

Module specification

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Module Code	ARD317
Module Title	Arts Engagement
Level	3
Credit value	20
Faculty	FACE
HECoS Code	301361
Cost Code	GACT
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
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

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	20 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	40 hrs
Placement hours	0 hrs
Guided independent study hours	160 hrs
Module duration (Total hours)	200 hrs

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:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1:

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	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4	Coursework	NA	100	NA

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.

Welsh Elements

Elements of the Welsh language and culture will be embedded throughout the module.

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.

Administrative Information

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