

Module Code	ADDA5025
Title	Visual and Material Language
Date	05/05/2021
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To further explore and develop the individual's awareness and responsiveness to visual stimuli and ideation within the specific context of their chosen area of study.
- To emphasise the development of an individual approach to observation and perception in the quest of a personal visual language.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Develop enhanced concepts from primary sources; demonstrating an enthusiasm for enquiry into their discipline and the motivation to sustain it through exercising broad autonomy and judgement in selecting, planning and implementing tasks.
- Demonstrate an increasingly versatile and articulate visual vocabulary through a critical understanding of the significance of the work of other practitioners and awareness of major developments in current and emerging inter and multi-disciplinary approaches to surface pattern and textiles design.

INDICATIVE CONTENT

- Discussion and analysis of the visual and material language within and beyond specialist area.
- Advancement of production skills in a range of media.
- Curiosity and questioning of material and process in distinctly individual directions
- Innovative connections between workshop strands and conventional process domains.
- The advanced analysis of visual and perceptual information.
- Formulate critique as an evaluation of processes
- Further exploratory drawing processes for design
- Textile industry appropriate paint techniques – gouache, inks, open mesh print
- Digital drawing
- Drawing through Printed Textiles, Stitch, Print Making
- Drawing with hard materials; wire, clay, enamel

- Development of critical skills in visualisation techniques
- Advanced exploration of visual qualities i.e. line, tone, colour, texture, shape.
- Consolidation of research and application skills in relation to a chosen subject

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	24	24%
Independent learning	76	76%
Placement learning		
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of coursework.	Up to 4 elements, or equivalent	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADDA5025	
Module Title	Visual and Material Language	
Classification	Reading List entry	Electronic*
Essential (General)	Aguirre, P, (2011) Vitamin P2: New Perspectives in Painting, London: Phaidon Press	☒
Essential (General)	Alonso, R, (2009) Vitamin Ph, London: Phaidon Press	☒
Essential (General)	Perry, C, Cashdan, M, Krause, C (2013) Vitamin D2: New Perspectives in Drawing London: Phaidon Press	☐
Essential (Specific)	Marshall, R, (2012) Hyperdrawing: Beyond the Lines of Contemporary, London: I.B.Tauris	☒
Further	Bell, J Balchinm J Tobin, C (2019) Ways of Drawing: Artists' Perspectives and Practices, Thames & Hudson Ltd, London	☐
Further	Hudson, S (2015) Painting Now, Thames & Hudson Ltd, London	☒
Further	Steed, J, Stevenson, F, (2020) Sourcing Ideas for Textile Design: Researching Colour, Surface, Structure,	☐

	Texture and Pattern (Basics Textile Design) Bloomsbury Visual Arts	
Further	Perrella, L (2007) Artists' Journals and Sketchbooks: Exploring and Creating Personal Pages, Rockport Publishers	☐