Prifysgol **Wrecsam**
Wrexham University

Module specification

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Module Code	ARD318
Module Title	Visual Language
Level	3
Credit value	20
Faculty	FACE
HECoS Code	301361
Cost Code	GACT
Pre-requisite module	ARD318

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

Develop an aesthetic appreciation for a variety of media and techniques, achieve technical ability across various media, apply principles and processes to different areas of art and design, and promote critical awareness and evaluation of your work.

Module Learning Outcomes

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

1	Demonstrate essential practical skills relevant to a multidisciplinary setting.
2	Employ efficient time management planning and practices.
3	Assess personal growth and contextualise both technical and theoretical knowledge.
4	Explore and experiment with diverse media and materials effectively.

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 create coursework demonstrating proficiency in manipulating various media. Technical skills will be imparted through workshops, supplemented by lectures, demonstrations and practical exercises. Contextual research and personal reflection will underpin individual and group assignments.

Emphasis will be on active engagement, effective time management, and generating inquiry. Coursework will encompass sketchbooks, worksheets, mock-ups, digital files, research folders, and technical records. Both developmental work and final solutions will showcase the exploratory process undertaken and the skill with which media is applied.

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:

Mayer, R. (1991), *The Artist's Handbook of Materials and Techniques*. 5th ed. New York: Viking Press

Other indicative reading:
Ambrose, G. and Harris, P. (2017), *Basics Design 07: Grids.* 2nd edn. London: AVA Publishing.
DK, (2016). *The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Camera and Phone*. London: DK Publishing.
Lambert, P. (2012), *Printmaking Handbook: Techniques and Projects*. London: Thames & Hudson.
Zamek, J. (2001), *The Potter's Studio Handbook: A Guide to Hand-Built and Wheel-Thrown Ceramics*. New York: Lark Books

Administrative Information

For office use only	
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