

Module Code:
BATD011

Development of 3.D. Design and Craft Processes

Level: 5

Credit Value: 30

Pre-Requisites: Introduction to 3.D.Design
and Craft Processes

Module Description

This module enables students to produce work of a creative and innovative nature which is both technically sound and appropriate within its context.

3D Design and Craft students will refine and develop a personal 3D visual language through more focussed material and intellectual engagement. The creative potential of the alignment of concept and process will be realised within personally chosen themes of investigation that will confirm the students' specialism.

Learning Outcomes

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

1. Apply art and design methodology and technology appropriately to identified problems or issues.
2. Produce and explore a range of innovative ideas which are viable both technically and in context.
3. Select an appropriate concept and develop into a feasible outcome.
4. Communicate and present outcomes both effectively and persuasively.

Indicative Content

- Personal development planning, rationale and brief to promote a more focussed individual learning strategy towards pathway options – ceramics, glass, product design, jewellery, furniture, model making and material based craft objects.
- Explore a range of concepts under the theme 'anti narrative' in order to break with convention and apply lateral thinking towards creative problem solving with chosen material(s) and / or issues.
- Application of personal themes and historical / contemporary reference that evidence a growing understanding of context as a vehicle for focussed researches and visual enquiry.
- Observations, development of ideas and technical reference through hand, photographic and computer generated imagery and written

records in studio books, log books and technical files.

- Advanced workshops to develop more focussed skill base in appropriate materials, techniques and processes within pathway options – wood, metal,
- plastics, ceramics, glass and computer visualisation.
- Analysis and evaluation as a basis for professional planning exercises so that concepts can be effectively realised within time, budget and social constraints.
- Strategies for presentation and communication of outcomes to professional standards and inclusion in port folio.
- Self appraisal and evaluation of performance with a view towards the next module.

Learning & Teaching Strategies

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

Assessment

Coursework including:

40% research and development

Critical appraisal of:

- Recorded observations.
- Image manipulation.
- Historical and contemporary overview.
- Technical terminology appropriate to the relevant discipline/s.
- Materials, processes, techniques and finishes.

60% material outcomes.

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

- Image, form and content in 3.D. Design and craft work.
- Concepts and realisations.
- Visual presentation techniques.

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 sources.

Bibliography

Highly Recommended

Recommended

Greenhalgh. P. 2002. **The Persistence of Craft**. A & C Black, London
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 21st 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, Photoworks, Portfolio, Printmaking Today, Screen