Prifysgol **Wrecsam**
Wrexham University

Module specification

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Module Code	ARD319
Module Title	Creative Reasoning
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

Recognise the principles and methods of art and design, explore how research, concepts, media, and techniques interact in a creative setting, and develop a personalised creative process that incorporates professional practices with supporting evidence.

Module Learning Outcomes

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

1	Apply research from diverse sources to question and innovate ideas.
2	Demonstrate a comprehensive practical application and exploration of an array of media and techniques.
3	Express ideas and concepts using appropriate methodology and media.
4	Create a comprehensive and critical body of work culminating in a professionally presented final outcome.

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:

Students will showcase their skills and comprehension through a portfolio of work completed via practical assignments and presentation. Competency will be assessed through various mediums such as sketchbooks, design sheets, storyboards, three-dimensional projects, photography, and other visual communication forms. Emphasis will be on cultivating inquiry and problem-solving abilities.

Research and reference materials will serve to enrich and expand students' knowledge and exploration. This visual journey will be communicated through a reflective journal and research file.

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:

Gompertz, W. (2015), *Think Like an Artist: ... and Lead a More Creative, Productive Life.* Paperback edition. London: Penguin Books.

Other indicative reading:

Barnet, S.J. (2012), *A Short Guide to Writing About Art*. 10th ed. Boston: Pearson.

Beck, J. and Wade, B. (2013), *The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators.* Revised edn. London: Faber and Faber.

Bone, A. (2010), *The Art of Jewelry Design*: From Idea to Reality. New York: Lark Crafts.

Heller, S. (2014), *Illustration: A Visual History*. New York: Abrams Books

Administrative Information

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