MAAAD: FAQs

Note: This set of FAQs has been updated.

1. What is MAAAD?
    MAAAD stands for Master of Arts in Applied Arts and Design. It is a master's program designed by the College of Design of Shu-Te University in Kaohsiung, Taiwan. It has a total of 36 units to be taken in four semesters (9 units per semester). It is hosted and offered by the College of Communication, Art, and Design, UP Cebu starting in August 2017. The program is in its second year.

2. Can you tell me more about Shu-Te University?
    Shu-Te University (STU) is a private university located at the Yanchan District in Kaohsiung, Taiwan. It has four colleges: The College of Management, College of Informatics, the College of Applied Social Science, the College of Liberal Education, and the College of Design. The College of Design has received the IF Communication Design Award and the red dot award. You may check out its website:
    http://www.design.stu.edu.tw/intro/super_pages.php?ID=intro1&Sn=

3. What is the meaning of Applied Arts?

    Based on the Art Encyclopedia, "the term "applied art" refers to the application (and resulting product) of artistic design to utilitarian objects in everyday use. Whereas works of <u>fine art</u> have no function other than providing aesthetic or intellectual stimulation to the viewer, works of applied art are usually functional objects which have been "prettified" or creatively designed with both aesthetics and function in mind. Applied art embraces a huge range of products and items, from a teapot or chair, to the walls and roof of a railway station or concert hall, a fountain pen or computer mouse". Source: http://www.visual-arts-cork.com/definitions/applied-art.htm

4. When will the next batch of program be offered in UP Cebu?
    It will be offered starting in August, 2018, the first semester of AY 2018-2019.

5. What are the important dates for MAAAD?

    First semester, 2018-2019

May 2, 2018	Start of Application
July 15, 2018	Deadline of Application
August 6-10	Period of Enrolment
August 13	Start of Classes
October 11	Mid semester
December 12	End of Classes

6. Who are qualified to apply?
   Graduates of art or design related courses are qualified. But graduates of non-art or non-design related courses may apply provided they have a certificate of at least one year experience in the field of art and or design.

7. What are the requirements for application?

1.	入學申請表 Two copies of completed application forms
2.	畢業證書影本 A photocopy of original diploma
3.	畢業證書翻譯本（如適用）A photocopy of the translation of original diploma（if applicable）
4.	在職證明書 In-Service Certificate（Certificate of Relevant Work Experience of at least one year if not a graduate of arts and/or design)
5.	授權書 Authorization (for Shu-Te University to verify all data supplied in the application)
6.	其他有助審查之資料 Other supplemental documents ■ 歷年成績單 A photocopy of original transcripts issued by the institution ■ 推薦信（須彌封）Recommendation Letter（sealed and stamped） ■ 自傳與讀書計畫 Autobiography and Study Plan ■ 履歷表 Resume ■ 作品集 Folio of works

Excerpted from STU document

8. How do we submit applications?
   Email requirements (except the recommendation letter in a sealed envelope) to maaad_ccad.upcebu@up.edu.ph. Send hard copies of requirements to:
   > The MAAAD Coordinator
   > College of Communication, Art, and Design
   > University of the Philippines Cebu
   > Gorordo Ave., Lahug
   > 6000 Cebu City
   > Cebu, Philippines

9. Who will accept and evaluate applications?
   UP Cebu shall accept applications and shall send these to STU for evaluation. STU decides whether the applicant is accepted or not.

10. How much does the program cost? Per unit cost is Php7,600. For nine units per semester load, cost is Php68,400.00. The students will be charged miscellaneous fees:

medical fee	Php50/semester	(required)
energy fee	Php50/semester	
library fee	800/semester	(optional)

11. Where do I pay my tuition?
    Payment will be made to UP Cebu.

12. Are there any scholarships available?
    CHED is offering scholarships; check its website for applicable scholarships. CCAD is actively looking for scholarships from other sources. We will keep you updated.

13. Is there a minimum number of students for the program?
    Minimum is 15 students; maximum is 30 students.

14. Who are the faculty for the program?
    Faculty from the College of Design in STU shall handle the required courses as well as elective courses. The faculty of College of Communication, Art, and Design (CCAD) of UP Cebu shall handle some elective courses. Artists/designers from the creative industries in Cebu have been and will be recruited to handle some courses.

15. What is the schedule of classes?

    For STU professors who will come over to UP Cebu from Shu-Te University in Taiwan, the proposed schedule of classes is compressed. This means that for a 3-unit course or subject (18 hours per unit) with a total of 54 hours, classes will be held in the evening during weekdays, on two Saturdays, and Sunday mornings.

    Sample Schedule for STU professors (Dates can be Arranged)

    Monday to Friday (3 hours per evening for 10 days or two weeks)   = 30 hours

    Saturday (8 hours per one Saturday for two Saturdays)   = 16 hours

    Sunday (4 hours per one Sunday for two Sundays)   =   8 hours

                                                        Total   54 hours

    For courses handled by professors and lecturers based in Cebu, classes will be held during weekday evenings and/or Saturdays.

16. What are the required and elective courses?
    Based on the list of courses, the required courses are as follow: Research Methods in Design, Special Topics in Interdisciplinary Design, Master Thesis I and Master Thesis II. The electives are as follow: Literature and Thesis Writing, Research in Application of Cultural Elective, Research in Innovative Product Design, Research in Craft and Product Design, Research in Digital Content Design, Creation of Cross-border Integration of Practice I, Creation of Cross-Border Integration of Practice II, Research in Apparel and Fabric Design, Research in Application of Technology and Art, Marketing and Brand Management.

17. What are the facilities of CCAD for the program?

CCAD offers the Fablab and the Computer Laboratory. The Fablab has state of the art equipment such as 3D printer, CNC router (Shopbot), CNC Milling Machine, Laser Cutter, Print and Cut Machine. CCAD has Macs in the Fablab and the Computer Laboratory installed with the most recent version of Adobe Creative Suite featuring multimedia software tools from Adobe.

18. Are there library materials for research?
    There are online and print materials available to students. There is access to several online journals; books on art and design are in the library as well . As enrollees of STU, MAAAD students are given access to STU library materials.

19. How can I check the status of my application and be sure that it was received?
    We will send a confirmation/verification email regarding the status of the application.

20. Is an interview required for an admission?
    No, it is not required. But you can come to CCAD office anytime if you have questions.

21. Can I have more than 9 units?
    You are prescribed to adhere to the 9 units per semester.

22. Will all classes be conducted at UP Cebu?
    Yes, classes will be held at either UP Cebu SRP or UP Cebu Lahug Campuses.

23. Am I required to go to STU as a MAAAD student? You are required to defend your thesis in STU; you can choose to attend graduation (in STU). You may visit STU anytime as a MAAAD student.

24. Can I still apply after the deadline?
    It is safe for you to apply before the deadline because the application will still be sent to STU for evaluation.