

MODULE SPECIFICATION FORM

Module Title: Negotiated Study 1 (Design)	Level: 6	Credit Value: 40
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Module code: ARD606 (if known)	Cost Centre: GADC	JACS3 code: W200
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Trimester(s) in which to be offered: 1	With effect from: September 2015
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Office use only: To be completed by AQSU:	Date approved: August 2015 Date revised: Version no: 1
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Existing/New: New	Title of module being replaced (if any):
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Originating Academic School: Media, Arts and Design	Module Leader: Sue Thornton
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Module duration (total hours): 400	Status: core/option Core (identify programme where appropriate):
Scheduled learning & teaching hours: 100	
Independent study hours: 300	

Programme(s) in which to be offered: BA (Hons) Design: Animation, Visual Effects and Game Art/BA (Hons) Design: Film and Photography/BA (Hons) Design: Graphic Design and Multimedia/BA (Hons) Design: Illustration, Graphic Novels and Children's Publishing/MDes: Animation, Visual Effects and Game Art/MDes: Film and Photography/MDes: Graphic Design and Multimedia/MDes: Illustration, Graphic Novels and Children's Publishing	Pre-requisites per programme (between levels): N/A
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<p>Module Aims:</p> <ul style="list-style-type: none"> To enable students to effectively manage their time in achieving their objectives during studio and workshop practice. To produce a self-initiated body of work which confirms an understanding of advanced contextual concepts and ideas. To confirm communication skills and professional integrity to a high level. To indicate continuing personal and creative development within a chosen area of study. To enable students to identify their intended audience and equate this to relevant and appropriate design production and presentation strategies. Each negotiated study must indicate how the student will demonstrate the progression of their study from one module to the next.

Intended Learning Outcomes:

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

1. Initiate, plan and execute a body of work and meet deadlines. (KS2, KS3, KS6, KS9)
2. Evidence thorough visual research, development of ideas and advanced skills that inform creative practice in a chosen area of study. (KS3, KS4, KS5, KS6, KS9)
3. Present work in an appropriate, professional and coherent manner. (KS1, KS2, KS4, KS5, KS9)
4. Produce work showing competence in creative design development, production techniques and professional practices. (KS1, KS3, KS4, KS5, KS9)
5. Identify an intended audience and respond appropriately to design production and presentation problems encountered. (KS1, KS2, KS3, KS5, KS6, KS7, KS9)
6. Operate with autonomy in the realization of creative practice and identify areas of study with the potential for future development. (KS1, KS2, KS5, KS6, KS7, KS8, KS9)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self-management)
10. Numeracy

Assessment:

After a written proposal has been discussed and agreed as viable, the student will agree a series of assessment criteria with the responsible tutor and progress to the design and production stages. The student will be regularly advised on their progress and academic staff will advise on comprehensive relevant research. There will be tutorial contact to resolve conceptual, technical or practical difficulties and establish clearly defined objectives.

Formative assessment will take place during and after the module. The completed work will be summatively assessed at the end of the trimester. Students will be required to present visual written and supporting research material which conveys personal intentions and demonstrates considered design development, formally and conceptually.

The student will be expected to have fulfilled the criteria agreed at the inception of the module and produce satisfactory final solutions, either in the form of finished artwork design solutions or final show reels completed by the stated deadline. Written and/or oral evaluation of the project will be presented at the end of the module.

Assessment Criteria:

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

Critical and Theoretical Knowledge: Demonstrate and understanding of the critical and theoretical context in which practice is located. Form independent judgements and articulate reasoned arguments through reflection. Review and evaluate own and other's work and show an awareness of professional practice in the wider field.

Conceptual Ability & Research: Evidence of the ability to initiate enquiry, research and experiment as the basis for the conceptualisation and development of ideas.

Design Development and Subject Skills: Evidence of the acquisition and development of design discipline and communication, both visual and verbal, for the coherent articulation of ideas and solutions.

Practical Skills/Use of Media & Techniques: Expression through an understanding of appropriate practices, processes and techniques. Evidence of an awareness, understanding and ownership of their subject and relationship to audience.

Professional Practice: Evidence of the ability to demonstrate a responsive and professional attitude to self-management and personal development across a broad range of practice in Design. Students will work independently, set goals, manage workloads and meet deadlines, identify strengths and needs and respond positively to the judgements of others.

In addition to the above assessment criteria, students are expected to further demonstrate professional levels of achievement and competence, theoretical, aesthetic and technical. They will also be required to demonstrate a self-reflective and evaluative practice. This will be evidenced by an evaluative statement written at the conclusion of each module and presented at assessment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 – 6	Coursework	100%	N/A	N/A

Learning and Teaching Strategies:

Students are briefed well in advance of the commencement of level 6 as to the nature of their negotiated studies. A statement of intent which includes a considered rationale, aims and objectives for each negotiated quadruple module will be discussed and approved through tutorials with appropriate module leaders at the start of this level. Depending on the proposed programme of work, negotiated modules may be undertaken sequentially or in parallel. This flexibility is required in order that relevant visits to industry, participation in competitions or client based commissions may be planned. As a result, individual year plans may be adjusted from time to time. The teaching where possible will address the individual need rather than group instruction. The student will determine their own work schedules in negotiation with staff once the individual objectives for the module have been agreed. This module will be delivered through self-directed study and supported by individual tutorials, group seminars and critiques.

Syllabus outline:

The ability to synthesise the various elements which make up the 'design process' and to respond appropriately and creatively is essential in preparing for life as a professional designer/creative practitioner outside the support of education. Students will in negotiation, plan, implement and bring to a conclusion, a body of work. They will set their own aims and objectives and will prioritise their learning development according to their own aspirations. A clear and logical progression will be required throughout the negotiated study period. The quintessential theme to be communicated by the responsible tutors is that a negotiated study

module celebrates the learner's achievements and learning during undergraduate study. Where it is relevant desirable and appropriate, students will be encouraged to undertake work experience, commissions or other external activities compatible with their established working process within the module structure.

This 40 credit Negotiated Study module may stand either as an individual body of work which has been developed from start through to conclusion, or as a clearly identified part of an ongoing project extending over two trimesters culminating in a major piece of work.

This flexible structure enables a student to organise a relevant and individual programme of work that may include a client commission as well as individual development and research which ultimately leads to the presentation of a major piece of work for the final year end exhibition.

The activity during a negotiated study module will be determined by the participating student in liaison with their tutor and cannot be detailed herein, however, the module will include:

- A proposal of work based on suitable research that is frankly discussed, written and presented to the module leader.
- The student setting projects with achievable objectives within the time allowed and available resources.
- The development of an advanced visual awareness, a personal visual language and the expression of individual creative concerns.
- A period of consolidating skills and personal creativity employed in a programme of self-determined work, allowing the student to concentrate on a specialist area.
- Raising the student's awareness with regard to the current role of contemporary practice which may include live or simulated live briefs.
- An evaluation report which will be produced as the module nears completion.

Students will be encouraged to liaise with industry and may make industrial visits and/or undertake live briefs if they are appropriate and relevant.

Bibliography:

The student will take responsibility for collecting and assimilating information relevant to their specialist activity. Tutorial guidance will be offered in this process. An emphasis on the reading of contemporary publications and periodicals will be encouraged.

Periodicals and Weblinks

Skwigly online animation magazine – www.skwigly.co.uk/

Animation World Network at www.awn.com

VFX World magazine - www.awn.com/vfxworld

STASH <http://www.stashmedia.tv/>

3D Artist– www.3dartistonline.com/news/

Gamasutra - <http://www.gamasutra.com/>

Inspiration for CG Artists - <http://www.itsartmag.com/features/>

Develop – <http://www.develop-online.net/>

MCV – <http://www.mcvuk.com/>

Movie Maker www.dsrlmoviemaker.co.uk

Moving Image Source <http://www.movingimagesource.us/research/guide/type/23/>

British Journal of Photography www.bjp-online.com/

f2 Freelancer Photographer www.f2freelancephotographer.com/

Photo Professional www.photopromagazine.com/

Black & White Photography www.bwphotopro.com/

Senses of Cinema www.sensesofcinema.com/

Filmmaker www.filmmakermagazine.com/

MUTE, Texere Publishing, <http://www.metamute.com>

Res, Res Media Group <http://resfest.com>
WIRED, Wired UK, <http://www.wired.com>
K10K: <http://www.k10k.org>
Creative Review, Centaur Communications.
Develop, Intent Media
EDGE, Future Publishing
Eye, Haymarket Publishing