Extended Degree

DEFINITIVE MODULE RECORDS

Introduction

The programme of study is divided into modules as contained in this module handbook. The modules are written in such a way as to be useful and relevant for a number of years and describe the skills and knowledge you will be exposed to, and the types of activity we expect you to undertake; however, these modules will always be interpreted through assignments. These assignments are written each year to ensure their relevance to the workplace, new developments in the subject, emerging technology and the needs and interests of individual student groups. Each module will have formative assessments and a final (summative) assessment. This may be one assessment at the end of the module, or made up of several smaller assessments, which take place during and at the end of the module.

At the initial assignment briefing you will be made aware of the specified learning outcomes and assessment criteria for the module. At this level and when you progress to Level 4 the Personal Development Plan (PDP) should help you to identify particular areas for your personal development. At levels 5 (and 6) you will be expected to work with your tutor in shaping your statement of intent to ensure that your individual approach to the assignment is relevant to your intended career pathway and future needs. The assignment will very clearly state the work required for assessment and the way in which the assessment will be conducted. Each module assignment brief will clearly refer to the learning outcomes and assessment criteria and the tasks required to achieve these. The brief should be read in conjunction with the indicative grading matrix to help you maximise the relevance of your work. There are two College Assessment grading matrices, which are applied to all modules, one for levels 0, 4 and 5 and one for level 6.

In each module there is an essential reading list. This list will also be added to in the assignment to ensure relevance and currency.

DEFINITIVE MODULE RECORD

Module Code: LZ101   **Level: 0**

Module Title: VISUAL COMMUNICATION FOR ART, DESIGN AND MEDIA

Compensatable within this Programme: No

Short Module Descriptor
Through a series of taught workshops in studios, IT suites and studios, and other interior and exterior locations, you will be exposed to a range of visual recording, design development, research and presentation techniques and processes which will be of fundamental importance to your future development as a creative practitioner.
From basic mark making techniques to drawing from life and observation, digital image making, photographic and experimental film making, and printmaking, (etc.) you will broaden your skills and knowledge of visual communication whilst further developing your aesthetic vocabulary and understanding.

Module Aims:
- To expose students to the broadest possible range of preparatory art, design and media techniques and processes in order to arm them with the skills required to communicate convincingly throughout their programme.
- To enable students to develop both written and visual ideas using a broad range of approaches, appropriately and effectively.
- To provide students with an aesthetic framework for their workshop-based activities.
- To encourage a visually articulate response to visual stimuli and issues.
- To enable students to present concepts and ideas in an appropriate and confident manner.

Assessed Learning Outcomes: At the end of the module the learner **will be able to:**
1. Conduct informed and evaluative visual research across a wide range of common art, design and media materials, and techniques and processes.
2. Use a range of mark making techniques to develop and communicate ideas and observations convincingly.
3. Use drawing and other mark making and recording methods as tools to develop ideas and find solutions.
4. Use a range of autographic and digital applications to capture, enhance, create and manipulate visual images.
5. Select and use appropriate resources for the communication and presentation of ideas.

Indicative Syllabus Content:
Through inductions to relevant studios and workshops across the college, students will study traditional and contemporary drawing skills - from simple expressive mark making to photography, from Photoshop to life drawing and from film making to print making. Students will also be inducted to digital and moving image capture and creation, sketchbook and presentation skills, enabling them to gain knowledge of a wide range of visual communication techniques, processes and equipment. In the process, students will gain confidence in their ability to communicate visually and build a set of skills and a portfolio of responses for assessment that will support their future art, design and media study. During this module students will work in college as well as on location, and make study visits to significant sites and exhibitions both with College and independently.

Term: T1

Assessment Mode:

- Representative portfolio of creative and experimental outcomes, using a range of traditional and new media, demonstrating developing confidence in image making, drawing and design developmental skills.   100%

Assessment Criteria:

- Research

  Record ideas, objects and environments in response to studio and workshop direction using a wide range of traditional and new media.
- Development

  Develop skills in communicating visually, employing a wide range of traditional and new media, present and discuss outcomes
- Realisation

  Test, select and employ a range of materials, techniques, equipment and process in the interpretation of ideas
- Reflection

  Reflect critically on development of own work and that of others

Method of Teaching and Learning:
- Module briefing
- Studio and workshop inductions and lectures
- Equipment and software inductions
- Basic technical exercises
- Practical studio sessions
- Research within local environments
- Visits to exhibitions and places of interest
- Interim reviews
- Presentations & Assessments

RECOMMENDED TEXTS AND SOURCES:
Key texts:
Edwards, B. (2001) *The New Drawing on the Right Side of the Brain*. London: Harper Collins.
Batchelor, David. (2008) *Colour*. London: Whitechapel.
Cane, Kyra. (2012) *Making and Drawing*. London: Bloomsbury.
Foisil-Penther, Beatrix. (2011) *Crazy Design*. Paris: Vivays.
Gray, Gordon. (2010) *Cinema: a visual anthropology*. Oxford: Berg.
Krug, Margaret. (2007) *An artist's handbook: materials and techniques.* London: Laurence King.
Langford, Michael (2010) *Langford's basic photography: the guide for serious photographers*. Oxford Focal Press.
Sturken, Marita. (2009) *Practices of looking: an introduction to visual culture.* Oxford: Oxford University Press.

Online resources:
Online tutorials taking you through all our software applications as well as online inductions to equipment can be found on Moodle.

This is not an exhaustive list, further reading: Journals and Online resources as well as reading that relates to specialist programmes will be detailed on project assignments

DEFINITIVE MODULE RECORD

Module Code: LZ102   **Level: 0**

Module Title: INTEGRATED ART, DESIGN & MEDIA: RESEARCH, IDEAS & METHODS

Compensatable within this Programme: No

Short Module Descriptor
Through a number of practical assignments in studios and workshops you will be encouraged to start to deploy and to integrate you practical and theoretical skills within your specialist field. The briefs will be designed to challenge you creatively and will be supported through a range of lectures, workshops and seminars.

Module Aims:
- To begin to embed newly acquired art, design and media skills into the chosen specialist subject area.
- To engage in problem solving and the development of creative outcomes.
- To continue to develop a range of increasingly specialist skills - material, technological and conceptual.
- To investigate and analyse contemporary and historical art, design and media products, processes, practices and practitioners, to inform your own work and its development.

Assessed Learning Outcomes: At the end of the module the learner **will be able to:**
1. Identify, adapt and use practical methods and skills for creative production in an appropriate and safe manner.
2. Solve art, design and media related problems through the application of appropriate practical, theoretical and technical understanding.
3. Research, analyse and evaluate information, ideas and techniques in order to develop appropriate creative solutions.
4. Analyse, interpret and assess different perspectives and approaches to issues within their chosen art, design or media subject.

Indicative Syllabus Content:
This module will be delivered through a series of assignments supported by lectures, production workshops, technical inductions, group discussions, and group and individual tutorials. Students will be expected to work from a series of problem solving/design/production-based briefs in which they will integrate the newly acquired practical and theoretical skills into their chosen specialist pathway. Peer and self evaluation through critique sessions and group tutorials will be used to further develop investigative, analytical and reflective abilities within a supportive environment. Workshops will introduce students to a range of increasingly specialist processes, materials, technologies and techniques.

Term: T2

Module Code: LZ102

Assessment Mode:

• Creation and presentation of a portfolio of creative responses and solutions to
  set assignments, as well as all support materials, and the active participation in
  critique sessions   100%

Assessment Criteria:

• Research
  Show evidence of planning and development of ideas through appropriate research and planning
  activities.
  Show a discriminating and professional approach to the research and planning process.
  Be able to contextualise own work alongside other practitioners.
   Development
  Engagement in studio and workshop activity, and constructive studio discussions with peers and
  tutors.
  Ability to identify own strengths and weaknesses.
  Ability to express informed and constructive critical opinions.
  Willingness to engage in constructive debate.
• Realisation
  Effective presentation of responses to assignments set which meet project aims & outcomes,
  including evidence of appropriate technical competencies and appropriate organisation of
  supporting materials
• Reflection
  An ability to critically reflect upon own work and evaluate decision making in the realisation of
  creative outcomes, and within a critique session, and in written evaluation.

Method of Teaching and Learning:
A full introduction to the aims, objectives and learning outcomes of the module.
Relevant health and safety inductions.
Relevant technical inductions.
Tutor and or technician guided workshop and studio activities.
Tutor guided lecture & seminar activities.
Group discussions and critiques
Individual and group pastoral tutorials.
Visiting lecturer / speaker.
Presentation of research & practical work to tutors.
Presentation of final proposals/produced work to tutors & peers in critique sessions.
Feedback tutorials.

RECOMMENDED TEXTS & SOURCES
Key Texts:
Berger, J. (1972) *Ways of Seeing.* London: Penguin.
Banksy. (2006) *Wall and piece.* London: Century.
Barnard, Malcolm. (2007) *Fashion theory: a reader*. New York: Routledge, 2007.
Burke, Sandra. (2006) *Fashion artist: drawing techniques to portfolio presentation*.
[S.I.]: Burke, 2006.
Gauntlett, David. (2011) Making is connecting: the social meaning of creativity, from DIY and knitting
to YouTube and Web 2.0. Cambridge: Polity, 2011.
Hart, John. (2008) *The art of the storyboard: a filmmaker's introduction.* London: Elsevier 2008
Kelby, Scott. (2013) *The Adobe Photoshop CS6 book for digital photographers.*
Berkeley, Calif.: New Riders.

Module Code: LZ102

Online resources:
Online tutorials taking you through all our software applications as well as online inductions to equipment can be found on Moodle.
Art Source

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DEFINITIVE MODULE RECORD

Module Code: LZ103   **Level: 0**

Module Title: SPECIALIST PERSONAL INVESTIGATION

Compensatable within this Programme: No

Short Module Descriptor
Working in pathways that support your specialist area of study you will select assignments that develop you creatively, enhance specific subject knowledge and enable you to extend your practical and technical skills further. The assignments will require you to produce finished outcomes that evidence clear potential for future progression and demonstrate your personal interest and aptitude for the area.

Module Aims:
- Through increasing specialisation, to develop and adapt skills for specific creative areas and applications.
- To develop and build skills for integration into future specialist study area.
- To continue to engage in the development of creative outcomes through ideas generation and problem solving.
- To continue to develop knowledge of the range of media material, techniques and conceptual approaches available.
- To analyse and respond to contemporary and historical visual and written research, using the findings to inform and shape ideas development.

Assessed Learning Outcomes: At the end of the module the learner **will be able to:**
1. Adapt and use appropriate practical methods and skills for creative production.
2. Solve complex problems through the application of appropriate practical theoretical and technical skills and understanding.
3. Research, analyse and evaluate specific relevant information in order to develop creative solutions.
4. Deploy appropriate practical methods and skills in the realisation and presentation of the project.
5. Research historical and contemporary approaches to creative issues to inform and develop ideas.

Indicative Syllabus Content:
During this module, students will produce a body of work, which starts to reveal their personal identity and approach to their chosen programme of study. Students will be expected to apply the knowledge gained from each previous module as well as to continue to develop relevant specialist techniques and skills. Tutor, peer and self-evaluation through regular critique sessions will be used to further develop investigative, analytical and reflective abilities within a supportive environment. Students will also be expected to present their work in an appropriately contextualised and presented manner.

Term: T3

Module Code: LZ103

Assessment Mode:

- The creation and presentation of a body of work, active participation within   100% critique sessions, supporting research work and a personal evaluation.

Assessment Criteria:

- Research
  Show evidence of development of concepts and outcomes through appropriate research, planning activities and ideas development.
  Evidence a discriminating and professional approach to the research and production planning elements.

- Development
  Engagement in studio and workshop activities and constructive studio discussions with peers and tutors.
  Ability to identify strengths and weaknesses.
  Ability to express informed opinions.
  Willingness to engage in constructive debate.

- Realisation
  Effective presentation of body of work that demonstrates the ability to apply appropriate theoretical, creative and technical competencies.

- Reflection
  An ability to critically reflect upon work and evaluate own skills and decision making in the realisation of creative outcomes, as demonstrated within a critique session and in written evaluation.

Method of Teaching and Learning:
A full introduction to the aims, objectives and learning outcomes at the beginning of the module.
Group discussions.
A series of hands-on practical specialist workshops.
Relevant health & safety and technical inductions.
Small group tutorials.
Individual pastoral tutorials.
Studio and workshop based activities.
Group Critique sessions.
Formal Assessment.

Method of Teaching and Learning:
A full introduction to the aims, objectives and learning outcomes at the beginning of the module.
Group discussions
A series of hands-on practical specialist workshops
Relevant health & safety and technical inductions
Small group tutorials
Individual pastoral tutorials
Studio and workshop based activities
Group Critique sessions
Formal Assessment

RECOMMENDED TEXTS & SOURCES
Key Texts:
Adamson, Glenn. (2013) *The invention of craft.* London: Bloomsbury.
Besen, Ellen. (2008) *Animation unleashed*. California: Michael Wiese 2008.
Black, Sandy. (2008) *Eco-chic the fashion paradox.* London: Black Dog.
Blackman, Cally. (2012) *100 years of fashion*. London: Laurence King.
Block, Bruce. (2008) *The visual story: creating the visual structure of film, TV and digital media*. London: Focal Press.
Dahn, Jo. (2013) *Interpreting ceramics: selected essays*. Bath: Wunderkammer Press.
Elkins, James. (2011) *What photography is.* London: Routledge.
Kocur, Zoya and Simon Leung. (2005) *Theory in Contemporary Art Since 1985*. Oxford: Blackwell Publishing, 2005.
Moszynska, Anna. (2013) *Sculpture now*. London: Thames and Hudson.
Santucci, Walter. (2009) *The guerrilla guide to animation : making animated films outside the mainstream.* London : Continuum.
Staff, Craig. (2013) *After modernist painting: the history of a contemporary practice*. London: I.B. Taurus.
Weishar, Peter. (2004) *Moving pixels: blockbuster animation, digital art and 3D modelling today.* London: Thames & Hudson.
Wolf, Sylvia. (2010) *The digital eye: photographic art in the electronic age*. London: Prestel.

Online Resources:
Art Source

This is not an exhaustive list, further reading: Journals and Online resources as well as reading that relates to specialist programmes will be detailed on project assignments

DEFINITIVE MODULE RECORD

Module Code: LZ104   **Level: 0**

Module Title: ESSENTIAL STUDY SKILLS

Compensatable within this Programme: No

Short Module Descriptor
This module will enable you to identify, develop, and further evaluate the skills you need for successful study at this level. You will be encouraged to identify your strengths and weaknesses in the pursuit of personal and professional development goals.

Module Aims:
- To enable the student to recognise the relationship between the 'management of their learning' and the successful achievement of personal and professional goals.
- To support the development of personal and professional skills.
- Develop a range of appropriate presentation techniques.

Assessed Learning Outcomes: At the end of the module the learner **will be able to:**
1. Apply relevant methodologies, techniques and processes in order to enhance study skills and meet personal and professional goals.
2. Demonstrate the ability to record, reflect on and evaluate own progress.
3. Formally present information and ideas to others in written, oral and visual formats.

Indicative Syllabus Content:
An introductory skills audit will enable students to identify and develop personal (key skills) and professional (subject specific) study skills, and to negotiate goals with their tutor. Study skills, presentation workshops, and other resources will be provided, and students will be referred to additional learning support if appropriate. Students will meet with peers and tutors regularly to discuss 'work in progress', both in group situations and 1:1 sessions. Towards the end of the module students are required to research, develop and present a 10-minute verbal/visual presentation on a specified related topic. The Personal Development Plan (PDP) will be introduced to encourage vocational focus and the elements and habits of reflective practice, and a Reflective Learning Log will be used to assess the student's ability to evaluate their learning development.

Term: T1 & T2

Module Code: LZ104

Assessment Mode:

• Reflective Learning Log/Journal and Verbal & Visual Presentation   100%

Assessment Criteria:

• <u>Research</u>
Evidence of ability to identify personal strengths and weaknesses related to specific activities and progression.

• <u>Development</u>
Evidence of ability to reflect upon, and evaluate, learning experiences, practice, skills and knowledge development through active utilization of a Learning Log/Personal Development Record.

• <u>Presentation</u>
Effective communication and presentation through written and verbal forms including active participation in individual and group discussions.

Method of Teaching and Learning:

This module is delivered and supported through:

• A series of individual and group tutorials.
• Introductory lectures and presentation workshop sessions.
• Guidance will be provided on appropriate sources of information.

RECOMMENDED TEXTS & SOURCES
Key Texts:
Barnet, Sylvan. (2011) *A short guide to writing about art.* Boston: Pearson.
Clift, Jon. (2009) *How to be a student and not destroy planet earth.* Totnes: Green Books.
Mann, Stewart. (2011) *Study skills for art, design and media students.* Essex: Pearson.
Pears, Richard. (2010) Cite them right: the essential referencing guide. Basingstoke: Palgrave Macmillan.
Warburton, Nigel. (2007) *The basics of essay writing.* New York: Routledge.

Online resources:
Openlearn Study Skills resources available from http://openlearn.open.ac.uk/
http://openlearn.open.ac.uk/course/filter.php?grouping=topic&detail=12&order=date and particularly
http://openlearn.open.ac.uk/course/view.php?id=3054
Art Source

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DEFINITIVE MODULE RECORD	
Module Code: LZ105	**Level: 0**

Module Title: CONTEXTUAL STUDIES

Compensatable within this Programme: No

Short Module Descriptor
The knowledge developed in this module should underpin all your practical activity during the programme and establish good research and analytical skills for the future. The module introduces you to the main themes, movements and arguments drawn from historical and contemporary contexts and tries to examine and interpret their influences on current cultural production across art design and media. The integration of your newly acquired study skills will be vital for your success in this module.

Module Aims:
• To develop academic and intellectual skills through critical appraisal, reflection, analysis and evaluation of a range of historical and contemporary practices.
• To develop skills in research methods and processes as well as written and verbal communication skills.
• To engage with contemporary and established art, design and media theories.
• To be able to place own production in the broadest context.

Assessed Learning Outcomes: At the end of the module the learner **will be able to:**
1. Analyse, evaluate and critically appraise a range of historical and contemporary practices.
2. Utilise within a defined context relevant research and investigative processes.
3. Apply and develop written and verbal communication skills.
4. Use academic theories and debates to help to interrogate artefacts and ideas.
5. Use historical and contemporary presidents to inform and evaluate own work.

Indicative Syllabus Content:
Through formal lectures that cover art design and media histories and theories students will be encouraged to investigate and respond to a range of concepts and theories that underpin their own and others practice.
Students will be asked to produce a number of short written pieces regularly throughout this module, helping them to incrementally develop skills and confidence.

Term: 1 & 2

Module Code: LZ105

Assessment Mode:

- A number of short written assignments, a research file and a short 100% presentation

Assessment Criteria:

- Research
  Ability to undertake basic research to investigate an area of art, design and media and present findings using academic conventions.

- Development
  Ability to plan and structure a coherent written response and oral presentation with guidance, on agreed topics. Evidence of reflection and evaluation of learning experiences, practice, skills and knowledge.

- Presentation
  Effective communication and presentation through written and verbal form and through active participation in individual and group discussions.

Method of Teaching and Learning:
This module will be delivered through:
- Core Lectures
- Seminars
- Individual presentations
- Individual tutorials
- Visiting artists/lecturers

RECOMMENDED TEXTS AND SOURCES
Key texts:
Holzwarth, Hans Werner. (2012) *Art now. Vol. 4*. London: Taschen.
Grundberg, Andy. (1999*) Crisis of the real: writings on photography*. New York: Aperture.
Perry, G. & Wood, P. (eds) (2004) *Themes in Contemporary Art.* Milton Keynes: Open University.
Sturken, M. & Cartwright, L. (2001) *Practices of Looking: an introduction to visual culture.* Oxford: Oxford University Press.

A core handbook of 'set texts' will be supplied to support lectures, which will contain questions and further reading.

Module Code: LZ105

Study Guides:
Bell, J. (1999) *Doing Your research Project: a guide for first-time researchers in education and social science. (*3rd edition). Maidenhead: Open University Press.
Chambers, E., Northedge, A. (1997) *The arts good study guide.* Milton Keynes: Open University Press.

Journals:
Journal of Art History
Journal of Design History
Screen
All subject specific journals in the LRC

On-line Journals:
Your subject moodle site
Online educational image gallery on Moodle
Visual Thesaurus on moodle
Oxford Art Journal
Journal of Aesthetics and Art Criticism
The Year's Work in Critical and Cultural Theory