

<b>Module Code:</b>	ARD315
---------------------	--------

<b>Module Title:</b>	Visual Investigation
----------------------	----------------------

<b>Level:</b>	3	<b>Credit Value:</b>	20
---------------	---	----------------------	----

<b>Cost Centre(s):</b>		<b>JACS3 code:</b>	W213
------------------------	--	--------------------	------

<b>Faculty:</b>	Faculty of Arts, Science and Technology	<b>Module Leader:</b>	Sue Thornton
-----------------	---	-----------------------	--------------

Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Graphic Design (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Comics (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Children's Publishing (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Surface Design (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Illustration (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Animation (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Game Art (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Applied Art (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Fine Art (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Photography and Film (with Foundation Year)	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 12/12/2018

With effect from: 01/09/2019

Date and details of revision:

Version no:1

Version no:

**Module Aims**

- Introduce methods and materials to support and inform the investigation of visual language
- Explore the principles and processes associated with visual communication in a multidisciplinary environment
- Encourage self-criticism and evaluation of 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

1	Demonstrate practical applications of principles and research methodologies associated with art and design practice	KS3	KS 6
		KS 4	KS 7
		KS 5	
2	Demonstrate new skills through the production of a body of work	KS 2	KS 9
		KS 5	KS 10
		KS 6	
3	Plan and access a variety of sources of information to support and develop personal progress	KS 1	KS 8
		KS 3	KS 9
		KS 6	
4	Recognise aesthetic qualities in traditional and digital imagery	KS 3	KS 9
		KS 4	
5	Demonstrate critical evaluation in the production and presentation of work	KS 1	KS 4
		KS 2	KS 8
		KS 3	

**Transferable skills and other attributes**

- Reflective critical skills
- Time management
- Research skills
- Communication skills

**Derogations**

*None*

**Assessment:**

Indicative Assessment Tasks:

Students will demonstrate their skills and understanding through a body of work generated in sketchbooks, worksheets, 3D and range of printed digital solutions.

Research and reference will inform and extend experimentation and knowledge.

Emphasis will be placed on the development of enquiry and demonstration of a student's development through a broad range of visual and technical processes.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-5	Coursework	100	n/a	2,500

**Learning and Teaching Strategies:**

- Keynote lectures will introduce basic principles and contextualise content
- Demonstrations and workshops will provide guidance in technical processes
- Assignments will facilitate the exploration of ideas and techniques and require students to demonstrate their understanding of various processes and possibilities
- Cross delivery will provide a broad base for students to work with a variety of media
- Tutorials, group critiques and discussion forums will support student development and their understanding of a range of visual solutions

**Syllabus outline:**

Students will investigate a broad range of visual processes applicable to art and design. Theory will be introduced through key note lectures. Practical workshops will encourage students, as groups and individuals, to extend and inform ideas using a variety of research methods and processes.

Technical information will be delivered through workshops and demonstrations. This will inform processes and challenge perceptions of visual expression through drawing, two-dimensional and three-dimensional media, photography and software. Students will demonstrate through project work, use of a broad range of materials and equipment that impact on image-making, considering line quality, mark-making, tone, form, contrast and composition. Methods of gathering and recording information and exploring ideas are integral to the process.

**Indicative Bibliography:**

**Essential reading**

De Bono, E. (2016) *Six Thinking Hats* Penguin Life

Perry, C., (2013) *Vitamin D2 : New perspectives in drawing* Phaiden Press

**Other indicative reading**

Berger, J. (2013), *Understanding a Photograph* London: Penguin Modern Classics.

Brereton, R., (2009) *Sketchbooks: The Hidden Art of Designers, Illustrators and Creatives* London: Lawrence King Publishing

Cohen, D. (2006) *A Visual Language of Design* London: Herbert

Maslen, M., Southern, J., (2015) *Drawing Projects: An Exploration of the Language of Drawing* Black Dog Publishing London

Stanchfield, W. and Hahn, D. (2013). *Drawn to life*. Burlington, MA: Focal Press.

Edwards, B. (2013) *Drawing on the Right Side of the Brain* London: Souvenir Press Ltd; 4<sup>th</sup> Edition