

FYAD070

Art and Design Development

Level: 0

Credit Value: 30

Pre-Requisites:

Module Description

This module is designed to enable students to select from a range of fine art media, materials and processes of both a traditional and more unconventional nature, in order to develop their practical skills in conjunction with their emerging personal creative direction. Students will begin to concentrate in more depth on a particular medium in order to recognise the intrinsic formal qualities of different media as essential elements in visual communication and personal expression of intent. Students will be encouraged to investigate the work of relevant contemporary and historical practitioners of their chosen medium.

Learning Outcomes

On successful completion of this module students will be able to:

1. Carry out wide ranging theoretical and practical investigation into traditional and unusual media, materials and processes.
2. Analyse, identify and present the potential and limitations of media for creating ideas and developing solutions.
3. Investigate the work of a range of practitioners who have worked in related media.
4. Understand and exploit the potential and limitations of selected media and materials in their own work.

Indicative Content

- Workshop practice and studio practice.
- Manipulating media, tools and technology safely using suitable techniques and processes.
- Applying visual and contextual research techniques to develop art and design ideas.
- Developing skills in selecting and applying working processes appropriate to personal intentions.
- Developing skills in visual aesthetics and relevant contexts.
- Pursuing practical preparatory work, e.g. observed and conceptual studies, material investigations, visualising and visual restructuring.
- Using visual language and words to communicate intentions and findings.
- Developing creativity by exploring alternative ideas and contexts.
- Taking risks and recognizing chance in the creative process.
- Exploiting a selected medium beyond the familiar into personal creative statements.

Learning & Teaching Strategies

This module will be delivered through studio and workshop practice, demonstrations, lectures, seminars, tutorials and critiques.

Taught from 2013/14 Academic Year

Assessment (End of Semester 1)

100% Research and Development to include:

- Sketchbooks and other practical evidence of exploratory and investigative primary and secondary research with annotation that compares, evaluates and critiques.
- A Reflective Journal that is maintained alongside the sketchbook including notes on tutorials, evaluation of work, records of ideas and documentation of working practice with evidence of Health & Safety.
- Research and critical analysis of the work of a range of artists and subjects relevant to your own work.
- Evidence of studio and workshop practice relevant to the discipline.
- Summative Critical Self-appraisal (300 words)

Specific Learning Resources

Studios, workshops, lecture theatre, seminar rooms. Learning resources may be expected to include websites, video, and gallery based materials as well as library resources.

Bibliography

Highly Recommended

Manco, T. (2012) *Raw + Material = Art: Found, Scavenged and Upcycled*; Thames and Hudson, London.

Steed, J. & Stevenson, F. (2012) *Basics Textile Design 01: Sourcing Ideas: Researching Colour, Surface, Structure, Texture and Pattern*; AVA Publishing, London.

Newark, Q 2004. *What is Graphic Design?*, Rotovision, Hove.

Tanner, A (2010) *Batch; Craft, Design and Product: The Work of the Designer Maker*; A & C Black, London.

Recommended

Borchardt-Hume, A. (2010) *Keeping it Real: From the ready-made to the everyday*; Whitechapel Gallery, London.

[Wolff](#), C, (2003) *The Art of Manipulating Fabric*; Krause, Iola, Wisconsin.

Heller, S. & Talarico, L. (2010) *Graphic: Inside the Sketchbooks of the World's Great Graphic Designers*; Thames and Hudson, London.

Bramston, D. (2009) *Basics Product Design 02: Material Thoughts*; AVA Publishing, London.

Background reading

Conrad, P. (1999) *Modern Times, Modern Places: Life and Art in the 20th Century*; Thames and Hudson, London.

Berger, J. (2008) *Ways of Seeing*; Penguin classics, London.

Sennett, R. (2009) *The Craftsman*; Penguin Books, London.