual communication design industry.
- The ability to be a committed collaborator who works effectively within the course team and with external partners.

Desirable Requirements

- Ability to teach in other areas of design and visual culture e.g. reflective practice, employability skills, history and theory of design.
- Experience of working internationally.

Benefits:

- **Hours:** The duties and responsibilities of a Lecturer are wide-ranging. You will be expected to work hours as are reasonably necessary in order to fulfil your duties and responsibilities.
- **Leave:** 35 days per year pro rata.
- **Pension:-** You will be automatically enrolled into the [Teachers' Pension Scheme](#), subject to terms and conditions. You can opt out of the scheme at any time, once you have become an active member. Your opting out election can be actioned by using My Pension Online within the secure member area of the Teachers Pensions website.
- **Flexibility:** Please note that given the need for flexibility in order to meet the changing requirements, the duties / location of this post and the role of the post-holder may be changed after consultation.
- **Accommodation:** The University shall provide suitable accommodation in reasonable proximity to the campus for the duration of the appointment.
- **Visa Support:** Middlesex University shall pay for relevant agency support in relation to your application for a visa; visas and other paperwork can be claimed via expenses.
- **Insurance:** Middlesex University shall provide relevant health and commercial insurance cover for staff for the duration of their assignment in China.
- **Flights & Travel Arrangements:** Annual return flight to agreed home destination for appointments exceeding 12 months.
- Paid travel at the start and end of appointments in line with the university's [Travel policy](#)
- Airport pick up in China shall be paid for by Middlesex University.
- Staff shall also be entitled to the available PRC public holidays currently 13 days per year. The arrangements for public holidays and additional PRC designated non-working days are in line with Chinese regulations and practice. To benefit from these holidays and designated non-working days, staff will be required to work additional days, including Saturdays and Sundays.

Successful applicants will be responsible for managing their own personal tax.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

Any offer of employment for this role is conditional upon satisfactory clearance from DBS and obtaining a satisfactory basic DBS certificate, or equivalent check. Satisfactory basic clearance is required in order to obtain a visa and/or work permit to lawfully work in Hainan, China.

What Happens Next?

If you wish to discuss the job in further detail, please contact Emma Dick, Interim Head Department, School of Design, via email at e.dick@mdx.ac.uk