glyndŵr
PRIFYSGOL
UNIVERSITY

MODULE SPECIFICATION FORM

Module Title: **Creative Thinking**	Level: 3	Credit Value: 20

Module code: ARD308	Cost Centre: GADC	JACS2 code: N/A

Trimester(s) in which to be offered: 2	With effect from: September 2014

Office use only: To be completed by AQSU:	Date approved: Sept 2014 Date revised: - Version no: 1

Existing/New: New	Title of module being replaced (if any): N/A

Originating Academic Department: Creative Industries	Module Leader: Pauline Amphlett

Module duration (total hours)	200	Status: core/option/elective (identify programme where appropriate):	Core to Art & Design Foundation Year Strand
Scheduled learning & teaching hours	50		
Independent study hours	150		

Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	N/A
BA (Hons) Design: Applied Arts (including Foundation Year) BA (Hons) Design: Animation, Visual Effects and Game Art (with Foundation Year) BA (Hons) Design: Film and Photography (including Foundation Year) BA (Hons) Design: Graphic Design and Multimedia (including Foundation Year) BA (Hons) Design: Illustration, Graphic Novels and Children's Publishing (including Foundation Year) BA (Hons) Fine Art (including Foundation Year)		

Module Aims:

- To develop the student's visual and on-line research skills
- To explore the creative thinking process within the various art and design disciplines.
- To reinforce a methodology and develop visual skills through assignments leading to creative and imaginative solutions by problem solving.
- To develop within the student an awareness of strong creative thinking and ideas.

Intended Learning Outcomes:

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

Knowledge and Understanding:
1. Recognise and process ideas drawn from different subject disciplines.
2. Utilise a variety of research methods in the creative thinking process.
3. Communicate thinking and ideas through a variety of ways putting to use sketchbook work, roughs, design sheets, mock-ups and photography.
4. Explore the issues surrounding the communication of creative ideas, and how they should be presented to others.

Transferable/Key Skills and other attributes:
Students should develop:
- How to generate ideas and concepts through a given set of assignments.
- Problem solving skills.
- Independent and self-directed learning abilities.
- Ability in developing time management/organisational skills.
- Interpersonal and essential communication skills.

Assessment:

This module will be assessed through a series of practical assignments.

Students will be expected to present coherent visual documentation showing the development of their creative ideas in response to the problems inherent in the assignments provided. They will also demonstrate how solutions would be applied in the form of finished visuals and mock-ups relevant to their subject area.

Students will be assessed on the presentation of work submitted for the assignment deadline and their ability to communicate effective solutions to given problems. They will be encouraged to develop confidence and be articulate in the expression of their ideas, both verbally and visually. Students will be expected to present supporting written material in their reflective journal/blog in response to their learning experience during this module.

A professional attitude towards working with staff in the studio, demonstrating engagement in group critiques and seminars.

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

- Applying a variety of research methods.
- Recognition of the processes involved within art and design.
- Ability to originate creative thinking.
- Demonstrate a way of presenting ideas through drawing and visual language skills.

Assessment number (use as appropriate)	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (if course work)
One	All (1 – 4)	Coursework	100%	N/A	3000

Learning and Teaching Strategies:

This module will be taught through a series of practical workshops and directed unsupervised study in which students will undertake a number of theme based assignments within their design disciplines.

Supported with lectures and demonstrations.

Syllabus outline:

This module focuses on the vital skills of visual research, methods and processes used in generating creative ideas, conceptualising them by formulating appropriate strategies and solutions to given assignments within their chosen area of study.

The content of the module will operate with the student getting involved in personal, aesthetic, intellectual and ideological development.

This will be judged by assessing the students' abilities in the following areas;-

- Extent and variety of the research methods they utilise.

- Demonstrating their ability to generate and develop ideas/concepts.

- How these are communicate in a drawn form.

- The development and evaluation of a personal approach to communicating ideas.

- The acquisition of practical and critical skills that will underpin all future art and design assignments.

Indicative Content:
Students will be introduced to exploring ideas and concepts through a number of assignments:

Animation, Visual Effects and Game Art
Interpretation of ideas and concepts from using and considering sources such as voice, music and SFX, digital processes, manipulation and abstraction of sound and colour, key art, storyboarding, ideas for 2D cut-out, experimentation with mixed media under camera, ideas

for simple puppets and sets, visual style, lighting, investigation of genre characters and storyline.

Film and Photography
Generating and developing ideas and concepts through sound and image for commercial, drama, title sequence, set design, photographic composition.

Graphic Design and Multimedia
Generating and interpretation of creative ideas and concepts through visual communication, layout, type manipulation, image, sound, digital processes, investigation of subject matter, brainstorming and mind mapping, gathering inspiration together using reference material and resources.

Illustration, Graphics Novels and Children's Publishing
Generating and interpretation of creative ideas and concepts through drawn communication, sketchbooks, type, image, digital processes, investigation of subject matter, brainstorming and mind mapping, gathering inspiration using reference material and resources, developing characters, sequencing and narrative structures, working to pieces of text.

Applied Arts
Generating and interpretation of creative ideas and concepts through visual communication, sketchbooks, image, digital processes, investigation of subject matter, making mock-up's, keeping process notebooks, brainstorming and mind mapping, gathering inspiration using reference material and resources, developing work through applied arts processes and use of workshops and materials.

Fine Art
Through generating and interpretation of ideas and concepts through visual communication, via sketchbooks, mock-ups, digital processes, brainstorming and mind mapping the thought processes they go though, gathering inspiration using reference material and resources, in the development of work through fine art processes using the workshops and materials that are available to them.

Bibliography:

Essential Reading:

Fletcher, A. (2001) *The Art of Looking Sideways*, Phaidon.

Fletcher.A. (2006) *Picturing and Poeting*, Phaidon.

Johnson. M. (2012) *Problem Solved,* 2 ed. Phaidon.

Crow, D. (2010) *Visible Signs: An Introduction to Semiotics (Required Reading Range).* 2 ed. AVA Publishing.

Berger. J. (2008) *Ways of Seeing,* Penguin Classics.