

# Prifysgol Wreccsam Wrexham University

## Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#)

Module Code	ARD317
Module Title	Arts Engagement
Level	3
Credit value	20
Faculty	FACE
HECoS Code	301361
Cost Code	GACT

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme?
BA (Hons) Graphic Design (with Foundation Year)	Core
BA (Hons) Illustration (with Foundation Year)	Core
BA (Hons) Comics (with Foundation Year)	Core
BA (Hons) Animation (with Foundation Year)	Core
BA (Hons) Photography (with Foundation Year)	Core
BA (Hons) Applied Art (with Foundation Year)	Core
BA (Hons) Fine Art (with Foundation Year)	Core

### Pre-requisites

None

### Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	20 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	40 hrs
Placement / work based learning	0 hrs
Guided independent study	160 hrs
<b>Module duration (total hours)</b>	200 hrs

For office use only	
Initial approval date	4 Sept 2024
With effect from date	Sept 2024
Date and details of revision	



<b>For office use only</b>	
Version number	1

### Module aims

Explore visual language using various techniques and resources, investigate the principles and methods of visual communication across different fields, and promote self-assessment and critical evaluation of your work.

**Module Learning Outcomes** - at the end of this module, students will be able to:

1	Demonstrate practical applications of principles and research methodologies associated with art and design practice.
2	Plan and utilise a variety of information sources to support and develop personal progress.
3	Demonstrate new skills through the creation of a body of work.
4	Exhibit critical evaluation in the production and presentation of work.

### Assessment

#### Indicative Assessment Tasks:

Students will showcase their skills and understanding through a diverse body of work, including sketchbooks, worksheets, 3D models, and/or various printed digital solutions. Research and references will inform and enhance their experimentation and knowledge. Emphasis will be on the development of enquiry and demonstrating progress through a wide range of visual and technical processes.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3, 4	Coursework	100

### Derogations

None

### Learning and Teaching Strategies

- Keynote lectures will introduce basic principles and contextualise the content.
- Demonstrations and workshops will offer guidance on technical processes.
- Assignment will encourage the exploration of ideas and techniques, requiring students to demonstrate their understanding of various processes and possibilities.
- Cross delivery will provide a broad foundation for students to work with diverse media.
- Tutorials, group critiques, and discussion forums will support student development and enhance their understanding of a range of visual solutions.

### Indicative Syllabus Outline

Students will explore a wide range of visual processes relevant to art and design. Theory will be introduced through keynote lectures. Practical workshops will encourage both group and individual exploration, extending and informing ideas through various research methods and processes.



Technical information will be provided through workshops and demonstrations, informing processes and challenging perceptions of visual expression through drawing, two-dimensional and three-dimensional media, photography, and software.

Through project work, students will utilise a broad range of materials and equipment, impacting image-making by considering line quality, mark-making, tone, form, contrast, and composition. Methods of gathering and recording information, as well as exploring ideas, are integral to this process.

### **Indicative Bibliography:**

---

Please note the essential reads and other indicative reading are subject to annual review and update.

#### **Essential Reads**

Ocvirk, O.G., Stinson, R.E., Wigg, P.R., Bone, R.O. and Cayton, D.L. (2013), *Art Fundamentals: Theory and Practice*. 12th ed. New York: McGraw-Hill Education.

#### **Other indicative reading**

Edwards, B. (2012), *Drawing on the Right Side of the Brain: A Course in Enhancing Creativity and Artistic Confidence*. 4th ed. New York: TarcherPerigee.

Gombrich, E.H. (2000), *The Story of Art*. 16th ed. London: Phaidon Press.

Williams, R., (2014), *The Non-Designer's Design Book*. 4th ed. San Francisco: Peachpit Press.

Wong, J., (2013). *An Illustrated Field Guide to the Elements and Principles of Art + Design*. Berkeley: Peachpit Press.

