

MODULE SPECIFICATION FORM

Module Title: Media and Techniques (Design)	Level: 4	Credit Value: 20
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Module code: ARD416 (if known)	Cost Centre: GADC	JACS3 code: W280
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Trimester(s) in which to be offered: 2	With effect from: September 2017
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Office use only: To be completed by AQSU:	Date approved: August 2015 Date revised: September 2017 (added Version no: BA TV and Production) 3
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Existing/New: New	Title of module being replaced (if any): Creative Media Production
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Originating Academic School: School of Creative Arts	Module Leader: D Pope
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Module duration (total hours): 200 Scheduled learning & teaching hours: 50 Independent study hours: 150	Status: core/option Core (identify programme where appropriate):
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Programme(s) in which to be offered: BA (Hons) Design: Animation, Visual Effects and Game Art/BA (Hons) Design: Film and Photography/BA (Hons) Design: Graphic Design and Multimedia/BA (Hons) Design: Illustration, Graphic Novels and Children's Publishing/MDes: Animation, Visual Effects and Game Art/MDes: Film and Photography/MDes: Graphic Design and Multimedia/MDes: Illustration, Graphic Novels and Children's Publishing; BSc (Hons) Television Production and Technology	Pre-requisites per programme (between levels): N/A
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Module Aims: <ul style="list-style-type: none"> To develop practical exploration of media and techniques in relation to the solution of set assignments. To encourage innovation and experimentation within a multidisciplinary environment. To enable students to become technically competent in using a variety of media. To encourage self-criticism and evaluation of their work.

Intended Learning Outcomes:

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

1. Recognise ways in which specific media and their attendant technologies make possible different kinds of aesthetic forms. (KS6)
2. Demonstrate practical skills in using a variety of media and techniques to solve communication problems. (KS1, KS5)
3. Explore the interrelation of media and techniques within a multidisciplinary environment. (KS2, KS4)
4. Link conceptual thinking and problem solving skills to the application of media and techniques in expressing ideas and bringing them to fruition as final outcomes. (KS3)
5. Demonstrate the ability to provide critical evaluation in the production and presentation of their work.(KS9)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self-management)
10. Numeracy

Assessment:

Critical discussion will take place during and at the end of assignments with group critiques and individual tuition forming the basis of ongoing formative assessment.

A body of work presenting design development and production will be presented at the end of the module. Students will be assessed on their exploration of media and development of techniques in solution to set assignments. This should be supported by documentation of the working methods and contextual influences that the student has become aware of and used during the course of the module.

Students will provide a written evaluation of their work in their reflective journals.

A professional attitude in the working environment, engagement in the group critiques and seminars, commitment to study and completing work by deadlines will be reviewed in the students' performance for this module.

In assessing the learning outcomes, a variety of factors will be taken into account. These include:

- Conceptualisation.
- Design development.
- Exploration and appraisal of a variety of media and techniques.
- Presentation and evaluation.

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	N/A

Learning and Teaching Strategies:

Key lectures will introduce the module presenting and exploring different forms of media and techniques.

Students will have the opportunity of working in a multidisciplinary environment, selecting subject themes and rotating on assignments. This will enable them to discover processes and encourage innovation and experimentation.

Students will be engaged in directed and independent study. They will receive workshop demonstrations and be encouraged to work both individually and on team assignments.

At the end of each assignment, there will be a group critique during which students will self-criticise and evaluate their work to their peers and offer constructive criticism on the work of others in the group.

Syllabus outline:

This module is designed to encourage creative exploration and experimentation of a range of media and techniques within a chosen area of study.

Students will use ideas and concepts and apply a variety of media and techniques, both traditional and digital that explore the boundaries of what is current practice within their chosen subject study.

Indicative Content:

Animation, Visual Effects and Game Art

Short animation assignments using cut-out, smudge and click, sound and colour, 3D stop motion and computer applications. Games art application of digital design processes using relevant software; asset, environment and character modelling, animation and visual effects.

Film and Photography

Exploration of media and techniques in the production of sequences for commercial, music video, drama, individual photographic portfolio, digital media.

Graphic Design and Multimedia

Exploration of media and techniques in drawing, typography, photography, computer software, audio capture and manipulation of audio files, form and function of the Graphical User Interface for information processing, organisation and design, application of interactive design processes.

Illustration, Graphic Novels and Children's Publishing

Exploration of a variety of traditional and digital media and their crossovers. Printmaking, life drawing, media tests, colour theory, model making and varied approached to mark-making, tone, texture, contrast and composition.

Bibliography by Design disciplines

Animation, Visual Effects and Game Art

Essential reading:

Colson, R. (2007), *The Fundamentals of Digital Art*, London: AVA Publishing.
Wells, P. (2006), *The Fundamentals of Animation* London: AVA Publishing.
Imagine FX (2009), *Fantasy Workshop: Mastering Digital Painting Techniques*: Collins and Brown.
Rodriguez, D. (2012), *Animation Methods*, [Createspace](#).

Other indicative reading:

Peaty, K. (2004), *Flash Cartoon Animation: Learn from the Pros: friends of ED*.
Adobe Creative Team (2007), *Adobe Illustrator CS3 Classroom in a Book*, Adobe Publishing.
Autodesk Maya Press (2007), *The Art of Maya: An Introduction to 3D Computer Graphics*: John Wiley and Sons.
Furniss, M. (2008), *The Animation Bible! A Guide to Everything – from Flipbooks to Flash*, Laurence king Publishing.
Selby, A. (2009), *Animation in Process* London: Laurence King Publishing.
Tonge, G. (2008), *Bold Visions: The Digital Painting Bible*: David and Charles Ltd.
3dtotal (2009), *Digital Painting Techniques*: Focal Press.
Williams, R. (2002), *The Animator's Survival Kit: A Working Manual of Methods, Principles and Formulas for Computer, Stop-motion, Games and Classical Animators* Faber and Faber.

Film and Photography

Essential reading:

Austerlitz, S. (2008), *Money for Nothing: A History of the Music Video from the Beatles to the White Stripes*. Continuum-3PL
Ang, T. (2006), *Digital Video: An Introduction*, London, Dorling Kindersley.
Johnson, C. (2007), *The Practical Zone System for Film and Digital Photography*, Focal Press
Schwartz, L. M. (2007), *Making Music Videos: Everything You Need to Know from the Best in the Business*. Watson-Guptill.

Other indicative reading:

Freeman, J. (2005) *Photography: The new complete guide to taking Photographs*, Collins & Brown Ltd.
Sontag, S. (1997), *On Photography*, London: Penguin.
Kelby, S. (2005), *The Photoshop Book for Digital Photographers*, New Riders Publishing.
Patmore, C. (2005), *Get Started in Short Filmmaking*, London: A&C Black.
Prakel, D. (2007) *Lighting*, AVA Publishing SA.
Freeman, M. (2006), *The Complete Guide to Light & Lighting in Digital Photography*, ILEX.

Graphic Design and Multimedia

Essential reading:

Austin, T. & Doust, R. (2007), *New Media Design*, Laurence King.
Bergstrom, B. (2008), *Essentials of Visual Communication*, Laurence King.
Wray, A. (2009), *Handmade Graphics: Tools and Techniques Beyond the Mouse*, London: Rotovision.

Other indicative reading:

Hubner, M. (2009), *Tangible: High Touch Visuals*. Verlag.
Lhotka, B. (2004), *Digital Art Studio: Techniques for Combining Inkjet Printing with Traditional Art Materials* Watson Guptill Publications.
Moggridge, B. (2006), *Designing Interactions*. Massachusetts: MIT Press.
Peters, K. (2007), *Foundation ActionScript 3 Animation: Making Things Move!* Boston: Friends of ed.

Illustration, Graphic Novels and Children's Publishing

Essential reading:

O'Donnell, T. (2009), *Sketchbook: Conceptual Drawings From The World's Most Influential Designers and Creatives*, Rockport.

Buxton, B. (2007), *Sketching User Experiences: Getting the Design Right and the Right Design*. Morgan Kaufman.

Wigan, M. (2006), *Basics Illustration: Thinking Visually*.

Atkinson, J., Harrison H and Grasdal P., (2004), *Collage Sourcebook – Exploring the Art and Techniques of Collage* Apple Press.

Hartill, B. & Clarke, R. (2005), *Collographs*, (Print making Handbook) London: A&C Black.

McCloud, S (2006), *Making Comics: Storytelling Secrets of Comics, Manga and Graphic Novels*, Harper Collins.

Marcoci, R (2007), *Comic Abstraction: Image Breaking, Image Making*, Museum of Modern Art.

Other indicative reading:

Pipes, A. (2007), *Drawing for Designers: Drawing skills, Concept sketches, Computer systems, Illustration, Tools and materials, Presentations, Production techniques*. London: Laurence King.

Renshaw, L. (2009), *Mixed-Media and Found Materials*, London: AC&Black

Santiago, K. (2010), *Collage Playground: A Fresh Approach to Creating Mixed-Media Art*, North Light Books.

Slovan, P. (2009), *Paper: Tear, Fold, Rip, Crease, Cut*, London: Black Dog.

Troika, (2008), *Digital by Design: Crafting Technology for Products and Environments*, Thames and Hudson.

Zeegan, L. (2007), *Secrets of Digital Illustration: A Master Class in Commercial Image-making*, London: Rotovision.