

Module specification

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Module Code	ARD567
Module Title	Identity
Level	5
Credit value	40
Faculty	FACE
HECoS Code	100895
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Applied Art	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	80hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	80 hrs
Placement / work based learning	0 hrs
Guided independent study	320 hrs
Module duration (total hours)	400 hrs

For office use only	
Initial approval date	15/05/2024
With effect from date	September 2025
Date and details of revision	
Version number	1

Module aims

This module is designed to provide an appreciation of the broader directions within which creative practice can take place. It aims to provide opportunity to develop aspects of current research through advanced means of creative practice in a chosen craft discipline.

Exploration of open calls for exhibition, design projects and commissions will provide insights into navigating the dynamic and competitive profession of applied art.

Crucially, this module aims to use live briefs to ignite fresh perspective and expand the students' ambition. They will be encouraged to explore the idea that outside opportunities can be used to grow their creative practice.

They will develop the ability to manage their own learning and to make use of original materials and critical reflection appropriate to the direction of study. This module should serve as a pivotal link from level 5 to level 6.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Develop a greater theoretical and practical understanding of their chosen specialism by focussing on a particular material and/or technique.
2	Evidence their ability to research their chosen specialism by compiling an Applied Art professional contextual file – identifying opportunities for open exhibitions, competitions and commissions.
3	Create a personal technical file to record material knowledge and problem solving.
4	Evaluate their own progress through the use of a reflective journal.
5	Produce a sustained body of work relevant to a live brief, in preparation for study in Level 6

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.

Students will produce a body of work dependent on the direction of study within their subject area. Assessment will be based on student engagement with professional opportunities, competence in research methodology, analysis of design problems, expression of ideas and concepts, effectiveness of communication, choice of appropriate media and techniques, production process and presentation skills. Assignments will be presented in an appropriate format for group analysis. Students will keep technical and contextual files and a reflective journal that evidences their research, investigation of ideas and a self-critical evaluation of their work. Attendance and contributions to seminars and critiques will also be taken into

consideration when assessing students' performance and learning in this module. Formative feedback through group critiques will take place in stages through the semester. Individual summative assessments will take place at the end of the module.

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

- Research and design development.
- Conceptualisation of ideas.
- Communication of design solutions.
- Appropriate use of media and techniques.
- Presentation and critical evaluation of finished work.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-5	Coursework	100%

Derogations

None

Learning and Teaching Strategies

Key lectures by programme staff will analyse and explore different areas of design practice. Themed seminars will consider social, ethical and cultural issues within current practice that will encourage group debate. Students will develop personal research for their work and explore design solutions in a variety of directions using appropriate media and methods. Emphasis will be placed on research and analysis from critical and contextual viewpoints. Tutorial support and guidance will be provided on a regular basis to allow negotiation and monitoring through design and production of work. The module draws attention to the applications of skills to a variety of situations and outcomes. The student will expand their terms of reference within the sector and consider new challenges for their development.

Experiential learning and seminars will be used as appropriate. Students will select the subject matter and determine the approach and structure of their concepts in answer to their choice of assignment. They will give consideration to the relationship between target audience/viewer and what is being communicated. Practical studio work will involve both the design and production of assignments through to finished presentation. This will enable students to advance their material skills and understanding. Students will make formal presentations of their work to their tutors and peer group for critical analysis. This will be done in stages at specified completion points during design and production of assignments.

Indicative Syllabus Outline

This module enables students to further develop design methodology and creative practice in a variety of directions.

The module will extend the student's theoretical knowledge and technical experience in areas that can facilitate and enrich their design direction. It will complement theoretical and practical work throughout other modules at this level.

Consideration of social, ethical and cultural issues within current practice will form part of student's exploration.

Students will initiate, develop and realise distinctive and creative work within their chosen applied art discipline. Students will have greater responsibility for the direction of their work and the opportunity to develop their choice of media in the interpretation of finished work.

Indicative Content: Students will extend the development of their thinking, identifying new challenges that will require them to consider how their intended work relates to the boundary blurring worlds of craft, art and design.

This will permit the student to consider presenting design proposals and samples in response to public art schemes, competitions or commissions.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Black, A. Burisch, N. (2020), *The New Politics of the Handmade: Craft, Art and Design*. Bloomsbury.

Other indicative reading

Thompson. R. (2013), *Sustainable Materials, Processes and Production (the Manufacturing Guides)* Thames and Hudson Ltd. (replacement book title : £15.25)

Miodownik, M. (2014), *Stuff Matters: The Strange Stories of the Marvellous Materials that Shape our Man-made World*. London: Penguin.