

<b>Module Code:</b> <b>BATD03I</b>	Confirmation of 3.D.Design and Craft Practice
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<b>Level:</b>	5
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<b>Credit Value:</b>	30
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<b>Pre-Requisites:</b>	Investigation of 3.D.Design and Craft Practice
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<b>Module Description</b>
<p>This module is designed to encourage students to reflect upon and use their learning experience so far in a larger assignment. Independent visual and practical enquiry, along with product realisation and presentation is demanded.</p> <p>3D Design and Craft students will confirm their personal pathway through refined conceptual thinking and the realisation of designed and made objects that will evidence a growing personal philosophy and the development of a more focussed methodology to create contextually relevant outcomes.</p>

<b>Learning Outcomes</b>
<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"><li>1. Negotiate, establish and pursue an assignment brief.</li><li>2. Research contemporary and historical precedents.</li><li>3. Pursue independent visual and practical enquiry.</li><li>4. Realise an outcome with considered presentation.</li><li>5. Demonstrate independent thought in creating, evaluating and developing ideas.</li></ol>

<b>Indicative Content</b>
<ul style="list-style-type: none"><li>• Personal development planning, rationale and brief to confirm a personal practice pathway, an emerging focussed methodology and a commitment to</li><li>• the development of appropriate advanced practical 2D and 3D skills.</li><li>• Contact with professional 3D Practitioners as a stimulus and model for personal reflection and development of professional practice confirmed with a self directed reflective document entitled ‘ a personal perspective ‘</li><li>• Confirmation and pursuance of personal themes of investigation to underpin and give added value to concepts that should be realised as intelligent objects.</li></ul>

- Confirmation of personal visual vocabulary that communicates a growing personal aesthetic, an awareness of the viewer / client and how 3D Design and Craft work is perceived.
- Demonstrate and confirm a considered personal methodology through a projection of how you stimulate, explore, develop, realise and communicate ideas as a 3D Designer and / or Craftsperson.
- How to estimate the value of 3D Design and Craft work.
- Plan, prepare, market and put on a group exhibition of this semesters work for public viewing, peer review and assessment to include a personal summative statement that succinctly places the student and their work in a contemporary context.

### **Learning & Teaching Strategies**

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

### **Assessment**

Coursework including:

30% research and development

Critical appraisal of a display of:

- Interpretation and expression.
- Visual information gathering.
  - Designing/creating information.
  - Relevance of ideas to context.
- Genres of practice.
- Personal perspective and practice.
- Establishing a brief.
- Historical and contemporary research.

70% material outcomes.

Critical appraisal of 3.D.Design and craft works:

- Personal investigation.
- g. Development and communication of ideas.
- h. Creative and technical research.
- i. Realisation and presentation of research outcomes.
- j. Critical and evaluative judgements.

## 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

Greenhalgh. P. 2002. The Persistence of Craft. A & C Black, London.

### Recommended

Lunn, F & Ibelings, H; 2004 Interior View, De Zonnehof Amersfoort  
Johnson, P; 1999; You are here, Micheal Brennand-Wood; Hare Printpress  
Chapman, J; 2005; Emotionally Durable Design; Earthscan.  
Fiell, C & P. 2001. Designing for the 21<sup>st</sup> Century. Taschen, Cologne.  
Datchefski, E. 2001. The Total Beauty of Sustainable Products. Rotovision.  
Switzerland.  
Baille, Caroline. 2003. Navigating the Materials World. Academic Press.

Studio modules are based upon an ongoing tutorial process, during which a varied range of references may be recommended according to the emerging direction of the students work.

### Background Reading

Periodicals: Selvedge, Another Magazine, Domus, Drapers, Vogue, Interiors, Crafts, Ceramic Review, Media Culture and Society, Art Review, Eye, Creative Review, Blueprint, I.D, Frieze, Time Out, Wallpaper.