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| Module Code: | ARD432 |
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| Module Title: | Media and Techniques |
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| Level: | 4 | Credit Value: | 20 |
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| Cost Centre(s): | GADC | <u>JACS3</u> code: | W213 |
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| School: | Creative Arts | Module Leader: | Sue Thornton |
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| Scheduled learning and teaching hours | 40 hrs |
| Guided independent study | 160 hrs |
| Placement | 0 hrs |
| Module duration (total hours) | 200 hrs |

| Programme(s) in which to be offered (not including exit awards) | Core | Option |
|--|------|--------------------------|
| BA (hons) / MDes Children's Books | ✓ | <input type="checkbox"/> |
| BA (hons) / MDes (hons) Comics | ✓ | <input type="checkbox"/> |
| BA (hons) / MDes Graphic Design | ✓ | <input type="checkbox"/> |
| BA (hons) / MDes Illustration | ✓ | <input type="checkbox"/> |
| BA (hons) / MDes Surface Design | ✓ | <input type="checkbox"/> |

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| Pre-requisites |
| None |

Office use only

Initial approval: 12/09/2018

Version no: 1

With effect from: 01/09/2019

Date and details of revision:

Version no:

Module Aims

- To develop aesthetic appreciation of a variety of media and techniques.
- To enable students to explore and develop technical competencies in using a variety of media.
- To encourage critical awareness and evaluation of their work.

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 | Demonstrate practical skills in the use of media to resolve communication tasks. | KS1 | |
| | | KS3 | |
| | | KS4 | |
| 2 | Link conceptual thinking and problem solving skills with the application of media. | KS3 | |
| | | KS4 | |
| | | KS9 | |
| 3 | Recognise the ways in which the use of media influences aesthetic appreciation. | KS1 | |
| | | KS6 | |
| | | KS9 | |

Transferable skills and other attributes

- The ability to originate and manage an independent workload
- Contribute proactively to group critique and the learning of others
- Note-taking; recording, referring and responding to editorial advice

Derogations

N/A

Assessment:

Indicative Assessment Tasks:

Students will produce coursework that demonstrates their ability in the use of a variety of media and techniques. Students will undertake research into the application of media, and their associated aesthetic merits and technical limitations. The coursework will demonstrate the exploratory process that the student has undertaken and the aptitude with which their media has been applied.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration (if exam) | Word count (or equivalent if appropriate) |
|-------------------|-----------------------------|--------------------|---------------|--------------------|---|
| 1 | 1-3 | Coursework | 100% | | |

Learning and Teaching Strategies:

- Contextualising information for this module will be delivered as a keynote lecture/s.
- Assignments presented to students will be designed to enable students to produce a body of work that challenges them to demonstrate their technical ability in the use of a variety of media and techniques.
- Technical skills will be delivered through demonstrations, workshops and practical experience of the use of art and design tools.
- Tutorial guidance, group critique and student seminars will form the basis of the conceptual development and understanding of the student.

Syllabus outline:

Students will be introduced to the varying purposes, aesthetic merits and technical challenges presented by a variety of media and techniques.

Workshops and technical demonstrations will provide the student with practical skills and experience in the use of a range of media and techniques including life drawing and media tests to understand application of colour theory, tone, texture, contrast and composition. Varied approaches to mark-making will be explored including ink, watercolour, acrylics, printmaking, collage, photography, digital and digital-traditional hybrid methods.

Assignments will be designed to enable students to explore the use of a variety of media within parameters that encourage interdisciplinary critique and dialogue.

Students will be required to provide critical self-evaluation demonstrating their aesthetic understanding of the work they have produced.

Indicative Bibliography:

Essential reading

Covey, S. (2016) Modern Printmaking: A guide to Traditional and Digital Techniques: Barnes & Noble

Nunes, V (2019) The Drawing Game: Laurence King

Salmond, M & Ambrose, G (2013) Fundamentals of Interactive Design: AVA Publishing

Pons-Cerda, R & Verhoog, L (2018) My Photography Toolbox: Laurence King

Hornug, D (2012) Colour: A workshop for artists and designers: 2nd Edition: Laurence King

Other indicative reading

Bringhurst, R. (2013). The elements of typographic style. 4th ed. Seattle, Wash.: Hartley & Marks.

Lupton, E. (2010). Thinking with type. 2nd ed. New York, NY: Princeton Architectural Press.

Helpx.adobe.com. (2017). InDesign tutorials. [online] Available at: <https://helpx.adobe.com/uk/indesign/tutorials.html> [Accessed 25 Oct. 2017].

Helpx.adobe.com. (2017). Photoshop CC tutorials. [online] Available at: <https://helpx.adobe.com/uk/photoshop/tutorials.html> [Accessed 25 Oct. 2017].