

Module Code:	ARD533
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Module Title:	Specialist Study (Surface Design)
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Level:	5	Credit Value:	40
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Cost Centre(s):	GAAA	<u>JACS3</u> code:	W740
		<u>HECoS</u> code	100728

Faculty	Arts, Science and Technology	Module Leader:	Cerys Alonso
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Scheduled learning and teaching hours	80 hrs
Guided independent study	320 hrs
Placement	0 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) / MDes Surface Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: 01/05/2018

Version no: 1

With effect from: 01/09/2019

Date and details of revision:

Version no:

Module Aims

- To provide an appreciation of the broader directions within which creative practice can take place.
- To provide opportunity to develop particular aspects of current research through advanced means of creative practice in a chosen discipline.
- To gain an appreciation of the uncertainty, ambiguity and limits of knowledge.
- To develop the ability to manage their own learning and to make use of original materials and critical reflection appropriate to the direction of study.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Explore the broader directions in which their design practice can take place.	KS6	
2	Develop personal research and extend their creative practice within a chosen area of Surface Design	KS3	
3	Critically evaluate arguments, assumptions, abstract concepts and make judgments in identifying and solving problems.	KS1	KS5
4	Extend theoretical and practical understanding in a chosen direction of design study.	KS7	KS9

Transferable skills and other attributes

Time management, IT, communication skills, creativity and problem-solving skills.

Derogations

N/A

Assessment:**Indicative Assessment Tasks:**

Students will produce a body of work dependent on the direction of study within their subject area. Assessment will be based on competence in research methodology, analysis of design problems, expression of ideas and concepts, effectiveness of communication, choice of appropriate media and techniques, production process and presentation skills.

Assignments will be presented in an appropriate format for group analysis. Students will keep technical/production files and a reflective journal that evidences their research, investigation of ideas and a self-critical evaluation of their work. Attendance and contributions to seminars and critiques will also be taken into consideration when assessing students performance and learning in this module.

Formative assessments through group critiques will take place in stages through the semester. Individual summative assessments will take place at the end of the module.

In assessing the learning outcomes, a variety of factors will be taken into account, these include:-

- Research and design development.
- Conceptualisation of ideas.
- Critical analysis and communication of design solutions.
- Appropriate use of media and techniques.
- Presentation and critical evaluation of finished work.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-4	Coursework	100%	N/A	N/A

Learning and Teaching Strategies:

Key lectures by programme staff will analyse and explore different areas of Surface Design practice. Themed seminars will consider social, ethical and cultural issues within current practice that will encourage group debate.

Students will develop personal research for their work and explore design solutions in a variety of directions using appropriate media and methods. Emphasis will be placed on research and analysis from critical and contextual viewpoints. Tutorial support and guidance will be provided on a regular basis to allow negotiation and monitoring through design and production of work.

Students will select the subject matter and determine the approach and structure of their concepts in answer to their direction of study. They will give consideration to the relationship between target audience/viewer and what is being communicated.

Practical studio work will involve design and production of an assignment within their chosen area of study. Students will make formal presentations of their work to their tutors and peer

group for critical analysis. This will be done in stages at specified completion points during design and production of assignments.

Syllabus outline:

This module enables students to consolidate their existing skills and develop work in their design discipline. They will acquire new competences in design methodology and creative practice through specialist study. It aims to extend the student's theoretical knowledge and technical experience in areas that can facilitate and enrich their design direction. It also aims to extend and complement other theoretical and practical work at this level and enables students to produce sustained pieces of work in preparation for their studies at level 6.

Consideration of social, ethical and cultural issues within current practice will form part of this exploration. Students will initiate, develop and realise distinctive and creative work within their chosen surface design discipline.

Students will have greater responsibility for the direction of their work and the opportunity to develop their choice of media in the interpretation of finished work.

Indicative Content:

Students will extend the development of their thinking, identifying new challenges that will require them to consider how their intended work relates to the sector. This will permit the student to consider presenting design proposals and samples in response to public art schemes, competitions or commissions.

Professional reproduction and duplication techniques and presentation skills will be required.

Indicative Bibliography:

Essential reading

Adamson, G., (2013) *Surface Tensions: Surface, Finish and the Meaning of Objects*. Manchester University Press

Beylerian, G.M. & Dent, A. (2007) *Ultra Materials how materials innovation is changing the world*. Thames and Hudson.

Other indicative reading

Loder, C. (2013) *Sculpting and Handbuilding (New Ceramics)* A&C Black

Periodicals/ web resources:

Creative Review

Wallpaper

<http://www surfacedesign.org>

www.craftscouncil.org.uk

<http://www.craftscouncil.org.uk/articles/the-here-and-now/>

<http://www.artjewelryforum.org>

<http://technical-journal.thegoldsmiths.co.uk>

<https://www.youtube.com/playlist?list=PLIEbleYhbhsNmaOzl-RAuUM0aHB-yXqY6>

<https://www.facebook.com/current.obsession.magazine>

<http://www.thenewcraftsmen.com/about/>

<https://www.facebook.com/current.obsession.magazine>

<http://www.thenewcraftsmen.com/about/>

<http://www.surfacemag.com>