

MODULE DIRECTORY

LEVEL 5

ACADEMIC DISCIPLINE OF ART & MEDIA

WALES INSTITUTE OF SCIENCE & ART

2022-2023

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INTRODUCTION

This Module Directory includes all the modules for Level 5 within the Academic Discipline of Art & Media in the academic year 2022-2023.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

Module Code	ADAA5000
Title	Changemakers: Creativity and Value Creation
Date	25/06/2020
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop the concepts and practice of creativity and value creation for the development of innovative, aspiring and progressive solutions.

LEARNING OUTCOMES

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

- Demonstrate knowledge and critical understanding of innovation, creativity and enterprising mindset, recognising the values and the contribution creativity makes to the common good.
- Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.

INDICATIVE CONTENT

- Creativity in theory and practice.
- Value creation in theory and practice.
- Creative and ethical leadership: skills and challenges.
- Driving innovation and change, the intra and entrepreneurial individual.
- Critical thinking, troubleshooting and problem solving, developing novel solutions.
- Information gathering for inspiration, vision creation and ideation.
- Developing the enterprising and data driven mindset.
- Contemporary technologies: virtual and augmented reality and artificial intelligence to enhance creativity and innovation.
- Time management practices for an entrepreneurial mindset.
- Being resourceful, in the context of making do with less.
- Reflection and self-reflection.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Online portfolio of set exercises	2,000 words or equivalent	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Assignment	2,000 words or equivalent	50%

Assessment Summary

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

INDICATIVE READING LIST

This will be guided by the student's subject area.

Module Code	ADAA5000	
Module Title	Changemakers: Creativity and Value Creation	
Classification	Reading List entry	Electronic*
Essential	Hargreaves, J., and Page, L. (2013) <i>Reflective Practice</i> . (Key Themes in Health and Social Care Series). Polity Press.	☒
Essential	Nardi, P.M. (2017) <i>Critical Thinking : Tools for Evaluating Research</i> . University of California Press	☒
Essential	Westerman, G., Bonnet, D. and McAfee, A., <i>Leading Digital: Turning Technology Into Business Transformation</i> . (Audiobook) Recorded Books. 2017.	☒
Further	Schiama, G. (2011) <i>Managing Knowledge Assets and Business Value Creation in Organizations : Measures</i>	☒

	<i>and Dynamics</i> Hershey, Pa.: Business Reference Service.	
Further	Rescher, N. (2014). <i>A System of Pragmatic Idealism, Volume II The Validity of Values, A Normative Theory of Evaluative Rationality</i> (Princeton Legacy Library). Princeton: Princeton University Press.	☒
Further	Turner, E. (2020) <i>Be Less Zombie: How great companies create dynamic innovation, fearless leadership and passionate people</i> . John Wiley & Sons.	☒

Module Code	ADAA5001
Title	Changemakers: Building your Personal Brand for Sustainable Employment
Date	25/06/2020
Level	5
Credits	20
Pre-Requisites	none

AIM(S)

- To build the skills and competencies necessary for career resilience and professional development for the future work context.

LEARNING OUTCOMES

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

- Evaluate personal employability skills and their congruence with the skills required for professional practice in a real or simulated environment.
- Build a personal brand and promote a professional identity for a specific opportunity.

INDICATIVE CONTENT

- Analysing your employment sector in order to identify problems, gaps in the market and how you can add value for sustainable employability.
- Building your brand and promoting a professional identity through personal skills analysis and personal development planning.
- Contemporary technologies: developing an online personal presence (e.g. basic website building/social media/blogs/vlogs etc.).
- Search techniques for employment/self-employment opportunities.
- Adopting project management approaches (defining the problem; setting the goals and objectives, milestones and monitoring, evaluation).
- Collaboration, networking, building social capital, negotiation and influencing.
- Awareness, emotional intelligence, well-being and resilience.
- Ethics, values, diversity, inclusion, intercultural awareness and responsible stewardship: issues, challenges and actions.
- Cultural and linguistic expression.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Online portfolio	2,000 words or equivalent	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Assignment	2,000 words or equivalent	50%

Assessment Summary

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

INDICATIVE READING LIST

This will be guided by the student's subject area.

Module Code	ADAA5001	
Module Title	Changemakers: Building your Personal Brand for Sustainable Employment	
Classification	Reading List entry	Electronic*
Essential	Lock, D. (2018). <i>Project management</i> . Routledge	☒
Essential	Dweck, C. (2017) <i>Mindset: Changing The Way You think To Fulfil Your Potential</i> . Robinson Publishers.	☒
Essential	Griffith, B.A. (2014) <i>Working in Teams: Moving From High Potential to High Performance</i> . SAGE Publications Inc.	☒
Essential	Baguley, P. (2003). <i>Teams and team-working</i> (New ed.). London: Teach Yourself.	☐

Essential	Gensler, H. J. (2017). <i>Ethics : A contemporary introduction</i> (3rd ed., Routledge contemporary introductions to philosophy). New York: Routledge.	☐
Essential	Well-being of Future Generations (Wales) Act 2015 (Online). Available at http://www.legislation.gov.uk/anaw/2015/2/contents/enacted	☒
Further	Smale, B. and Fowlie, J. (2015) <i>How to Succeed at University an Essential Guide to Academic Skills and Personal Development</i> (2nd Ed.). Los Angeles, [Calif.]: SAGE Study Skills Ser. Web.	☒
Further	Phillips, S. (2014) <i>The complete guide to professional networking : the secrets of online and offline success</i> . London, England : Kogan Page	☒
Further	Snow, S. (2018) <i>Dream Teams: Working Together Without Falling Apart</i> . Piatkus.	☒
Further	Williams, B. (2020) <i>Diversity in the Workplace: Eye-Opening Interviews to Jumpstart Conversations about Identity, Privilege, and Bias</i> . Rockridge Press	☒
Further	Dawson, P. and Andriopoulos, C. (2017) <i>Managing Change, Creativity and Innovation</i> . SAGE Publications Ltd.	☒
Further	Clements, P., & Jones, J. (2008). <i>The diversity training handbook a practical guide to understanding & changing attitudes</i> (3rd ed.). London ; Philadelphia: Kogan Page.	☒

Module Code	ADAA5002
Title	Concept & Process
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop speculative and experimental approaches to test ideas, explore materials and processes and to synthesise these sophisticated relationships in creative exploration.

LEARNING OUTCOMES

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

- Find appropriate methods for creative exploration
- Document and present experimental practice in an appropriate format
- Critically analyse use of material and process in order to develop innovative approaches.

INDICATIVE CONTENT

- Examination of the relationship between conceptual ideas and practical resolution
- Experimentation with a range of media and methods
- Investigation of different methods of display
- Development of a speculative approach when choosing media
- Contextualisation of practice, process and display.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
A portfolio of evidence of physical work	A minimum of 3 components	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Evidence demonstrating the understanding of one's personal concepts and processes	A minimum of 3 components. A sketch book or equivalent of exploratory images and text, photographic documentation of projects, self-directed experimentation in chosen media.	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5002	
Module Title	Concept & Process	
Classification	Reading List entry	Electronic*
Essential	Godfrey, T (1998) <i>Conceptual Art</i> London: Phaidon	☒
Essential	Louise Bourgeois (<i>Phaidon Contemporary Artists Series</i>)	☐
Essential	Crippa, E.(ed) (2018) <i>All Too Human: Bacon, Freud and a Century of Painting Life</i> Tate Publishing	☐
Further	Volz, J. & Ngcobo, G. (eds) (2019) <i>We Are Many: Art, the Political and Multiple Truths</i> Verbier Art Summit	☒
Further	Theaster Gates <i>Every Square Needs a Circle</i> Publisher: Richard Gray Gallery ISBN: 9780996454049	☒
Further	Freize Tate publications Royal Academy Art Monthly https://loneolfmag.com/	☒

	https://generic.wordpress.soton.ac.uk/	
Further	Titmarsh. M. (2017) <i>Expanding Painting</i> . Bloomsbury	☒
Further	Morgan J & Jones, L (2009) <i>John Baldessari: Pure Beauty</i>	☒
Further	Scott, K. (2018) <i>Theaster Gates: How to build a house museum</i> . Art Gallery of Ontario	☐
Further	Tribe, M. & Reese, J. (2006) <i>New Media Art</i> Taschen	☐

Module Code	ADAA5003
Title	Experimental Strategies
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To enhance skills, techniques and understanding by embracing experimentation and risk-taking to produce a personal body of work.

LEARNING OUTCOMES

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

- Analyse a broad range of issues relevant to personal research formulating responses to theoretical knowledge and practical situations
- Skillfully apply experimental techniques and processes in the production of a body of photographic work, demonstrating a professional level of appreciation and understanding.

INDICATIVE CONTENT

- Content is based on student-led assignments in consultation and negotiation with academic staff
- Photographic installation
- Moving Image
- Performance

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam

☒ Coursework

☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Up to 8 elements, typically includes series of images of photographic , slide show, Visual Diary providing evidence of sustained enquiry, conceptual development, experimentation research and written evaluation	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5003	
Module Title	Experimental Strategies	
Classification	Reading List entry	Electronic*
Essential	Barthes, R. (1993) <i>Camera Lucida</i> [1981], London: Vintage Classics	☐
Essential	Hall, S. (Ed.) (2013) <i>Representation: Cultural Representations And Signifying Practices</i> (2 nd Edition). London: Sage	☐
Further	Company, D. (2014) <i>The Open Road: Photography And The American Road Trip</i> . New York: Aperture	☐
Further	Lubben, K. (2014) <i>Magnum Contact Sheets</i> . London: Thames & Hudson	☐
Further	Ritchin, F. (2013) <i>Bending The Frame: Photojournalism, Documentary, And The Citizen</i> . New York: Aperture	☒
Further	Sutton, D. (2009) <i>Photography, Cinema, Memory: The Crystal Image Of Time</i> , Minneapolis: University Of Minnesota Press	☒
Further	Ackerman, M. (2011) <i>Half Life</i> . London: Dewi Lewis	☐
Further	Meatyrd, R.E. (2002) <i>The Family Album Of Lucibelle Crater And Other Figurative Photographs</i> . New York: Distributed Art Publishers	☐
Further	Redstone, E. (2014) <i>Shooting Space: Architecture In Contemporary Photography</i> . London: Phaidon	☐
Further	Gunti, C. (2017) <i>Digital Image Systems: Photography and New Technologies at the Düsseldorf School</i> . Verlag.	x

Module Code	ADAA5004
Title	Personal Philosophies
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To independently engage in a clear research process with the aim of informing and defining context for an established individual photographic practice

LEARNING OUTCOMES

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

- Critically investigate and analyse the context of a specific photographic practice defining its cultural and professional placement
- Synthesise specialist knowledge of materials, techniques and processes and professionally apply these to a coherent body of work which communicates personal growth and development

INDICATIVE CONTENT

- Preparation and planning for photographic assignments
- InDesign desktop publishing workshops
- Introduction to book making
- Sequencing and editing – the photographic book

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam

☒ Coursework

☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	6 elements typically, book dummies, self-published photographic book, Visual Diary providing evidence of sustained enquiry, conceptual development, experimentation, research	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5004	
Module Title	Personal Philosophies	
Classification	Reading List entry	Electronic*
Essential	Durden, M. (2014) <i>Photography Today: A History Of Contemporary Photography</i> . London: Phaidon	☐
Essential	Elkins, J. (2011) <i>What Photography Is</i> . London: Routledge	☒
Essential	Green, D. (2001) <i>Where Is The Photograph?</i> Brighton: Photoworks	☐
Further	Fontcuberta, J. (2014) <i>Pandora's Camera</i> . London: Mack	☐
Further	Lubben, K. (2014) <i>Magnum Contact Sheets</i> . London: Thames & Hudson.	☐
Further	Parr, M. & Badger, G. (2004) <i>The Photobook: A History (Volume 1)</i> . London: Phaidon	☐
Further	Parr, M. & Badger, G. (2006) <i>The Photobook: A History (Volume 2)</i> . London: Phaidon	☐
Further	Parr, M. & Badger, G. (2014) <i>The Photobook: A History (Volume 3)</i> . London: Phaidon	☐
Further	Parke, T. (2013) <i>Minutes To Midnight</i> . Göttingen: Steidl	☐
Further	Soth, A. (2014) <i>Songbook</i> . London: Mack	☐
Further	Schwärzler, M. (2016) <i>At Face Value and Beyond: Photographic Constructions of Reality</i> . Verlag	☒
Further	Lafia, M. (2015). <i>Image Photograph</i> . Cambridge.	☒

Module Code	ADAA5005
Title	Publication and Protest
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To independently engage in a clear research process with the aim of informing and defining context for a visual publication with activist strategies.

LEARNING OUTCOMES

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

- Critically investigate and analyse the context of a specific subject or campaign and its cultural and professional placement to reach identified audiences
- Professionally apply the methods and techniques learned to consolidate a finished body of work that demonstrates a command of specialised skills, personal growth and development

INDICATIVE CONTENT

- Preparation and planning for photographic assignments
- Engagement with external organisations/clients/community groups
- InDesign desktop publishing workshops
- Introduction to book making
- Sequencing and editing – the photographic book

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam

☒ Coursework

☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	6 elements typically, zine and book dummies, self-published photographic book, poster, Visual Diary providing evidence of sustained enquiry, conceptual development, experimentation, research	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5005	
Module Title	Publication and Protest	
Classification	Reading List entry	Electronic*
Essential	Durden, M. (2014) <i>Photography Today: A History Of Contemporary Photography</i> . London: Phaidon	☐
Essential	Elkins, J. (2011) <i>What Photography Is</i> . London: Routledge	☒
Essential	Green, D. (2001) <i>Where Is The Photograph?</i> Brighton: Photoworks	☐
Further	Fontcuberta, J. (2014) <i>Pandora's Camera</i> . London: Mack	☐
Further	Lubben, K. (2014) <i>Magnum Contact Sheets</i> . London: Thames & Hudson.	☐
Further	Parr, M. & Badger, G. (2004) <i>The Photobook: A History</i> (Volume 1). London: Phaidon	☐
Further	Parr, M. & Badger, G. (2006) <i>The Photobook: A History</i> (Volume 2). London: Phaidon	☐
Further	Parr, M. & Badger, G. (2014) <i>The Photobook: A History</i> (Volume 3). London: Phaidon	☐
Further	Parke, T. (2013) <i>Minutes To Midnight</i> . Göttingen: Steidl	☐
Further	Soth, A. (2014) <i>Songbook</i> . London: Mack	☐
Further	Schwarzler, M. (2016). <i>At Face Value and Beyond</i> . Verlag.	☒
Further	Shneer, D. (2020). <i>Grief: The Biography of a Holocaust Photograph</i> . Oxford University Press.	☒
Further	Memou, A. (2018). <i>Protest Photography from 1968 to Today</i> . Bozar.	☒

Module Code	ADAA5006
Title	Stimulus & Response
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop a variety of research methodologies as a means to inform and inspire a body of individual creative practice, informed by the wider social and cultural context.

LEARNING OUTCOMES

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

- Identify the relevance of research to a visual arts practice and the importance of the wider context within which the work is located.
- Present evidence of research and analysis in a well-documented and well-organised medium appropriate to their individual practice.

INDICATIVE CONTENT

- Case studies on contemporary visual art practitioners and other artists
- Documentation of research undertaken e.g. notes, drawings, photographs, text-related to articles in journals, books, exhibitions, reviews
- Evidence of experimentation as a response to the stimuli investigated
- Socio-political context and contemporary debates.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
A portfolio of practical research	A sketch book or equivalent of exploratory images and text, photographic documentation of projects, self-directed experimentation in chosen media. A minimum of 3 components	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
A digital portfolio /physical workbook or a studio book.	Text-based information on the content of the research, photographic images of process and of final outcomes. A minimum of 3 components	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5006	
Module Title	Stimulus & Response	
Classification	Reading List entry	Electronic*
Essential	Biggs, M and Karlsson H (eds) (2012) <i>The Routledge Companion to Research in the Arts</i> , London: Routledge	☒
Essential	Danchev, A (2011) <i>One Hundred Artists' Manifestos From the Futurists to the Stuckists</i> Harmondsworth: Penguin	☐
Essential	Godfrey, T (1998) <i>Conceptual Art</i> London: Phaidon	☐
Further	Holly, M and Smith, M (2009) <i>What Is Research in the Visual Arts?</i> Obsession, Archive, Encounter, New Haven: Yale University Press	☐
Further	Krauss, RE (1986) <i>The Originality of the Avant-Garde and Other Modernist Myths</i> Cambridge, Massachusetts: MIT Press	☐
Further	Lafia, M. (2020). <i>The Event of Art</i> . Puncham Books.	☒
Further	Thomas, N. (2019). <i>Theory of Image</i> . Oxford University Press.	☒

Module Code	ADAA5007
Title	Visual Activism: Location & Curation
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To enhance knowledge and understanding of visual activism in relation to location and curatorial contexts

LEARNING OUTCOMES

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

- Identify and examine contemporary visual activism work within museum and gallery spaces.
- Engage with forms of critical analysis in developing a personal project embracing visual activist strategies.

INDICATIVE CONTENT

- Location sourcing
- Understanding contemporary exhibition strategies and site specificity
- Team working and communication skills
- Exhibition planning and production
- Risk assessment: health and safety on location
- Negotiating location access with external agents
- Marketing work to a wider audience

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam

☒ Coursework

☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	Up to 8 elements, typically includes series of images, slide show, video installation, Visual Diary providing evidence of sustained enquiry, conceptual development, experimentation research and written exhibition proposal	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5007	
Module Title	Visual Activism: Location & Curation	
Classification	Reading List entry	Electronic*
Essential	Reilly, M (2018) <i>Curatorial Activism</i> London, Thames & Hudson	☐
Essential	Wells, L (2019) <i>The photography reader : history and theory</i> , London Routledge	☐
Essential	Bishop, C (2012) <i>Artificial hells : participatory art and the politics of spectatorship</i> , London Verso	☒
Further	Bishop, C, (2005) <i>Installation art : a critical history</i> , London Tate	☐
Further	Lang, C (ed) (2016) <i>The responsive museum : working with audiences in the twenty-first century</i> Abingdon, Routledge	☐
Further	Segalov, M (2018) <i>Resist! : how to be an activist in the age of defiance</i> , Laurence King Publishing Ltd	☒

Module Code	ADAA5008
Title	Visual Enquiry 1
Date	05/05/2021
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To expand upon the visual and perceptual qualities initiated in visual studies, at level 4. Continuing the engagement of the individual in a programme of personal skills development, through the interpretation of perceptual experience. An increasingly analytical approach is encouraged and students are expected to challenge ideas and observations from a position of increased visual awareness via engagement in appropriate studio based practice.

LEARNING OUTCOMES

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

- Evidence a sustained awareness of visual language that informs the student's chosen discipline.
- Display enhanced practical skills in student-selected mediums

INDICATIVE CONTENT

- Consolidation of observational skills as an academic tool
- 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
- Formulate critique as an evaluation of processes

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 x Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of coursework	2,500 words equivalent.	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5008	
Module Title	Visual Enquiry 1	
Classification	Reading List entry	Electronic*
Essential (General)	Apprich C (2013) <i>Provocative Alloys: A Post-Media Anthology</i> , Mute, London	☐
Essential (General)	Brower, S (2016) <i>Inside Art Direction: Interviews and Case Studies (Creative Careers)</i> Bloomsbury: New York	
Essential (General)	Finlay, V (2014) <i>The Brilliant History of Colour in Art</i> , Getty Publications, New York.	☐
Essential (General)	Howells, R & Negreiros, J (2011) <i>Visual Culture</i> , Polity Press; 2 nd edition, London Smith, Keri (2011)	☐
Essential (General)	Smith, Keri (2011) <i>How to be an Explorer of the World</i> , Penguin: New York	
Essential (General)	Muller, Jens (2018) <i>The History of Graphic</i> . Vol.2, 1960 – (Jumbo)	

Cod y Modwl	ADAA5008C
Teitl	Ymholiad Gweledol 1
Dyddiad	05/05/2021
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Ehangu ar y nodweddion gweledol a chanfyddiadol a gychwynnwyd mewn astudiaethau gweledol, ar lefel 4. Parhau ag ymgysylltiad yr unigolyn mewn rhaglen datblygu sgiliau personol, drwy ddehongli profiadau canfyddiadol. Anogir dull cynyddol ddadansoddol a disgwylir i fyfyrwyr herio syniadau ac arsylwadau o safbwynt ymwybyddiaeth weledol uwch drwy ymwneud ag arfer priodol yn y stiwdio.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Rhoi tystiolaeth o ymwybyddiaeth barhaus o iaith weledol sy'n hysbysu dewis ddisgyblaeth y myfyriwr.
- Arddangos sgiliau ymarferol uwch mewn cyfryngau a ddewisir gan y myfyrwyr

CYNNWYS DANGOSOL

- Atgyfnerthu sgiliau arsylwi fel arf academiaidd
- Datblygu sgiliau beirniadol ym maes technegau delweddu
- Archwiliad uwch o nodweddion gweledol h.y. llinell, tôn, lliw, gweadedd, siâp
- Atgyfnerthu sgiliau ymchwil a chymhwyso mewn perthynas â dewis bwnc
- Llunio beirniadaeth fel modd o werthuso prosesau

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau		
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig x Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio o waith cwrs	Cyfwerth â 2,500 o eiriau	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADAA5008C	
Teitl y Modwl	Ymholiad Gweledol 1	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol (Cyffredinol)	Apprich C (2013) <i>Provocative Alloys: A Post-Media Anthology</i> , Mute, London	☐
Hanfodol (Cyffredinoll)	Brower, S (2016) <i>Inside Art Direction: Interviews and Case Studies (Creative Careers)</i> Bloomsbury: New York	
Hanfodol (Cyffredinol)	Finlay, V (2014) <i>The Brilliant History of Colour in Art</i> , Getty Publications, New York.	☐
Hanfodol (Cyffredinol)	Howells, R & Negreiros, J (2011) <i>Visual Culture</i> , Polity Press; 2 nd edition, London Smith, Keri (2011)	☐
Hanfodol (Cyffredinol)	Smith, Keri (2011) <i>How to be an Explorer of the World</i> , Penguin: New York	
Hanfodol (Cyffredinol)	Muller, Jens (2018) <i>The History of Graphic</i> . Vol.2, 1960 – (Jumbo)	

Module Code	ADAA5009
Title	Visual Enquiry 2
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 and perceptual phenomena within the carapace of their chosen area of study. The continued emphasis is on personal skills development through appropriate studio based practice, advancing a sophisticated approach to observation and perception as an academic and intellectual discipline.

LEARNING OUTCOMES

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

- Develop enhanced concepts independently and through group discussions.
- Display an increasingly versatile and articulate visual vocabulary.

INDICATIVE CONTENT

- Discussion and analysis of the academic language within and beyond specialist area.
- Advancement of production skills in a range of media.
- The advanced analysis of visual and perceptual information.
- Formulate critique as an evaluation of processes

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 x Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of coursework.	2500 words equivalent.	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADAA5009	
Module Title	Visual Enquiry 2	
Classification	Reading List entry	Electronic*
Essential (General)	Aguirre, P, (2011) <i>Vitamin P2: New Perspectives in Painting</i> , London: Phaidon Press	☐
Essential (General)	Alonso, R, (2009) <i>Vitamin Ph</i> , London: Phaidon Press	☐
Essential (General)	Bar, Noma. (2017) <i>Bittersweet</i> . Thames & Hudson Ltd	☐
Essential (General)	Harris, J, (2001) <i>The New Art History: A Critical Introduction</i> ,. London: Routledge	☐
Essential (General)	Kelly, K. (2017) <i>The inevitable: Understanding the 12 Technological Forces that will shape our future</i> . Penguin Books: London	
Essential (Specific)	Marshall, R, (2012) <i>Hyperdrawing: Beyond the Lines of Contemporary</i> , London: I.B.Tauris	☐
Further	McAlhone, B,.Stuart, D (2016) <i>A Smile in the Mind – Revised and Expanded Edition: Witty Thinking in Graphic Design</i> . Phaidon	
Further	Todd/Watson, (2006) <i>Whatcha Mean, What's a Zine?: The Art of Making Zines and Mini Comics</i> . Non Basic Stock Line	☐

*Additional specialist books will be listed in module handbooks provided by tutors.

Cod y Modwl	ADAA5009C
Teitl	Ymholiad Gweledol 2
Dyddiad	05/05/2021
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Archwilio a datblygu ymhellach ymwybyddiaeth yr unigolyn o ffenomena gweledol a chanfyddiadol a'i ymatebolrwydd iddynt, o fewn cwrpas ei ddewis faes astudio. Mae'r pwyslais yn parhau ar ddatblygu sgiliau personol drwy arfer priodol yn y stiwdio, gan symud ymlaen â dull soffistigedig o ran arsylwi a chanfod fel disgyblaeth academiaidd a deallusol.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyrwr allu:

- Datblygu cysyniadau estynedig yn annibynnol a thrwy drafodaethau grŵp.
- Arddangos geirfa weledol sy'n gynyddol hyblyg a huawdl.

CYNNWYS DANGOSOL

- Trafod a dadansoddi'r iaith academiaidd o fewn a'r tu hwnt i'r maes arbenigol.
- Gwella sgiliau creu mewn ystod o gyfryngau.
- Dadansoddi gwybodaeth weledol a chanfyddiadol mewn modd uwch.
- Llunio beirniadaeth yn fodd o werthuso prosesau.

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau		
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig x Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio o waith cwrs	Cyfwerth â 2500 o eiriau	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADAA5009C	
Teitl y Modwl	Ymholiad Gweledol 2	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol (Cyffredinol)	Aguirre, P, (2011) <i>Vitamin P2: New Perspectives in Painting</i> , London: Phaidon Press	☐
Hanfodol (Cyffredinol)	Alonso, R, (2009) <i>Vitamin Ph</i> , London: Phaidon Press	☐
Hanfodol (Cyffredinol)	Bar, Noma. (2017) <i>Bittersweet</i> . Thames & Hudson Ltd	☐
Hanfodol (Cyffredinol)	Harris, J, (2001) <i>The New Art History: A Critical Introduction</i> ,. London: Routledge	☐
Hanfodol (Cyffredinol)	Kelly, K. (2017) <i>The inevitable: Understanding the 12 Technological Forces that will shape our future</i> . Penguin Books: London	
Hanfodol (Penodol)	Marshall, R, (2012) <i>Hyperdrawing: Beyond the Lines of Contemporary</i> , London: I.B.Tauris	☐
Pellach	McAlhone, B,.Stuart, D (2016) <i>A Smile in the Mind – Revised and Expanded Edition: Witty Thinking in Graphic Design</i> . Phiadon	
Pellach	Todd/Watson, (2006) <i>Whatcha Mean, What's a Zine?: The Art of Making Zines and Mini Comics</i> . Non Basic Stock Line	☐

*Rhestrir llyfrau arbenigol ychwanegol yn y llawlyfrau modwl a ddarperir gan diwtoriaid.

Module Code	ADFM5030
Title	Sound Mapping
Date	14/09/2020
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- This module aims to develop student's recording skills and techniques in the field and to map a sonic landscape of the local heritage area (Gower)
- To engage collaboratively in the production of a digital artefacts.

LEARNING OUTCOMES

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

- Demonstrate a proficiency in the capture and application of recorded sound, in a wide range of scenarios outside of the studio environment.
- Developed critical listening skills and a cohesive, understanding of the sonic landscape as a whole entity.

INDICATIVE CONTENT

- On Location Recording.
- Experimental recording techniques
- Acoustic ecology.
- Audio Documentary
- Microphone techniques.
- Acouscenic listening
- Cultural identity through sound
- Ways of hearing
- Aesthetics of sound

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	0	0
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

☐ Written exam
 ☒ Coursework
 ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Recording/Capture and Production of cultural sound map (1hr duration)	100%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	0
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM5030	
Module Title	Sound Mapping	
Classification	Reading List entry	Electronic*
Essential	Soundscape: Our Sonic Environment and the Tuning of the World Paperback – 18 Nov 1994, M Schaeffer	☐
Essential	Deep Listening: A Composer's Sound Practice Paperback – 8 Mar 2005 by Pauline Oliveros	☒
Essential	Spaces Speak, Are You Listening?: Experiencing Aural Architecture (The MIT Press) Paperback – 2 Oct 2009 by Barry Blesser	☒
Further	Article: Kang, J. orcid.org/0000-0001-8995-5636 and Aletta, F. (2015) Soundscape design integrating noise mapping techniques: a case study in Brighton, UK. Noise Mapping, 2 (1). pp. 1-12. https://doi.org/10.1515/noise-2015-0001	☐
Further	Nightingales in Berlin: Searching for the Perfect Sound Hardcover – 3 May 2019, by David Rothenberg (Author)	☐
Further	The Sound Studies Reader Paperback – 21 Jun 2012 by Jonathan Sterne (Editor)	☐

Cod y Modwl	ADFM5030C
Teitl	Mapio Sain
Dyddiad	14/09/2020
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Nod y modwl hwn yw datblygu sgiliau recordio a thechnegau myfyriwr yn y maes a mapio tirwedd sonig o'r ardal dreftadaeth leol (Gŵyr)
- Ymwneud yn gydweithredol â chynhyrchu arteffactau digidol.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Dangos hyfedredd o ran cipio a chymhwyso sain a recordiwyd, mewn ystod eang o senarios tu allan i'r amgylchedd stiwdio.
- Datblygu sgiliau gwrando beirniadol a dealltwriaeth gydlynol o'r dirwedd sonig fel endid cyfan.

CYNNWYS DANGOSOL

- Recordio ar leoliad
- Technegau recordio arbrofol
- Ecoleg acwstig
- Rhaglen ddogfen sain
- Technegau microffonau
- Gwrando acwsenig
- Hunaniaeth ddiwylliannol drwy sain
- Ffyrdd o glywed
- Estheteg sain

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint/ nifer y geiriau neu gyfwerth	Pwysiad
Gwaith cwrs	Recordio / Cipio a Chynhyrchu map sain diwylliannol (awr o hyd)	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	0
Gwaith cwrs	100%
Ymarferol	0
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADFM5030C	
Teitl y Modwl	Mapio Sain	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Soundscape: Our Sonic Environment and the Tuning of the World Paperback – 18 Nov 1994, M Schaeffer	☐
Hanfodol	Deep Listening: A Composer's Sound Practice Paperback – 8 Mar 2005 by Pauline Oliveros	☒
Hanfodol	Spaces Speak, Are You Listening?: Experiencing Aural Architecture (The MIT Press) Paperback – 2 Oct 2009 by Barry Blesser	☒
Pellach	Article: Kang, J. orcid.org/0000-0001-8995-5636 and Aletta, F. (2015) Soundscape design integrating noise mapping techniques: a case study in Brighton, UK. Noise Mapping, 2 (1). pp. 1-12. https://doi.org/10.1515/noise-2015-0001	☐
Pellach	Nightingales in Berlin: Searching for the Perfect Sound Hardcover – 3 May 2019, by David Rothenberg (Author)	☐
Pellach	The Sound Studies Reader Paperback – 21 Jun 2012 by Jonathan Sterne (Editor)	☐

Module Code	ADFM5031
Title	Sound Design for Screen
Date	14/09/2020
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop a portfolio of work that showcases the students' knowledge and application of sound design for screen.
- To develop students' practice within the Post Production stage.

LEARNING OUTCOMES

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

- Discuss the importance of sound design, notable works, and wider spread impact on the industry.
- Demonstrate an acute awareness for the intricacies of sound for screen.
- Construct in-depth high-quality media assets.

INDICATIVE CONTENT

- The role of sound within film
- Post Production workflow
- Automated Dialogue Replacement
- Foley
- Sound FX
- Music Score

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
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Coursework	Portfolio of underscore and sound design (three videos)	70%
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Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Written analysis of two key works (2000 words)	30%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100
Practical	0
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM5031	
Module Title	Sound Design for Screen	
Classification	Reading List entry	Electronic*
Essential	Amyes, T. (2000). Audio post-production in video and film. Oxford Focal Press.	☐
Essential	Wyatt, H. and Amyes, T. (2004). Audio post-production in television and film : an introduction to technology and techniques. Amsterdam; Oxford: Focal.	☐
Essential	Fisher, J.P. (2012). Soundtrack success: a digital storyteller's guide to audio-post production. Boston, Mass.: Course Technology.	☐
Essential	Avarese, J. (2017). Post sound design : the art and craft of audio postproduction for the moving image. New York, Ny, USA London, Uk: Bloomsbury Academic, An Imprint Of Bloomsbury Publishing Inc.	☐
Essential	Vanessa Theme Ament (2015). Foley grail. Place Of Publication Not Identified: Routledge.	☐
Essential	Purcell, J. (2015). Dialogue editing for motion pictures: a guide to the invisible art. Focal Press.	☐
Essential	Ric Viers (2008). The sound effects bible : how to create and record Hollywood style sound effects. Studio City, Ca: Michael Wiese Productions.	☐
Further	Sider, L., Sider, J. and Freeman, D. (2010). Soundscape: the School of Sound lectures, 1998-2001. London: School of Sound.	☐
Further	Lobrutto, V. (1998). Sound-on-Film: interviews with creators of film sound. Westport, Conn.: Praeger.	☐
Further	Altman, R. (1992). Sound theory, sound practice. New York: Routledge.	☐

Further	Sonnenschein, D. (2009). Sound design : the expressive power of music, voice, and sound effects in cinema. Studio City, Calif. Michael Wiese Productions [Ca.	☐
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Module Code	ADFM5032
Title	Studio Project
Date	14/09/2020
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- Students explore creating a set of original compositions consisting of fixed media (i.e. acousmatic) work and/or electroacoustic (i.e. instrumental) composition.
- This process is designed to enable students to become more familiar and proficient in contemporary studio-based composition tools, techniques and processes through the creation of the portfolio of original work.

LEARNING OUTCOMES

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

- Demonstrate a knowledge and understanding in the application of studio based compositional processes and techniques.
- Develop and express compositional ideas through the composition of original and contemporary music.
- Present new music for dissemination

INDICATIVE CONTENT

- Compositional Practice
- Performance Practice
- Scoring and writing for Instrument(s)
- Graphic Scores
- Sonic Art
- Recording Studio Techniques
- Recording Techniques
- Digital Signal Processing
- Acousmatic composition
- Software development

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Independent portfolio of compositions/ recordings as appropriate (min 20 minutes)	100%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	0
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM5032	
Module Title	Studio Project	
Classification	Reading List Entry	Electronic*
Essential	A range of listening materials as appropriate.	☒

Module Code	ADFM5033
Title	The Sustainable Studio
Date	14/09/2020
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To develop strategies to monitor and reduce individual carbon footprint in studio based environments.

LEARNING OUTCOMES

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

- Build a personal rechargeable power unit.
- Design solutions to convert their own kinetic energy generated through exercise and physical activity into an energy resource to power element of the modern day recording studio
- Critically reflect on personal carbon footprint inside the working studio and beyond.

INDICATIVE CONTENT

- Introduction to Microcontrollers.
- Efficiency ratings.
- Measurement and capture of real time data.
- Designing rechargeable systems.
- Generating power.
- Kinetic energy data.
- Studio Carbon footprint.
- Case studies.
- Sustainability.
- Cost reduction.

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	0	0
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Practical studio based tasks (12 hours max)	50%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume/ word count or equivalent	Weighting
Coursework	Critical reflection of the impact of individual's practice-based carbon footprint and Analysis of solutions. 1000 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	0
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADFM5033	
Module Title	The Sustainable Studio	
Classification	Reading List entry	Electronic*
Essential	Arduino Cookbook Paperback – 2 Jan 2012 by Michael Margolis (Author)	☐
Essential	Off Grid And Mobile Solar Power For Everyone: Your Smart Solar Guide Kindle Edition by Pop MSE, Lacho (Author), Avram MSE, Dimi (Author)	☒
Essential	Energy Efficient High-performance Processors: Recent Approaches for Designing Green High-performance Computing (Computer Architecture and Design Methodologies) by Jawad Haj-Yahya, Avi Mendelson, et al., 4 Apr 2018.	☒
Essential	The Renewable Energy Handbook: https://books.google.co.uk/books?id=NwHCCQAAQBAJ&pg=PA9&dq=domestic+renewable+energy&hl=en&sa=X&ved=0ahUKEwiyp8Li5KXIAhVqSxUIHQuDAMIQ6AEINTAC#v=onepage&q=domestic%20renewable%20energy&f=false	☐

Essential	Carbon Strategies: How Leading Companies are Reducing their Climate Change Footprint Paperback – 15 Nov 2007. Andrew Hoffman University of Michigan Press (15 Nov. 2007)	☐
Essential	Materials for a Sustainable Future Hardcover – 18 Sep 2012 by Justin Salminen (Author), Trevor M. Letcher (Editor), Janet L. Scott (Editor), Laurie Peter (Editor), Royal Society of Chemistry (18 Sept. 2012)	☐
Further	There Is No Planet B: A Handbook for the Make or Break Years Paperback – 28 Feb 2019 by Mike Berners Cambridge University Press (28 Feb. 2019)	☐

Cod y Modwl	ADFM5033C
Teitl	Y Stiwdio Gynaliadwy
Dyddiad	14/09/2020
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Datblygu strategaethau i fonitro a lleihau'r ôl troed carbon unigol mewn amgylcheddau stiwdio.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Adeiladu uned bŵer personol ailwefradwy.
- Dylunio atebion i drosi ei egni cinetic ei hun a gynhyrchir drwy ymarfer corff a gweithgarwch corfforol yn adnodd egni i bweru elfennau o'r stiwdio recordio fodern.
- Adfyfrio'n feirniadol ar yr ôl troed carbon personol tu fewn i'r stiwdio waith a thu hwnt.

CYNNWYS DANGOSOL

- Cyflwyniad i Ficoreolwyr.
- Sgoriau effeithlonrwydd.
- Mesur a chipio data amser real.
- Dylunio systemau ailwefradwy.
- Cynhyrchu pŵer.
- Data egni cinetig.
- Ôl troed carbon stiwdio.
- Astudiaethau achos.
- Cynaliadwyedd.
- Lleihau costau.

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint/ nifer y geiriau neu gyfwerth	Pwysiad
Gwaith cwrs	Tasgau ymarferol yn y stiwdio (uchafswm 12 awr)	50%

Elfen Asesu 2

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint/ nifer y geiriau neu gyfwerth	Pwysiad
Gwaith cwrs	Adfyfrio beirniadol ar effaith ôl troed carbon yr unigolyn ar sail ei arfer a Dadansoddi atebion. 1000 o eiriau	50%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	0
Gwaith cwrs	100%
Ymarferol	0
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADFM5033C	
Teitl y Modwl	Y Stiwdio Gynaliadwy	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Arduino Cookbook Paperback – 2 Jan 2012 by Michael Margolis (Author)	☐
Hanfodol	Off Grid And Mobile Solar Power For Everyone: Your Smart Solar Guide Kindle Edition by Pop MSE, Lacho (Author), Avram MSE, Dimi (Author)	☒
Hanfodol	Energy Efficient High-performance Processors: Recent Approaches for Designing Green High-performance Computing (Computer Architecture and Design Methodologies) by Jawad Haj-Yahya, Avi Mendelson, et al., 4 Apr 2018.	☒
Hanfodol	The Renewable Energy Handbook: https://books.google.co.uk/books?id=NwHCCQAAQBAJ&pg=PA9&dq=domestic+renewable+energy&hl=en&sa=X&ved=0ahUKEwiyp8Li5KXIAhVqSxUIHQuDAMIQ6AEINTAC#v=onepage&q=domestic%20renewable%20energy&f=false	☐

Hanfodol	Carbon Strategies: How Leading Companies are Reducing their Climate Change Footprint Paperback – 15 Nov 2007. Andrew Hoffman University of Michigan Press (15 Nov. 2007)	☐
Hanfodol	Materials for a Sustainable Future Hardcover – 18 Sep 2012 by Justin Salminen (Author), Trevor M. Letcher (Editor), Janet L. Scott (Editor), Laurie Peter (Editor), Royal Society of Chemistry (18 Sept. 2012)	☐
Pellach	There Is No Planet B: A Handbook for the Make or Break Years Paperback – 28 Feb 2019 by Mike Berners Cambridge University Press (28 Feb. 2019)	☐

Module Code	ADMA5001
Title	Changemakers: Building your Personal Brand for Sustainable Employment
Date	25/06/2020
Level	5
Credits	20
Pre-Requisites	none

AIM(S)

- To build the skills and competencies necessary for career resilience and professional development for the future work context.

LEARNING OUTCOMES

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

- Evaluate personal employability skills and their congruence with the skills required for professional practice in a real or simulated environment.
- Build a personal brand and promote a professional identity for a specific opportunity.

INDICATIVE CONTENT

- Analysing your employment sector in order to identify problems, gaps in the market and how you can add value for sustainable employability.
- Building your brand and promoting a professional identity through personal skills analysis and personal development planning.
- Contemporary technologies: developing an online personal presence (e.g. basic website building/social media/blogs/vlogs etc.).
- Search techniques for employment/self-employment opportunities.
- Adopting project management approaches (defining the problem; setting the goals and objectives, milestones and monitoring, evaluation).
- Collaboration, networking, building social capital, negotiation and influencing.
- Awareness, emotional intelligence, well-being and resilience.
- Ethics, values, diversity, inclusion, intercultural awareness and responsible stewardship: issues, challenges and actions.
- Cultural and linguistic expression.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Online portfolio	2,000 words or equivalent	50%

Assessment Component 2

☐ Written exam ☒ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Assignment	2,000 words or equivalent	50%

Assessment Summary

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

INDICATIVE READING LIST

This will be guided by the student's subject area.

Module Code	ADMA5001	
Module Title	Changemakers: Building your Personal Brand for Sustainable Employment	
Classification	Reading List entry	Electronic*
Essential	Lock, D. (2018). <i>Project management</i> . Routledge	☒
Essential	Dweck, C. (2017) <i>Mindset: Changing The Way You think To Fulfil Your Potential</i> . Robinson Publishers.	☒
Essential	Griffith, B.A. (2014) <i>Working in Teams: Moving From High Potential to High Performance</i> . SAGE Publications Inc.	☒
Essential	Baguley, P. (2003). <i>Teams and team-working</i> (New ed.). London: Teach Yourself.	☐
Essential	Gensler, H. J. (2017). <i>Ethics : A contemporary introduction</i> (3 rd ed., Routledge contemporary introductions to philosophy). New York: Routledge.	☐
Essential	Well-being of Future Generations (Wales) Act 2015 (Online). Available at http://www.legislation.gov.uk/anaw/2015/2/contents/enacted	☒
Further	Smale, B. and Fowlie, J. (2015) <i>How to Succeed at University an Essential Guide to Academic Skills and Personal Development</i> (2 nd Ed.). Los Angeles, [Calif.]: SAGE Study Skills Ser. Web.	☒
Further	Phillips, S. (2014) <i>The complete guide to professional networking : the secrets of online and offline success</i> . London, England : Kogan Page	☒
Further	Snow, S. (2018) <i>Dream Teams: Working Together Without Falling Apart</i> . Piatkus.	☒
Further	<i>Williams, B. (2020) Diversity in the Workplace: Eye-Opening Interviews to Jumpstart Conversations about Identity, Privilege, and Bias</i> . Rockridge Press	☒
Further	Dawson, P. and Andriopoulos, C. (2017) <i>Managing Change, Creativity and Innovation</i> . SAGE Publications Ltd.	☒
Further	Clements, P., & Jones, J. (2008). <i>The diversity training handbook a practical guide to understanding & changing attitudes</i> (3 rd ed.). London ; Philadelphia: Kogan Page.	☒

Module Code	ADMA5004
Title	Designing the Story
Date	14/09/2020
Level	5
Credits	10
Pre-Requisites	None

AIMS

- To examine the impact that design choices have on story.
- To clarify the ways in which design can augment storytelling.

LEARNING OUTCOMES

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

- Analyse and distinguish between design decisions in storytelling
- Employ a range of design elements in the interpretation of a story.

INDICATIVE CONTENT

- Semiotics
- Motifs
- Genre
- Art direction
- Costume and props

LEARNING AND TEACHING STRATEGY

Lectures will introduce the students to different aspects of production design and its influence on film storytelling. Case studies will be analysed to demonstrate design choices. Seminars and tutorials will use practical exercises to encourage the application of production design decisions.

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	0	0
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Portfolio	5 elements	100%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADMA5004	
Module Title	Designing the Story	
Classification	Reading List entry	Electronic*
Essential	Barnwell, J. (2017) Production Design for Screen. London: Bloomsbury	☐
Essential	Rizzo, M. (2014) The Art Direction Handbook for Film And Television (2 nd Edition). Oxford: Focal Press.	☐
Further	Whitlock, C. (2010) Designs On Film: A Century of Hollywood Art Direction. New York: Harper Entertainment	☐
Further	Shorter, G. (2012) Designing For Screen: Production Design And Art Direction Explained.	
Further	Fischer, L. (2015) Art Direction & Production Design. London: I B Tauris	
Further	McIver, G. (2016). Art History for Filmmakers: The Art of Visual Storytelling. London: Bloomsbury	

Cod y Modwl	ADMA5004C
Teitl	Dylunio'r Stori
Dyddiad	14/09/2020
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCANION

- Archwilio'r effaith y mae dewisiadau dylunio yn ei chael ar stori.
- Egluro'r ffyrdd y gall dylunio ychwanegu at ddweud stori.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu dangos y gallu i:

- Dadansoddi a gwahaniaethu rhwng penderfyniadau dylunio wrth ddweud stori
- Defnyddio ystod o elfennau dylunio wrth ddehongli stori.

CYNNWYS DANGOSOL

- Semioteg
- Motiffau
- Genre
- Cyfarwyddo celf
- Gwisgoed a phropiau

STRATEGAETH DYSGU AC ADDYSGU

Bydd y darlithoedd yn cyflwyno'r myfyrwyr i wahanol agweddau ar ddyluniad cynhyrchiad a'i ddylanwad ar ddweud stori drwy ffilm. Caiff astudiaethau achos eu dadansoddi i arddangos dewisiadau dylunio. Bydd seminarau a thiworialau'n defnyddio ymarferion ymarferol i annog cymhwyso penderfyniadau dyluniad cynhyrchiad.

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☒ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio	5 elfen	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	0
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADMA5004C	
Teitl y Modwl	Dylunio'r Stori	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Barnwell, J. (2017) Production Design for Screen. London: Bloomsbury	☐
Hanfodol	Rizzo, M. (2014) The Art Direction Handbook for Film And Television (2 nd Edition). Oxford: Focal Press.	☐
Pellach	Whitlock, C. (2010) Designs On Film: A Century of Hollywood Art Direction. New York: Harper Entertainment	☐
Pellach	Shorter, G. (2012) Designing For Screen: Production Design And Art Direction Explained.	
Pellach	Fischer, L. (2015) Art Direction & Production Design. London: I B Tauris	
Pellach	McIver, G. (2016). Art History for Filmmakers: The Art of Visual Storytelling. London: Bloomsbury	

Module Code	ADMA5005
Title	Learn to Love Solitude
Date	14/09/2020
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To challenge students to respond to set stimuli.
- To experiment with different narrative and aesthetic forms.

LEARNING OUTCOMES

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

- Respond and create a series of film ideas
- Experiment and defend the use of aesthetic and narrative decisions made during film practice.
- Deconstruct and reconstruct ideas into practice.

INDICATIVE CONTENT

- Tarkovsky
- Experimenting with form
- Research as practice
- Creative problem-solving

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	10 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADMA5005	
Module Title	Learn to Love Solitude	
Classification	Reading List entry	Electronic*
Essential	Rabiger, M & Hurbis-Cherrier, M. (2020) Directing: Film Techniques & Aesthetics (6 th Edition). Oxford: Focal Press.	☐
Essential	Weston, J. (2014) Directing Actors: Creating Memorable Performances for Film And Television (2 nd Edition). Los Angeles: Michael Wiese.	☐
Further	Bowen, C. and Thompson, R. (2017) Grammar of The Shot (4 th Edition). Oxford: Focal Press.	☐
Further	Proferesa, N. (2017) Film Directing Fundamentals (4 th Edition). Abingdon: Routledge.	☐
Further	Rabiger, M. (2014) Directing The Documentary (6 th Edition). New York: Routledge.	☐
Further	Rooney, B. and Belli, M. L. (2016) Directors Tell the Story: Master The Craft Of Television And Film Directing (2 nd Edition). New York: Routledge.	☐
Essential	Tarkovsky, A. (1986) Andrey Tarkovsky: Sculpting in time: reflection on the cinema. London: Bodley Head	☐

Module Code	ADMA5006
Title	Applied Storytelling Practice 2
Date	14/09/2020
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To critically assess and further develop the processes involved in making a genre film.
- To creatively deploy a range of appropriate storytelling techniques in the making of a genre piece.

LEARNING OUTCOMES

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

- Analyse and deconstruct key codes and conventions of genre.
- To create and deliver a range of storytelling practices linked to relevant genre types.

INDICATIVE CONTENT

- Genre Analysis
- Breaking conventions
- Experimenting with form
- Cross-platforms thinking
- Testing storytelling practices
- Reflective thinking

STUDY TIME ALLOCATION

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Coursework - Portfolio	10 elements	100%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADMA5006	
Module Title	Applied Storytelling Practice 2	
Classification	Reading List entry	Electronic*
Essential	Draven, D. (2013) Genre Filmmaking: A Visual Guide To Shots And Style. Oxford: Focal Press.	☐
Essential	Wales, L. M. (2017) The Complete Guide To Film And Digital Production: The People And The Process (3 rd edition). New York: Focal Press.	☐
Further	Barnwell, J. (2017) Production Design For Screen. London: Bloomsbury	☐
Further	Rabiger, M. (2013) Directing: Film Techniques And Aesthetics (5 th Edition) New York: Routledge	☐
Further	Brown, B (2016) Cinematography: Theory and Practice (3 rd Edition). Abingdon: Routledge.	☐
Further	Tidmarsh, A. (2014) Genre: A Guide to Writing for Stage And Screen. London: Bloomsbury Methuen Drama	☐

Module Code	ADMA5007
Title	Textual Practices 2
Date	14/09/2020
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To further develop the ability to interpret a range of textual sources that leads to sophisticated filmic practice.

LEARNING OUTCOMES

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

- Analyse and compare a range of textual sources targeting different audiences.
- Plan and design effective self-reflective strategies.

INDICATIVE CONTENT

- Modernism
- Existentialism
- Unreliable narrator
- The self-reflective practitioner
- Understanding demographics

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	0	0
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	5 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADMA5007	
Module Title	Textual Practices 2	
Classification	Reading List entry	Electronic*
Essential	Proferesa, N. (2017) Film Directing Fundamentals (4 th Edition). Abingdon: Routledge.	☐
Further	Draven, D. (2013) Genre Filmmaking: A Visual Guide to Shots And Style. Oxford: Focal Press.	☐
Further	Honthaner, E. L. (2013) The Complete Film Production Handbook (4 th Edition). Oxford: Focal Press	☐
Further	Kenworthy, C (2016) Shoot Like Scorsese: The Visual Secrets of Shock, Elegance and Extreme Character. Studio City, CA: Michael Wiese.	☐
Essential	Selden, R (1989) Practising theory and reading literature: an introduction New York; London: Harvester Wheatsheaf	☐

Cod y Modwl	ADMA5007C
Teitl	Arferion Testunol 2
Dyddiad	14/09/2020
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Datblygu ymhellach y gallu i ddehongli ystod o ffynonellau testunol sy'n arwain at arfer ffilmiaidd soffistigedig.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Dadansoddi a chymharu ystod o ffynonellau testunol sy'n targedu gwahanol gynulleidfaoedd.
- Cynllunio a dylunio strategaethau hunan-adyfyriol effeithiol.

CYNNWYS DANGOSOL

- Moderniaeth
- Dirfodaeth
- Adroddwr annibynadwy
- Yr ymarferydd hunan-adyfyriol
- Deall demograffeg

DYRANIAD AMSER ASTUDIO

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau	0	0
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio	5 elfen	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	-
Gwaith cwrs	100%
Ymarferol	-
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADMA5007C	
Teitl y Modwl	Arferion Testunol 2	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Proferesa, N. (2017) Film Directing Fundamentals (4 th Edition). Abingdon: Routledge.	☐
Pellach	Draven, D. (2013) Genre Filmmaking: A Visual Guide to Shots And Style. Oxford: Focal Press.	☐
Pellach	Honthaner, E. L. (2013) The Complete Film Production Handbook (4 th Edition). Oxford: Focal Press	☐
Pellach	Kenworthy, C (2016) Shoot Like Scorsese: The Visual Secrets of Shock, Elegance and Extreme Character. Studio City, CA: Michael Wiese.	☐
Pellach	Selden, R (1989) Practising theory and reading literature: an introduction New York; London: Harvester Wheatsheaf	☐

Module Code	ADVA5000
Title	Changemakers: Creativity and Value Creation
Date	25/06/2020
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop the concepts and practice of creativity and value creation for the development of innovative, aspiring and progressive solutions.

LEARNING OUTCOMES

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

- Demonstrate knowledge and critical understanding of innovation, creativity and enterprising mindset, recognising the values and the contribution creativity makes to the common good.
- Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.

INDICATIVE CONTENT

- Creativity in theory and practice.
- Value creation in theory and practice.
- Creative and ethical leadership: skills and challenges.
- Driving innovation and change, the intra and entrepreneurial individual.
- Critical thinking, troubleshooting and problem solving, developing novel solutions.
- Information gathering for inspiration, vision creation and ideation.
- Developing the enterprising and data driven mindset.
- Contemporary technologies: virtual and augmented reality and artificial intelligence to enhance creativity and innovation.
- Time management practices for an entrepreneurial mindset.
- Being resourceful, in the context of making do with less.
- Reflection and self-reflection.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Online portfolio of set exercises	2,000 words or equivalent	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Assignment	2,000 words or equivalent	50%

Assessment Summary

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

INDICATIVE READING LIST

This will be guided by the student's subject area.

Module Code	ADVA5000	
Module Title	Changemakers: Creativity and Value Creation	
Classification	Reading List entry	Electronic*
Essential	Hargreaves, J., and Page, L. (2013) <i>Reflective Practice</i> . (Key Themes in Health and Social Care Series). Polity Press.	☒
Essential	Nardi, P.M. (2017) <i>Critical Thinking : Tools for Evaluating Research</i> . University of California Press	☒
Essential	Westerman, G., Bonnet, D. and McAfee, A., <i>Leading Digital: Turning Technology Into Business Transformation</i> . (Audiobook) Recorded Books. 2017.	☒
Further	Schiama, G. (2011) <i>Managing Knowledge Assets and Business Value Creation in Organizations : Measures</i>	☒

	<i>and Dynamics</i> Hershey, Pa.: Business Reference Service	
Further	Rescher, N. (2014). <i>A System of Pragmatic Idealism, Volume II The Validity of Values, A Normative Theory of Evaluative Rationality</i> (Princeton Legacy Library). Princeton: Princeton University Press.	☒
Further	Turner, E. (2020) <i>Be Less Zombie: How great companies create dynamic innovation, fearless leadership and passionate people</i> . John Wiley & Sons.	☒

Module Code	ADVA5001
Title	Changemakers: Building your Personal Brand for Sustainable Employment
Date	25/06/2020
Level	5
Credits	20
Pre-Requisites	none

AIM(S)

- To build the skills and competencies necessary for career resilience and professional development for the future work context.

LEARNING OUTCOMES

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

- Evaluate personal employability skills and their congruence with the skills required for professional practice in a real or simulated environment.
- Build a personal brand and promote a professional identity for a specific opportunity.

INDICATIVE CONTENT

- Analysing your employment sector in order to identify problems, gaps in the market and how you can add value for sustainable employability.
- Building your brand and promoting a professional identity through personal skills analysis and personal development planning.
- Contemporary technologies: developing an online personal presence (e.g. basic website building/social media/blogs/vlogs etc.).
- Search techniques for employment/self-employment opportunities.
- Adopting project management approaches (defining the problem; setting the goals and objectives, milestones and monitoring, evaluation).
- Collaboration, networking, building social capital, negotiation and influencing.
- Awareness, emotional intelligence, well-being and resilience.
- Ethics, values, diversity, inclusion, intercultural awareness and responsible stewardship: issues, challenges and actions.
- Cultural and linguistic expression.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Online portfolio	2,000 words or equivalent	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Assignment	2,000 words or equivalent	50%

Assessment Summary

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

INDICATIVE READING LIST

This will be guided by the student's subject area.

Module Code	ADVA5001	
Module Title	Changemakers: Building your Personal Brand for Sustainable Employment	
Classification	Reading List entry	Electronic*
Essential	Lock, D. (2018). <i>Project management</i> . Routledge	☒
Essential	Dweck, C. (2017) <i>Mindset: Changing The Way You think To Fulfil Your Potential</i> . Robinson Publishers.	☒
Essential	Griffith, B.A. (2014) <i>Working in Teams: Moving From High Potential to High Performance</i> . SAGE Publications Inc.	☒
Essential	Baguley, P. (2003). <i>Teams and team-working</i> (New ed.). London: Teach Yourself.	☐
Essential	Gensler, H. J. (2017). <i>Ethics : A contemporary introduction</i> (3rd ed., Routledge contemporary introductions to philosophy). New York: Routledge.	☐

Essential	Well-being of Future Generations (Wales) Act 2015 (Online). Available at http://www.legislation.gov.uk/anaw/2015/2/contents/enacted	☒
Further	Smale, B. and Fowlie, J. (2015) <i>How to Succeed at University an Essential Guide to Academic Skills and Personal Development</i> (2nd Ed.). Los Angeles, [Calif.]: SAGE Study Skills Ser. Web.	☒
Further	Phillips, S. (2014) <i>The complete guide to professional networking : the secrets of online and offline success</i> . London, England : Kogan Page	☒
Further	Snow, S. (2018) <i>Dream Teams: Working Together Without Falling Apart</i> . Piatkus.	☒
Further	Williams, B. (2020) <i>Diversity in the Workplace: Eye-Opening Interviews to Jumpstart Conversations about Identity, Privilege, and Bias</i> . Rockridge Press	☒
Further	Dawson, P. and Andriopoulos, C. (2017) <i>Managing Change, Creativity and Innovation</i> . SAGE Publications Ltd.	☒
Further	Clements, P., & Jones, J. (2008). <i>The diversity training handbook a practical guide to understanding & changing attitudes</i> (3rd ed.). London ; Philadelphia: Kogan Page.	☒

Module Code	ADVA5002
Title	Corporate Identity & Creative Branding
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	N/A

AIM(S)

- To develop the student's ability to produce a successful brand identity, inclusive of name and visual identity, in response to a brief. The extended function of branding is explored and analysed through the production of various media and promotional materials with an understanding of the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers, or participants.
-

LEARNING OUTCOMES

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

- Develop ideas through to outcomes that confirm the student's ability to select and use materials, processes and environments for Brand and visual identity
- Communicate and present ideas and work to audiences in a range of situations. Interacting effectively with others, for example through collaboration, collective endeavour and negotiation of a design solution.
- Demonstrate an understanding of the issues which arise from the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers, or participants

INDICATIVE CONTENT

- Extended visual research
- Logo design and brand identity
- Target audience and 'tone of voice'
- Creative connectivity through surface design
- Brand consistency
- Copy writing and content provision
- Commercial strategies

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Coursework	4,000 Words Equivalent	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADVA5002	
Module Title	Corporate Identity & Creative Branding	
Classification	Reading List entry	Electronic*
Essential	Airey, David (2019) <i>Identity Designed: The Definitive Guide to Visual Branding</i> . The Quarto Group	☐
Essential	Flora & Fauna (2018). <i>Victionary</i>	☐
Essential	Malinic, Radim (2019). <i>Book of Branding – a guide to creating brand identity for startups and beyond</i> . Brand Nu Ltd	☐
Further	Cafés & Coffeehouses (2016). <i>Victionary</i>	☐
Further	Draplin, Aaron (2016). <i>Draplin Design Co. – Pretty Much Everything</i> . Abrams Books	☐
Further	Johnson, Michael (2016). <i>Branding: In Five and a Half Steps</i> . Thames & Hudson	☐
Further	Los Logos 8 (2017). <i>Gestalten</i>	☐
Further	Patternity (2015): <i>A New Way of Seeing: The Inspirational Power of Pattern</i>	☐
Further	Wheeler, Alina (2012). <i>Designing Brand Identity</i> . New York. John Wiley	☐

Module Code	ADVA5003
Title	Design for User Experience
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To help streamline and focus student learning on the needs of the user in relation to a widening variety of digital design problems. Students will learn to prioritise information streams and optimise the effectiveness of the UX design solution. These transferable skills will then be able to be utilised across current and future technologies.

LEARNING OUTCOMES

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

- Develop ideas through to outcomes that confirm the student's ability to plan, organise and time manage a digital user experience website, from a set brief.
- Demonstrate an enthusiasm for enquiry into their discipline and the motivation to sustain it. Willingness to work with the ever changing technological growth
- Develop ideas through to outcomes that confirm the student's ability to select and use appropriate technological processes.

INDICATIVE CONTENT

- Flow charts and navigation systems.
- Designing an interactive experience.
- Data streamlining.
- Wireframing designs.
- Managing RGB images and colours.
- File formatting and optimisation strategies.
- Naming conventions and terminology.
- Structure and site management.
- Trends and innovations.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24
Independent learning	152	76
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Coursework	4,000 words equivalent	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADVA5003	
Module Title	Design for User Experience	
Classification	Reading List entry	Electronic*
Essential	Kurg, Steve (2013) <i>Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability</i> . New Riders 3 rd Ed.	☐
Essential	Jiajia, Xia (2016) <i>UI/UX Meet up</i> . Artpower International.	☐
Essential	McKay, Everett (2018) <i>Intuitive Design: Eight steps to an intuitive UX</i> . Black Watch Publishing.	☐
Further	Norman, Don (2018) <i>The Design of Everyday Things: Revised and Expanded Edition</i> . Indibooks.	☐
Further	Duckett, Jon (2011) <i>HTML & CSS: Design and build Web Sites</i> . John Wiley & Sons.	☐
Further	Johnson, Jeff (2014) <i>Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines</i> . Morgan Kaufmann.	☐

Module Code	ADVA5004
Title	Digital Advertising
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	

AIM(S)

- To demonstrate the ability to plan and prepare an effective response through digital multi-disciplined approaches for a set brief in our ever changing technological growth
- To develop, communicate, organise and present ideas and information in producing a visual concepts across multi-media platforms.

LEARNING OUTCOMES

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

- Communicate, plan, prepare and create digital solutions from an advertising brief for a diverse range of audiences in multifarious environments by interacting effectively with others through collaboration, collective endeavour and negotiation.
- Initiate and undertake critical analysis throughout the creative process, to find innovative solutions within the digital environment through the creation of multimedia assets and to develop appropriate software skills which evidences the student's ability to select and use materials, processes and environments effectively.
- Evaluate, manage and make appropriate use of the interaction between intention, process, outcome, context, attention to detail, and the methods of dissemination.

INDICATIVE CONTENT

- Designing and creating an interactive experience.
- Producing a storyboard.
- Selecting image, sound and dialogue.
- Image animation.
- Trends and innovation in Digital Advertising.
- Applying visual hierarchies in the design of UX and UI.
- Search engine optimisation.
- Digital presentation skills and pitching techniques.
- Sustainable development in the context of digital advertising.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of work	4,000 word equivalent	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADVA5004	
Module Title	Digital Advertising	
Classification	Reading List entry	Electronic*
Essential	Krug, J. (2013) <i>Don't Make Me Think Revisited: A Common Sense Approach to Web Usability</i> , San Francisco, CA: New Riders	☐
Essential	McStay, A. (2016) <i>Digital Advertising (Second Edition)</i> , London: Macmillan/Red Globe Press	☐
Essential	Rodgers S. (2017) <i>Digital Advertising: Theory and Research Advances in Consumer Psychology</i> , London: Routledge	☐
Further	Allanwood, G. (2019) <i>Experience Design: A Practical Introduction (Basics Design)</i> , London: Bloomsbury Visual Arts	☐
Further	Evans, David C. (2017) <i>Bottlenecks: Aligning UX Design with User Psychology</i> New York: Apress	☐
Further	Mahon, N. (2010) <i>Basics Advertising 2: Art Direction</i> , London: AVA Publishing	☐
Further	Olins W. (2014) <i>Brand New: The Shape of Brands to Come</i> , London: Thames and Hudson	☐
Further	Wheeler, A. (2013) <i>Designing Brand Identity</i> , New York: John Wiley	☐
Further	www.adobe.com	☒

Further	Computer Arts	☒
Further	Campaign Magazine	☒
Further	Creative Review	☒
Further	Graphis Magazine	☒
Further	https://careerfoundry.com/en/blog/ui-design/how-to-become-a-ui-designer/	☒
Further	https://cgi.tutsplus.com	☒
Further	www.creativebloq.com	☒
Further	www.lynda.com	☒
Further	www.provideocoalition.com/after-effects-beginner/	☒
Further	www.smashingmagazine.com/2018/02/comprehensive-guide-user-experience-design/	☒
Further	www.videocopilot.net/tutorials/	☒
Further	https://xd.adobe.com/ideas/process/ui-design/4-golden-rules-ui-design/	☒
Further	www.youtube.com/JohnDickinsonTutorials	☒

Module Code	ADVA5005
Title	Illustration for Advertising
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To provide the student with the appropriate skills and knowledge to enable the conception of illustration to the highest of standards related to advertising.
- To encourage students to embrace elements of public realm, societal and environmental practices in relation to advertising in their work.

LEARNING OUTCOMES

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

- Employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry and visualisation. Consider concepts at both relative and abstract levels;
- Identify the issues which arise from the illustrator's relationship with audiences, clients, markets, users, consumers, and/or participants;
- Work effectively across commercial, environmental and societal subject areas of advertising in a sustainable way.

INDICATIVE CONTENT

- A contextual introduction to illustration and its application to contemporary advertising practices.
- The function of the client brief, position of the advertisement product in the market, structure of the campaign team e.g. the agency, art director, copywriter, photographer and the layout artist etc.
- Environmental, Sustainable and Social Studies through illustration for advertising.
- Learning to be self-sufficient and resourceful using initiative to enlist the help of tutors, technicians, librarians, fellow students and others where appropriate and making full use of the facilities.
- Working methods and presentation skills.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of work	4,000 words equivalent	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADVA5005	
Module Title	Illustration for Advertising	
Classification	Reading List entry	Electronic*
Essential	A.O.I. (2013) <i>The Advertising Client Directories</i> , London: Association of Illustrators	☐
Essential	Hegarty, J. (2014) <i>Hegarty on creativity: there are no rules</i> , London: Thames & Hudson	☐
Essential	Ingledeu, J. (2011) <i>The A-Z of Visual Ideas: How to Solve any Creative Brief</i> , London: Laurence King	☐
Essential	Sawyer, K. (2013) <i>Zig Zag: The Surprising Path to Greater Creativity</i> , California: Jossey-Bass	☐
Essential	Feddag, M. (2017) <i>Illustration: What's the Point?: A Book of Illustrated Illustrations that Illustrate Illustration</i> , London: Octopus Publishing	☐
Further	Brazell, D. (2013) <i>Becoming a successful illustrator</i> , London: Fairchild Books	☐
Further	Brereton, R. (2012) <i>Sketchbooks: the hidden art of designers, illustrators & creative</i> London: Laurence King	☐
Further	Moser, M. (2003) <i>United we brand: how to create a cohesive brand that's seen, heard, and remembered</i> , Maidenhead: McGraw-Hill	☐
Further	Davies R. (2003) <i>Ronald Searle A Biography</i> , (London: Chris Beetles	☐

Further	Journals Varoom - Illustration, Culture, Society, published by The AOI Creative Review The New Yorker Private Eye The Guardian The Literary Review Websites www.theaoi.com www.dandad.org www.ycn.org	☒
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Module Code	ADVA5006
Title	Integrated Advertising
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop the student's ability to produce and to effectively communicate a creative solution from a self-generated brief. The extended function is to generate a multi-platform advertising campaign.

LEARNING OUTCOMES

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

- Critically analyse and evaluate selected appropriate media strategies with an understanding of the issues which arise from the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers, and/or participants
- Think critically and be creative; manage the creative processes in self to find innovative and imaginative solutions to a self-generated advertising brief. Manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination.
- Communicate and present ideas and work to audiences in a range of situations. Interacting effectively with others, for example through collaboration, collective endeavor and negotiation

INDICATIVE CONTENT

- Writing a brief.
- Research of audiences and strategies.
- Investigation and speculative enquiry.
- Idea generation.
- Designing an integrated media strategy.
- Evaluation of concept/s.
- Social Media.
- Artificial intelligence and artificial/virtual/augmented reality.
- Emerging technologies.
- Art direction for still and moving image.

- Traditional and non-traditional platforms.
- Presentation techniques.
- Sustainable development in context of design solutions.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of work	4,000 word equivalent	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADVA5006	
Module Title	Integrated Advertising	
Classification	Reading List entry	Electronic*
Essential	Cialdini, R. (2007) <i>Influence, the Psychology of Persuasion</i> . USA: HarperCollins.	☐
Essential	Clow, K. (2017) <i>Integrated Advertising, Promotion and Marketing Communications</i> , London: Pearson.	☐
Essential	Ferrier, A. (2014) <i>The Advertising Effect: How to Change Behaviour</i> . Oxford: Oxford University Press.	☐
Essential	Godin, S. (2018) <i>This is Marketing: You Can't Be Seen Until You Learn To See</i> . London: Penguin.	☐
Further	Oswald, L. R. (2012) <i>Marketing Semiotics Signs, Strategies and Brand Value</i> . New York: Oxford University Press Inc.	☐
Further	Reillier, L. & Reillier, B. (2017) <i>Platform Strategy: How to Unlock the Power of Communities and Networks to Grow Your Business</i> . London: Routledge.	☐

Further	Taylor, A.K. (2013) <i>Strategic Thinking for Advertising Creatives</i> . London Laurence King Publishing.	☐
Further	Thomas, B. Altstiel et al (2019) <i>Advertising Creative: Strategy, Copy Design</i> . California: Sage Publications.	☐
Further	Williams, G. (2000) <i>Branded? Products and their Personalities</i> . London: V&A.	☐
Further	Adweek Magazine	☐
Further	Campaign Magazine	☐
Further	www.ipa.co.uk	☒
Further	www.mit.edu	☒
Further	www.ted.com	☒

Module Code	ADVA5007
Title	Narrative Illustration
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To explore and analyse the expanding world of book publishing, narrative illustration and sequential illustration. Developing knowledge, skill and confidence in the interplay of word and image; through layout, typography and illustration which aims to refine and heighten professionalism in art-working for publishing.

LEARNING OUTCOMES

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

- Explore, analyse and understand narrative processes within publishing for industry practices, which arise from the creative practitioner's relationship of sequential illustration.
- Generate ideas, concepts, proposals, solutions or arguments independently in response to a self-initiated project.
- Develop ideas through to final outcomes that confirm the student's ability to select and use materials, processes and create professional artwork for industry / publisher levels with an understanding of the skills required to communicate and collaborate with clients / audience.

INDICATIVE CONTENT

- Character Development.
- Creative Writing.
- Page layout.
- Typographic conventions.
- Sequential illustration.
- Storyboarding.
- Artworking.
- Working methods and presentation skills.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of work	4,000 words equivalent	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	ADVA5007	
Module Title	Narrative Illustration	
Classification	Reading List entry	Electronic*
Essential	Bloomsbury (2017) <i>Writers and Artists Yearbook 2018</i> , Bloomsbury Publishing	☐
Essential	Bang, M. (2000) <i>Picture this: How Pictures work</i> , New York: SeaStar	☐
Essential	Gravett, P. (2014) <i>Comics Unmasked, Art and Anarchy in the UK</i> , London: British Library	☐
Essential	Fingerioth, D. (2008) <i>The rough guide to graphic novels</i> , London: Rough Guides	☐
Essential	Klanten, R (2012) <i>Little big books: illustrations for children's picture books</i> Berlin: Gestalten	☐
Essential	Salisbury, M (2004) <i>Illustrating Children's Books: Creating Picture for Publication</i> London: Barron's Education Series	☐
Further	Almond, D. (2014) <i>Mouse, Bird, Snake, Wolf</i> . London : Walker Books	☐
Further	Collins, Stephen (2013) <i>The Gigantic Beard that was Evil</i> , London : Jonathan Cape	☐
Further	Beiman, N. (2013) <i>Prepare to Board! Creating Story and Characters for Animated Features</i> , Oxon: Focal Press	☐

Further	Klassen, J. (2012) <i>This Is Not My Hat</i> : London : Walker 2012	☐
Further	Reynolds, K. (2007) <i>Radical children's literature: future visions and aesthetic transformations in juvenile fiction</i> , Palgrave Macmillan	☐

Module Code	ADVA5008
Title	Visual Enquiry 1
Date	05/05/2021
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To expand upon the visual and perceptual qualities initiated in visual studies, at level 4. Continuing with the interpretation of perceptual experience. An increasingly analytical approach is encouraged, and students are expected to challenge ideas and observations from a position of increased visual awareness.
- To continue the engagement of the individual in a programme of personal skills development through engagement in appropriate studio based practice

LEARNING OUTCOMES

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

- Evidence a sustained awareness of visual language that informs the student's chosen discipline.
- Display enhanced practical skills in student-selected mediums.

INDICATIVE CONTENT

- Consolidation of observational skills as an academic tool
- 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
- Formulate critique as an evaluation of processes

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 x Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of coursework	2,500 words equivalent.	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADVA5008	
Module Title	Visual Enquiry 1	
Classification	Reading List entry	Electronic*
Essential (General)	Apprich C (2013) <i>Provocative Alloys: A Post-Media Anthology</i> , Mute, London	☐
Essential (General)	Brower, S (2016) <i>Inside Art Direction: Interviews and Case Studies</i> (Creative Careers) Bloomsbury: New York	
Essential (General)	Finlay, V (2014) <i>The Brilliant History of Colour in Art</i> , Getty Publications, New York.	☐
Essential (General)	Howells, R & Negreiros, J (2011) <i>Visual Culture</i> , Polity Press; 2 nd edition, London Smith, Keri (2011)	☐
Essential (General)	Smith, Keri (2011) <i>How to be an Explorer of the World</i> , Penguin: New York	
Essential (General)	Muller, Jens (2018) <i>The History of Graphic</i> . Vol.2, 1960 – (Jumbo)	

Cod y Modwl	ADVA5008C
Teitl	Ymholiad Gweledol 1
Dyddiad	05/05/2021
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Ehangu ar y nodweddion gweledol a chanfyddiadol a gychwynnwyd mewn astudiaethau gweledol, ar lefel 4. Parhau â'r dehongliad o brofiad canfyddiadol. Anogir dull cynyddol ddadansoddol a disgwylir i fyfyrwyr herio syniadau ac arsylwadau o safbwynt ymwybyddiaeth weledol uwch.
- Parhau ag ymgysylltiad yr unigolyn mewn rhaglen datblygu sgiliau personol, drwy ymwneud ag arfer priodol yn y stiwdio.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Rhoi tystiolaeth o ymwybyddiaeth barhaus o iaith weledol sy'n hysbysu dewis ddisgyblaeth y myfyriwr.
- Arddangos sgiliau ymarfer uwch mewn cyfryngau a ddewisir gan y myfyrwyr.

CYNNWYS DANGOSOL

- Atgyfnerthu sgiliau arsylwi fel arf academiaidd
- Datblygu sgiliau beirniadol ym maes technegau delweddu
- Archwiliad uwch o nodweddion gweledol h.y. llinell, tŵn, lliw, gweadedd, siâp
- Atgyfnerthu sgiliau ymchwil a chymhwyso mewn perthynas â dewis bwnc
- Llunio beirniadaeth yn fodd o werthuso prosesau.

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau		
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig x Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio o waith cwrs	Cyfwerth â 2,500 o eiriau	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADVA5008C	
Teitl y Modwl	Ymholiad Gweledol 1	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol (Cyffredinol)	Apprich C (2013) <i>Provocative Alloys: A Post-Media Anthology</i> , Mute, London	☐
Hanfodol (Cyffredinol)	Brower, S (2016) <i>Inside Art Direction: Interviews and Case Studies</i> (Creative Careers) Bloomsbury: New York	
Hanfodol (Cyffredinol)	Finlay, V (2014) <i>The Brilliant History of Colour in Art</i> , Getty Publications, New York.	☐
Hanfodol (Cyffredinol)	Howells, R & Negreiros, J (2011) <i>Visual Culture</i> , Polity Press; 2 nd edition, London Smith, Keri (2011)	☐
Hanfodol (Cyffredinol)	Smith, Keri (2011) <i>How to be an Explorer of the World</i> , Penguin: New York	
Hanfodol (Cyffredinol)	Muller, Jens (2018) <i>The History of Graphic</i> . Vol.2, 1960 – (Jumbo)	

Module Code	ADVA5009
Title	Visual Enquiry 2
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 and perceptual phenomena within the carapace of their chosen area of study. The continued emphasis is on the development of a sophisticated approach to observation and perception as an academic and intellectual discipline.
- To engage the individual in a wider programme of personal skills development through appropriate studio based practice.

LEARNING OUTCOMES

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

- Develop enhanced concepts independently and through group discussions.
- Display an increasingly versatile and articulate visual vocabulary.

INDICATIVE CONTENT

- Discussion and analysis of the academic language within and beyond specialist area.
- Advancement of production skills in a range of media.
- The advanced analysis of visual and perceptual information.
- Formulate critique as an evaluation of processes

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 x Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio of coursework.	2,500 words equivalent.	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	ADVA5009	
Module Title	Visual Enquiry 2	
Classification	Reading List entry	Electronic*
Essential (General)	Aguirre, P, (2011) <i>Vitamin P2: New Perspectives in Painting</i> , London: Phaidon Press	☐
Essential (General)	Alonso, R, (2009) <i>Vitamin Ph</i> , London: Phaidon Press	☐
Essential (General)	Bar, Noma. (2017) <i>Bittersweet</i> . Thames & Hudson Ltd	☐
Essential (General)	Harris, J, (2001) <i>The New Art History: A Critical Introduction</i> ,. London: Routledge	☐
Essential (General)	Kelly, K. (2017) <i>The inevitable: Understanding the 12 Technological Forces that will shape our future</i> . Penguin Books: London	
Essential (Specific)	Marshall, R, (2012) <i>Hyperdrawing: Beyond the Lines of Contemporary</i> , London: I.B.Tauris	☐
Further	McAlhone, B,.Stuart, D (2016) <i>A Smile in the Mind – Revised and Expanded Edition: Witty Thinking in Graphic Design</i> . Phiadon	
Further	Todd/Watson, (2006) <i>Whatcha Mean, What's a Zine?: The Art of Making Zines and Mini Comics</i> . Non Basic Stock Line	☐

* Additional specialist books will be listed in module handbooks provided by tutors

Cod y Modwl	ADVA5009C
Teitl	Ymholiad Gweledol 2
Dyddiad	05/05/2021
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Archwilio a datblygu ymhellach ymwybyddiaeth yr unigolyn o ffenomena gweledol a chanfyddiadol a'i ymatebolrwydd iddynt, o fewn cwrmpas ei ddewis faes astudio. Mae'r pwyslais yn parhau ar ddatblygu dull soffistigedig o ran arsylwi a chanfod fel disgyblaeth academiaidd a deallusol.
- Ymgysylltu'r unigolyn mewn rhaglen ehangach o ddatblygu sgiliau personol drwy arfer priodol yn y stiwdio.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Datblygu cysyniadau estynedig yn annibynnol a thrwy drafodaethau grŵp.
- Arddangos geirfa weledol sy'n gynyddol hyblyg a huawdl.

CYNNWYS DANGOSOL

- Trafod a dadansoddi'r iaith academiaidd o fewn a'r tu hwnt i'r maes arbenigol.
- Gwellu sgiliau cynhyrchu mewn ystod o gyfryngau.
- Dadansoddi gwybodaeth weledol a chanfyddiadol mewn modd uwch.
- Llunio beirniadaeth fel modd o werthuso prosesau.

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24%
Dysgu annibynnol	76	76%
Dysgu drwy leoliadau		
CYFANSWM	100	100%

ASESU

Elfen Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig x Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Portffolio o waith cwrs	Cyferwerth â 2,500 o eiriau	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN DDANGOSOL

Cod y Modwl	ADVA5009C	
Teitl y Modwl	Ymholiad Gweledol 2	
Categori	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol (cyffredinol)	Aguirre, P, (2011) <i>Vitamin P2: New Perspectives in Painting</i> , London: Phaidon Press	☐
Hanfodol (cyffredinol)	Alonso, R, (2009) <i>Vitamin Ph</i> , London: Phaidon Press	☐
Hanfodol (cyffredinol)	Bar, Noma. (2017) <i>Bittersweet</i> . Thames & Hudson Ltd	☐
Hanfodol (cyffredinol)	Harris, J, (2001) <i>The New Art History: A Critical Introduction</i> ,. London: Routledge	☐
Hanfodol (cyffredinol)	Kelly, K. (2017) <i>The inevitable: Understanding the 12 Technological Forces that will shape our future</i> . Penguin Books: London	
Hanfodol (cyffredinol)	Marshall, R, (2012) <i>Hyperdrawing: Beyond the Lines of Contemporary</i> , London: I.B.Tauris	☐
Pellach	McAlhone, B,.Stuart, D (2016) <i>A Smile in the Mind – Revised and Expanded Edition: Witty Thinking in Graphic Design</i> . Phiadon	
Pellach	Todd/Watson, (2006) <i>Whatcha Mean, What's a Zine?: The Art of Making Zines and Mini Comics</i> . Non Basic Stock Line	☐

* Rhestrir llyfrau arbenigol ychwanegol yn y llawlyfrau modwl a ddarperir gan diwtoriaid

Module Code	ADAD5003
Title	Research in Context
Date	20/05/2019
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To identify research areas, strengthen analytical skills and inform knowledge in order to communicate a sustained independent inquiry.

LEARNING OUTCOMES

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

- Identify and examine the contextual formation of their particular objects of study, research areas and interfaces and demonstrate intellectual curiosity through an engagement with the materials of study, archives, texts and literatures;
- Engage with forms of critical analysis, argument and debate, expressed through an appropriate command of oral, written and other forms of communication.

INDICATIVE CONTENT

- Ethics
- Sustainability
- Modes of inquiry
- Research methods
- Visual inquiry
- Empiricism
- Audience

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
Essay	2500 Words	100%

Assessment Summary

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

READING LIST

Module Code	ADAD5003	
Module Title	Research in Context	
Classification	Reading List entry	Electronic*
Essential	Creswell, J. W. (2013) <i>Qualitative inquiry & research design: choosing among five approaches</i> . London: Sage	☐
Essential	Pink, Sarah (2013) <i>Doing visual ethnography</i> . Los Angeles: Sage	☐
Essential	Silverman, D. (2011) <i>Qualitative research: issues of theory, method and practice</i> . London: Sage	☐
Further	Cooper, K. & R. E. White. (2012) <i>Qualitative research in the post-modern era: contexts of qualitative research</i> . Dordrecht: Springer	☐
Further	Schneider, J. & M. Stickdorn. (2011) <i>This is service design thinking: basics, tools, cases</i> . Hoboken: Wiley	☐
Further	Davies, C & M. Parrinder (2010) <i>Limited Language: Rewriting Design-Responding to a feedback culture</i> . Berlin: Berkhäuser.	☐
Further	Art Review Journal	☐
Further	Textile Design Research and Practice Journal	☐
Further	Craft Research Journal	☐
Further	The Journal of Writing in Creative Practice	☒

Cod y Modwl	ADAD5003C
Teitl	Ymchwil mewn Cyd-destun
Dyddiad	20/05/2019
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Adnabod meysydd ymchwil, cryfhau sgiliau dadansoddol a bod yn sail i wybodaeth er mwyn cyfathrebu ymholiad annibynnol parhaus.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Adnabod ac archwilio trefniant cyd-destunol eu gwrthrychau astudio penodol, meysydd ymchwil a rhyngwynebau ac arddangos chwilfrydedd deallusol trwy ymgysylltu â deunyddiau astudio, archifau, testunau a llenyddiaeth;
- Ymgysylltu â mathau o ddadansoddi beirniadol, dadlau ac ymryson, wedi'u cyfleu trwy afael priodol ar gyfathrebu llafar, ysgrifenedig a mathau eraill o gyfathrebu.

CYNNWYS DANGOSOL

- Moeseg
- Cynaliadwyedd
- Dulliau ymholi
- Dulliau ymchwil
- Ymholiad gweledol
- Empiriaeth
- Cynulleidfa

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24
Dysgu'n annibynnol	76	76
Dysgu trwy leoliadau		
CYFANSWM	100	100%

ASESU

Cydran Asesu 1

(Ticiwch un)

☐ Arholiad
ysgrifenedig

☒ Gwaith cwrs

☐ Ymarferol

Dull asesu	Maint	Pwysiad
Traethawd	2500 o eiriau	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN

Cod y Modwl	ADAD5003C	
Teitl y Modwl	Ymchwil mewn Cyd-destun	
Dosbarthiad	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Creswell, J. W. (2013) <i>Qualitative inquiry & research design: choosing among five approaches</i> . Llundain: Sage	☐
Hanfodol	Pink, Sarah (2013) <i>Doing visual ethnography</i> . Los Angeles: Sage	☐
Hanfodol	Silverman, D. (2011) <i>Qualitative research: issues of theory, method and practice</i> . Llundain: Sage	☐
Pellach	Cooper, K. & R. E. White. (2012) <i>Qualitative research in the post-modern era: contexts of qualitative research</i> . Dordrecht: Springer	☐
Pellach	Schneider, J. & M. Stickdorn. (2011) <i>This is service design thinking: basics, tools, cases</i> . Hoboken: Wiley	☐
Pellach	Davies, C & M. Parrinder (2010) <i>Limited Language: Rewriting Design-Responding to a feedback culture</i> . Berlin: Berkhäuser.	☐
Pellach	<i>Art Review Journal</i>	☐
Pellach	<i>Textile Design Research and Practice Journal</i>	☐
Pellach	<i>Craft Research Journal</i>	☐
Pellach	<i>The Journal of Writing in Creative Practice</i>	☒

Module Code	ADAD5004
Title	Research in Practice
Date	20/05/2019
Level	5
Credits	10
Pre-Requisites	None

AIM(S)

- To apply knowledge of various forms of research, critical and analytical skills to articulate, communicate and pitch a scoping review of researched ideas for a sustained independent inquiry.

LEARNING OUTCOMES

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

- select and combine various forms of research and apply critical and analytical skills to create a scoping review around their chosen subject area demonstrating their intellectual curiosity and sustained independent inquiry;
- critically investigate and analyse relevant knowledge of research practices, procedures and traditions, and express a synthesis of these through a command of written and other forms of communication.

INDICATIVE CONTENT

- Keyword use.
- Field research.
- Practice as Research.
- Ethnography.
- Thinking through writing
- Digital research.

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
Scoping Review	2500 words	100%

Assessment Summary

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

READING LIST

Module Code	ADAD5004	
Module Title	Research in Practice	
Classification	Reading List entry	Electronic*
Essential	Dean, R. T, and H. Smith (2009) <i>Practice-led research, research-led practice in the creative arts</i> Edinburgh: Edinburgh University Press	☐
Essential	Leavy, P. (2008) <i>Method meets art: arts-based research practice</i> . London: Guilford	☐
Essential	Macleod, K. & L. Holdridge (2009) <i>Thinking through art: reflections on art as research</i> . London: Routledge	☐
Essential	Williams, R (2014) <i>Keywords A Vocabulary of Culture and Society</i> . London: Fourth Estate	☐
Further	Collins, H. (2010) <i>Creative research: the theory and practice of research for the creative industries</i> . Lausanne: AVA Academia	☐
Further	Cooper, K. & R. E. White. (2012) <i>Qualitative research in the post-modern era: contexts of qualitative research</i> . Dordrecht: Springer	☐
Further	Creswell, J. W. (2013) <i>Qualitative inquiry & research design: choosing among five approaches</i> . London: Sage	☐
Further	Pink, Sarah (2013) <i>Doing visual ethnography</i> . Los Angeles: Sage	☐
Further	Schneider, J. & M. Stickdorn. (2011) <i>This is service design thinking: basics, tools, cases</i> (Hoboken: Wiley)	☐
Further	Silverman, D. (2011) <i>Qualitative research: issues of theory, method and practice</i> . (London: Sage)	☐
Further	Wright, C. & A. Schneider. (2010) <i>Between art and anthropology: contemporary ethnographic practice</i> . Oxford: Berg	☐
Further	Biggs, Michael, and Henrik Karlsson. (2010) <i>The Routledge companion to research in the arts</i> . London: Routledge	☐

Further	Bolt, Barbara, Dr, and Estelle Barrett. (2010) <i>Practice as research: approaches to creative arts enquiry</i> . London: I. B. Tauris	☐
Further	Aesthetica Journal	☐
Further	Art Review Journal	☐
Further	Textile Design Research and Practice Journal	☐
Further	Craft Research Journal	☐
Further	The Journal of Writing in Creative Practice	☒

Cod y Modwl	ADAD5004C
Teitl	Ymchwil ar Waith
Dyddiad	20/05/2019
Lefel	5
Credydau	10
Rhagofynion	Dim

AMCAN(ION)

- Cymhwyso gwybodaeth am wahanol fathau o ymchwil, sgiliau beirniadol a dadansoddol i fynegi, cyfathrebu a chyflwyno adolygiad cwmpasu o syniadau yr ymchwiliwyd iddynt ar gyfer ymholiad annibynnol parhaus.

DEILLIANNAU DYSGU

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- dethol a chyfuno gwahanol fathau o ymchwil a chymhwyso sgiliau beirniadol a dadansoddol i greu adolygiad cwmpasu yn seiliedig ar eu dewis faes pwnc gan arddangos eu chwilfrydedd deallusol ac ymholiad annibynnol parhaus;
- ymchwilio'n feirniadol a dadansoddi gwybodaeth berthnasol o arferion, gweithdrefnau a thraddodiadau ymchwil, a chyfleu synthesis o'r rhain trwy afael da ar ddulliau cyfathrebu ysgrifenedig ac eraill.

CYNNWYS DANGOSOL

- Defnyddio geiriau allweddol.
- Ymchwil maes.
- Arfer fel Ymchwil.
- Ethnograffeg.
- Meddwl trwy ysgrifennu
- Ymchwil digidol.

Dyraniad Amser Astudio

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

Math o weithgaredd	Oriau	Canran
Dysgu wedi'i amserlennu	24	24
Dysgu'n annibynnol	76	76
Dysgu trwy leoliadau		
CYFANSWM	100	100%

ASESU

Cydran Asesu 1

(Ticiwch un)

☐ Arholiad ysgrifenedig ☒ Gwaith cwrs ☐ Ymarferol

Dull asesu	Maint	Pwysiad
Adolygiad Cwmpasu	2500 o eiriau	100%

Crynodeb o'r Asesiad

Math o weithgaredd	Canran
Arholiad ysgrifenedig	
Gwaith cwrs	100%
Ymarferol	
CYFANSWM	100%

RHESTR DDARLLEN

Cod y Modwl	ADAD5004C	
Teitl y Modwl	Ymchwil ar Waith	
Dosbarthiad	Eitemau'r Rhestr Ddarllen	Electronig*
Hanfodol	Dean, R. T, a H. Smith (2009) <i>Practice-led research, research-led practice in the creative arts</i> Caeredin: Edinburgh University Press	☐
Hanfodol	Leavy, P. (2008) <i>Method meets art: arts-based research practice</i> . Llundain: Guilford	☐
Hanfodol	Macleod, K. & L. Holdridge (2009) <i>Thinking through art: reflections on art as research</i> . Llundain: Routledge.	☐
Hanfodol	Williams, R (2014) <i>Keywords A Vocabulary of Culture and Society</i> . Llundain: Fourth Estate	☐
Pellach	Collins, H. (2010) <i>Creative research: the theory and practice of research for the creative industries</i> . Lausanne AVA Academia	☐
Pellach	Cooper, K. & R. E. White. (2012) <i>Qualitative research in the post-modern era: contexts of qualitative research</i> . Dordrecht: Springer	☐
Pellach	Creswell, J. W. (2013) <i>Qualitative inquiry & research design: choosing among five approaches</i> . Llundain: Sage	☐
Pellach	Pink, Sarah (2013) <i>Doing visual ethnography</i> . Los Angeles: Sage	☐
Pellach	Schneider, J. & M. Stickdorn. (2011) <i>This is service design thinking: basics, tools, cases</i> . (Hoboken: Wiley)	☐
Pellach	Silverman, D. (2011) <i>Qualitative research: issues of theory, method and practice</i> . (Llundain: Sage)	☐
Pellach	Wright, C & A. Schneider. (2010) <i>Between art and anthropology: contemporary ethnographic practice</i> . Rhydychen: Berg	☐

Pellach	Biggs, Michael, and Henrik Karlsson. (2010) <i>The Routledge companion to research in the arts</i> . Llundain: Routledge.	☐
Pellach	Bolt, Barbara, Dr, ac Estelle Barrett. (2010) <i>Practice as research: approaches to creative arts enquiry</i> . Llundain: I. B. Tauris	☐
Pellach	Aesthetica Journal	☐
Pellach	Art Review Journal	☐
Pellach	Textile Design Research and Practice Journal	☐
Pellach	Craft Research Journal	☐
Pellach	The Journal of Writing in Creative Practice	☒

Module Code	ADMA5000
Title	Changemakers: Creativity and Value Creation
Date	25/06/2020
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop the concepts and practice of creativity and value creation for the development of innovative, aspiring and progressive solutions.

LEARNING OUTCOMES

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

- Demonstrate knowledge and critical understanding of innovation, creativity and enterprising mindset, recognising the values and the contribution creativity makes to the common good.
- Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.

INDICATIVE CONTENT

- Creativity in theory and practice.
- Value creation in theory and practice.
- Creative and ethical leadership: skills and challenges.
- Driving innovation and change, the intra and entrepreneurial individual.
- Critical thinking, troubleshooting and problem solving, developing novel solutions.
- Information gathering for inspiration, vision creation and ideation.
- Developing the enterprising and data driven mindset.
- Contemporary technologies: virtual and augmented reality and artificial intelligence to enhance creativity and innovation.
- Time management practices for an entrepreneurial mindset.
- Being resourceful, in the context of making do with less.
- Reflection and self-reflection.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Online portfolio of set exercises	2,000 words or equivalent	50%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Assignment	2,000 words or equivalent	50%

Assessment Summary

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

INDICATIVE READING LIST

This will be guided by the student's subject area.

Module Code	ADMA5000	
Module Title	Changemakers: Creativity and Value Creation	
Classification	Reading List entry	Electronic*
Essential	Hargreaves, J., and Page, L. (2013) <i>Reflective Practice</i> . (Key Themes in Health and Social Care Series). Polity Press.	☒
Essential	Nardi, P.M. (2017) <i>Critical Thinking : Tools for Evaluating Research</i> . University of California Press	☒
Essential	Westerman, G., Bonnet, D. and McAfee, A., <i>Leading Digital: Turning Technology Into Business Transformation</i> . (Audiobook) Recorded Books. 2017.	☒
Further	Schiuma, G. (2011) <i>Managing Knowledge Assets and Business Value Creation in Organizations : Measures and Dynamics</i> Hershey, Pa.: Business Reference Service.	☒
Further	Rescher, N. (2014). <i>A System of Pragmatic Idealism, Volume II The Validity of Values, A Normative Theory of Evaluative Rationality</i> (Princeton Legacy Library). Princeton: Princeton University Press.	☒
Further	Turner, E. (2020) <i>Be Less Zombie: How great companies create dynamic innovation, fearless leadership and passionate people</i> . John Wiley & Sons.	☒