

Module Code:
BATD01C

Introduction to 3.D. Design and Craft Processes

Level: 4

Credit Value: 30

Pre-Requisites: None

Module Description

This module is designed to introduce students to essential art & design knowledge, skills and visual language which create the foundations for future research in their subject discipline.

3D Design and Craft students will explore and develop their creative potential by engaging in a broad range of 2D and 3D visual researches and practical exercises by sequentially investigating line, shape, form and structure from which a basic 3D vocabulary, methodology and craft skills will start to emerge.

Learning Outcomes

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

1. Demonstrate competence in working with a range of materials and processes.
2. Provide evidence of competent health & safety practice.
3. Record a range of visual and written research activity.
4. Use appropriate methodology to create, select and develop ideas.
5. Provide evidence of investigation of relevant contemporary and historical practitioners.

Indicative Content

- Good Health and Safety practice to include responsibility to self and others, emergency procedures, personal protection equipment, manual handling and COSHH regulations relating to studio and workshop environments leading to basic H&S practice certification.
- Demonstrations and workshops to promote safe and competent practice with hand and machine tools in wood, metal and plastics workshops leading to individual competency certification.
- 2D and 3D exploration and experiment as a creative tool.
- Development of a personal visual language through records of ideas, concepts and observations relating to set brief(s) using line, tone, texture, colour, collage, photography, 3D samples, models and maquettes.
- Transposition into other materials, processes and scales.

- Move readily between two and three dimensions to realise the relationship between conceptual and technical realisation.
- Contemporary and historical 3D Design and Craft exhibitions as a stimulus for ideas, further investigation, contextualisation, aesthetic enquiry and interpretation.
- Group projects to build communication, interpersonal, social skills and teamwork.
- Seminars and group critiques to aid analysis of recorded visual research and provide platform for critical evaluation.
- Emerging diagnosis of personal 3D Design and Craft specialist pathway and direction of researches into appropriate contemporary practitioners and personal themes of study.
- Illustrated technical file as a means of recording, evidencing and responding to materials, techniques and processes.
- Selection of appropriate concept(s) for development, refinement and realisation.
- Personal time management strategies in order to meet targets and deadlines.
- Develop presentation skills that define and place designed and made objects within appropriate contexts.
- Summative statements as a device for communication, evaluation and self appraisal.

Learning & Teaching Strategies

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

Assessment

Coursework including the following:

60% sketch/studio book:

Critical appraisal of a display of:

- Primary & secondary sources.
- Recorded observations.
- Aesthetic enquiry & interpretation.
- Visual analysis.
- Concept development & realization.
- 2d/3d Technical Workshop Inductions.
- Health & safety regulations and practice.
- Contemporary practitioners.
- Visual & written research.
- Materials, techniques and processes

40% material outcomes:

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

- Visual presentation techniques.
- Working methodology.
- Works showing selection & development.

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

Wong, W. 1977, **Principles of Three Dimensional Design**, Van Nostrand Reinhold.

Recommended

Parsons, T., 2009. **Thinking: Objects** - Contemporary Approaches to Product Design. AVA Publishing.

Greenslaugh, Paul. 2003 **The Persistence of Craft**. A & C Black Publishers Ltd

Dormer, Peter, 1994 **The Art of the Maker: Skill and Its Meaning in Art, Craft and Design** Thames and Hudson

Pye, David. 1998 **The Nature and Art Workmanship**. Cambridge Univ. Press

Viemeister, Tucker, 1993, **Product Design 6**. PBC International inc.

Smith, Paul J. 2001, **Objects for use / Handmade by Design**. Harry N Abrams

Coatts, M., 1997. **Pioneers of Modern Craft: Twelve Essays Profiling Key Figures in the History of Contemporary Crafts (Studies in Design & Material Culture)**. Manchester: Manchester University Press

Pevsner, N., 1991. **Pioneers of Modern Design: From William Morris to Walter Gropius (Penguin Art & Architecture)**. New Ed ed. Penguin

Sausmarez, M. D., 1983. **Basic Design: Dynamics of Visual Form (Design Handbooks)**. Revised edition ed. Herbert Press Ltd

Chapman, J., 2005. **Emotionally Durable Design: Objects, Experiences and Empathy**. London: Earthscan Ltd

Thackara, J.(ed), 1988. **Design After Modernism: Beyond the Object**. New York, N.Y.: Thames & Hudson Ltd

Itten, J., 1967. **Design and form: the basic course at the Bauhaus**. 3rd ed. London: Thames & Hudson

Lambert, S., 1993. **Design In The 20Th Century Form Follows Function?**. Victoria & Albert Museum

Useful Websites

www.craftscouncil.org.uk; www.photostore.org.uk; www.designinsite.dk/

Useful Magazines

Crafts; Blueprint; ICON.

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,

Suggested Websites

www.craftscouncil.org.uk

www.artscouncil.org.uk

www.designcouncil.org.uk

www.vam.ac.uk

www.tate.org.uk

www.hayward.org.uk

www.serpentinegallery.org

www.firstsite.uk.net

www.colchesteropenstudios.org

www.desingersnetwork.co.uk

www.matweb.com

<http://designinsite.dk>

www.arborsmith.com

www.artangel.org.uk

www.bioregional.com

www.cabe.org.uk

www.gallop.co.uk

www.demi.org.uk

www.droogdesign.nl

www.designwritingresearch.org

www.interaction-ivrea.it

www.muf.co.uk

On-Line resources accessed through CILRISS (C.I. library WebPages):

Design and applied arts index (DAAI)

Infotrac

ADAM

Artifact