Module Code:	ARD534

Module Title:	Characters in Context

Level:	5	**Credit Value:**	20

Cost Centre(s):	GADC	JACS3 **code**: HECoS code:	W220 100062

Faculty:	Arts, Science and Technology	**Module Leader:**	Dan Berry

Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) / MDes Animation	✔	☐
BA (Hons) / MDes Children's Books	✔	☐
BA (Hons) / MDes Comics	✔	☐
BA (Hons) / MDes Game Art	✔	☐
BA (Hons) / MDes Illustration	✔	☐
BA (Hons) / MDes Surface Design	✔	☐

Pre-requisites
None

Module Aims

- To introduce students to the challenges of creating original characters.
- To develop practical skills through the exploration of character design in relation to their subject specialism.
- To enable students to develop an understanding of the design, development and adaptation of characters for varying audiences and purposes.
- To encourage critical self-evaluation of their work.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills	
KS2	Leadership, team working and networking skills	
KS3	Opportunity, creativity and problem solving skills	
KS4	Information technology skills and digital literacy	
KS5	Information management skills	
KS6	Research skills	
KS7	Intercultural and sustainability skills	
KS8	Career management skills	
KS9	Learning to learn (managing personal and professional development, self-management)	
KS10	Numeracy	

At the end of this module, students will be able to		Key Skills	
1	Demonstrate the ability to originate, manipulate and amend the design of original characters.	KS1	KS6
		KS3	
		KS4	
2	Demonstrate the ability to develop characters for a variety of purposes and audiences.	KS3	KS6
		KS4	KS7
		KS5	
3	Demonstrate the ability to critically self-evaluate their ability in character design.	KS1	KS9
		KS6	
		KS8	

Transferable skills and other attributes

- ability manage an independent workload
- contribute proactively to group critique
- communication skills
- Understanding the requirements of an audience
- note-taking; recording, referring and responding to information

Derogations

None.

Assessment:
Indicative Assessment Tasks:
Students will be required to produce coursework in response to set assignments that demonstrate the students ability to design, develop and adapt characters for various purposes and audiences within their subject specialism.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Coursework	100%		

Learning and Teaching Strategies:

- Contextualising information for this module will be delivered as a keynote lecture/s.
- Assignments presented to students will be designed to enable students to produce a body of work that demonstrates their ability in the design and production of original characters.
- Cross-course lectures, workshops and critiques will enable the student to appreciate the similarities, divergences and application of character design for different purposes.
- Tutorial guidance, group critique and student seminars will underpin of the conceptual development and understanding of the student.

Syllabus outline:

Students will be introduced to the processes used in the development of original characters.

Workshops and technical demonstrations will provide the student with practical skills and experience in the use of software and equipment.

Projects will be set to challenge the students to make use of technical equipment to produce work appropriate to their chosen subject specialism. The implications of anthropomorphism, gender, ethnicity, age and representation will be explored.

The effect of quality of line, colour, media, anatomy and pose on the perception of characters will be considered in various contexts.

Students will be required to demonstrate their understanding of the subject through the coursework they produce in response to set assignments

Indicative Bibliography:

Essential reading

Alavedra, I. and Steckelmacher, H. (n.d.). *Full of character(s)*.

Loomis, A. (2011). *Figure drawing for all it's worth*. London: Titan Books.

Stanchfield, W. and Hahn, D. (2013). *Drawn to life*. Burlington, MA: Focal Press.

Other indicative reading

Helpx.adobe.com. (2017). InDesign tutorials. [online] Available at: https://helpx.adobe.com/uk/indesign/tutorials.html [Accessed 25 Oct. 2017].

Helpx.adobe.com. (2017). Photoshop CC tutorials. [online] Available at: https://helpx.adobe.com/uk/photoshop/tutorials.html [Accessed 25 Oct. 2017].