

MODULE SPECIFICATION FORM

Module Title: Introductory Subject Studies (Applied Arts)	Level: 4	Credit Value: 20
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Module code: ARA413 (if known)	Cost Centre: GAAA	JACS3 code: W213
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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): Design Language
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Originating Academic School: Media, Arts and Design	Module Leader: Jennifer Barker
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Module duration (total hours): 200	Status: core/option Core (identify programme where appropriate):
Scheduled learning & teaching hours: 50	
Independent study hours: 150	

Programme(s) in which to be offered: BA (Hons) Applied Arts MDes Applied Arts	Pre-requisites per programme (between levels): N/A
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Module Aims:

- Provide a range of experiences that gather information from the visual environment
- Explore theories and techniques of recording the visual world
- Give practice at creating images and compositions through a range of processes

Intended Learning Outcomes:

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

1. Demonstrate the ability to link theory to practice. (KS6)
2. Use materials imaginatively in the interpretation of visual imagery. (KS3)
3. Observe carefully and express outcomes through a variety of media and processes. (KS3)
4. Gather information from primary sources. (KS6)

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:

Formative assessment will take place regularly within group critiques that occur during and at the end of each assignment. Students will also receive individual assessment and feedback at the end of the module period.

The student will be required to present all course work for assessment. The student will be required to present contextual material that supports their development of work in a visual studies file.

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

- Critical and theoretical Knowledge
- Conceptual ability
- Visual development skills
- Practical skills and use of media techniques
- Professional practice

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:

This module introduces the basic skills require by all applied artists to gather material, express ideas and work out design problems by drawn communication. As such the range and reach of the module must be wide. Student will be expected to attend formal lectures and demonstrations and to practice in supervised workshop sessions. Further work is required by the student independently continuing to gather information outside the formal taught contact, particularly in the use of sketchbooks.

Seminars will encourage discussion and interpretive skills to develop and permit the transference of good practice between students.

Syllabus outline:

The student will be introduced to a series of visual tasks that require different solutions and interpretive skills. Illustrations will be provided in seminar sessions to explore the range of visual techniques employed when gathering information about the visual world.

Students will be introduced to subject matter via a series of field-trips to provide interesting subject matter. The notion of objective drawing will be set against the expressive nature of subjective drawing.

There will be exercises in a variety of materials and exploring the use of different processes for experimentation and practice. These outcomes will help the student to gather visual material that will support their later endeavours in the specialist workshops.

Indicative content:

Colour Theory

Developing designs from research materials.

Sketchbooks and design sheets.

Alternative design materials, paper, wire photography

Perspective and technical drawing.

Bibliography:**Essential reading:**

Heatherwick, T. Osborne, D. (2010), *Objectivity: A designer's book of curious tools*. Thames and Hudson.

Itten, J. (1996), *The Art of Colour*, Van Norstrand Reinhold.

Jackson, P. (2011), *Folding Techniques for Designers: From Sheet to Form*. Laurence King.

Recommended Reading:

Ching, FDK. & Juroszek, SP. (1998), *Design Drawing*, Van Nostrand Reinhold.

Cohen, D. & Anderson, S. (2006), *A Visual Language Elements of Design*, A&C Black.

Genders, C. (2009), *Pattern, Colour and Form creative approaches by artists*, A&C Black.

Hornung, D. (2005), *Colour a workshop for artists and designers* Laurence King Publishing Ltd.

Parsons, T. (2009), *Thinking: Objects: Contemporary Approaches to Product Design* AVA Publishing

Pipes, A. (2004), *Introduction to Design* Prentice Hall.

Periodicals:

Ceramic Review

Ceramic monthly

New Zealand Potter

Ceramics Art and Perception

Metalsmith

Crafts

American Craft

Craft Arts International, Au

Blueprint

Icon

Wallpaper

Neues Glas