

## **BA (Hons) Art and Design with Foundation Year (Part-time) Yr. 1**

<b>Module Title:</b>	<b>Art, Design and Craft Analysis</b>
<b>Module Code:</b>	BAAD030
<b>Level:</b>	<b>0</b>
<b>Credits:</b>	15
<b>Overall Teaching and Learning hours:</b>	150

### **Module Description:**

This module aims to introduce you to the wide range of contexts which underpin your chosen specialist subject discipline. You will investigate the conception, production and consumption of art, design and craft. Research into earlier forms and professional contemporary practitioners will inform the analysis of your personal practical work. This module provides an opportunity for you to develop your communication, research and analysis skills.

---

### **Indicative Content:**

Visual analysis of:

- Form and function.
- Style and content.
- Materials and processes.
- Research and analysis techniques.
- Study of the work of a wide range of artists, designers and craft persons.
- Introduction to environmental and aesthetic issues.
- Contextual analysis of contemporary artifacts and/or visual communications.
- Communication and presentation skills, including audiovisual techniques.
- Essay and report writing – outline presentations, planning, structuring and referencing.

---

### **Learning and Teaching Methods:**

This module will be delivered through the following teaching and learning methods:

- Lectures and Seminars
- Discussion Forums
- External Visits
- Individual Tutorials
- Group Tutorials
- Guided and self-directed research and study
- Reflective Evaluation

---

### **Specific Learning Resources:**

Seminar room with data projector/ Studio with slide/overhead projector. Access to computer suites.

Learning resources may be expected to include websites, video and gallery based materials as well as library resources.

## Module Specifications: *UCC School of Art*

### Module Learning Outcomes

#### Subject Specific Learning Outcomes

*On successful completion of this module you will be able to:*

- |             |  |
|-------------|--|
| <b>LO 1</b> | Demonstrate an awareness of the wide range of social, economic, political, industrial, technical, environmental and aesthetic contexts within which art, design or craft are conceived, produced and consumed. |
| <b>LO 2</b> | Undertake visual analysis of artefacts and/or visual communications.   |
| <b>LO 3</b> | Research, analyse and communicate information in written and audio-visual forms.   |

Assessment Title or element	Weighting (%)
<b>Audio-visual Presentation:</b> Deliver an audio-visual presentation of 10 minutes duration, and take questions	<b>50%</b>
<b>Illustrated Essay:</b> Submit an illustrated essay of 1500 words excluding references and bibliography.	<b>50%</b>