

## **BA (Hons) Graphic Design Yr. 1**

<b>Module Title:</b>	<b>Critical and Contextual Research</b>
<b>Module Code:</b>	BAGD04C
<b>Level:</b>	4
<b>Credits:</b>	15
<b>Overall Teaching and Learning hours:</b>	150

### **Module Description:**

This module forms part of the contextual studies programme of your course. Through lectures, seminars, tutorials and research, it will introduce you to a range of histories, cultures, theories, subjects and contexts that have a bearing on the conception, production and consumption of historical and contemporary art, design & craft.

It will provide you with the opportunity to:

- Increase your knowledge and awareness of historical and contemporary art and design practice and the various contexts in which it can be considered.
- Practice your communication, research and analytical skills.
- Gain experience in applying conventions of academic writing at degree level.
- Develop confidence in presenting ideas to an audience.

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### **Indicative Content:**

- 'What is an Art School?'
- Module content and expectations & Moodle for students
- 'Investigating the cultural landscape: Research sources and investigation'
- Lecture Series, e.g.
- Progress, what progress?: The 19<sup>th</sup> Century and the birth of modernism.
- Ism's, schism's, chasm's and chaos: Art, design and the 20<sup>th</sup> Century: How did all that happen?
- Art and Architecture
- Art, Science, Nature, Machine: Making the connections.
- An audience of millions: social media, the internet and its relevance to art and design.
- Art, Design and the Environment: Who cares?
- Just how sustainable is all this? – art, design and the conspicuous consumer.
- All around the world: what is everybody else getting up to?

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

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

- A weekly formal lecture programme supported by seminar discussion groups.
- Critiques, tutorials and presentations: further exploration of lecture topics.
- Group and individual exploration and understand of contextual themes.
- Visiting speakers and external visits to exhibitions and relevant institutions.
- Guided and self-directed research and contextual study in relation to essay briefs and proposals.

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### **Specific Learning Resources:**

Seminar Rooms/ Lecture Theatre/ VLE (Moodle) / LRC

## Module Specifications: UCC School of Art

### Module Learning Outcomes

#### Subject Specific Learning Outcomes

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

LO 1	Demonstrate awareness of historical and contextual themes relevant to art and design practices.
LO 2	Employ research methods to effectively investigate art and design practices and concepts using a variety of sources.
LO 3	Present evidence of research in an essay or report format that conforms to appropriate academic standards, with clearly articulated concepts and conclusions.
LO 4	Demonstrate communication skills through the preparation and delivery of a presentation to an audience.

Assessment Title or element	Weighting (%)
<p><b>Audio/visual presentation:</b> A 10-minute presentation to an audience of peers, on a topic related to the subject of the essay to include evidence of:</p> <ul style="list-style-type: none"><li>• Awareness of contextual themes and ideas related to the subject of the essay.</li><li>• Ability to plan, structure and prepare a presentation.</li><li>• Ability to present to an audience.</li></ul>	40%
<p><b>Illustrated essay/report:</b> A 2,000 word illustrated essay or report on a negotiated subject, to include evidence of:</p> <ul style="list-style-type: none"><li>• Effective use of research from a variety of sources.</li><li>• Ability to formulate and articulate ideas and viewpoints.</li><li>• Ability to plan and structure a piece of written work.</li><li>• Ability to produce written work to appropriate academic standards, including referencing and bibliography.</li></ul>	60%
<p><b>Modes of submission for the Illustrated essay/report.</b></p> <p><b>Essay</b> – based on your particular area of study, you might take a theoretical or historical subject, a particular artist or an aspect of visual culture and use a writing style and approach that corresponds to the requirements of an academic paper. A typical approach would be based on reading and understanding secondary and primary texts on your subject and, if appropriate, visual analysis of art, design or other cultural artefacts.</p> <p><b>Industry report</b> – You may wish to prepare a report on a particular aspect of the industry or area of professional practice your studies relate to, and this could be submitted as an industry report. For example, you might produce a report on advertising techniques in relation to Social Media platforms; the ethics of ‘fast fashion’, or surviving as a self-employed artist or designer (this could relate specifically to the region you are based in). In addition to books and websites, your research material might also include trade journals, interviews, financial reports and marketing data.</p> <p><b>Technical report</b> - A technical report can be based on processes, techniques or materials that you have used in your studio practice, or on ones that you would like to know more about or introduce. The report should demonstrate your technical knowledge and awareness, but also describe, document and analyse the results of your testing and experimentation and the rationale behind it. Typical topics might be working with casting materials; acid-free etching; natural dying methods; digital technologies; lighting techniques and so on. It is also normal practice for a report of this kind to include a review and analysis of current and historical practices using the techniques or materials in question.</p>	