

Module Code	ADDA5027
Title	Major Studies A4 - A Self Directed Brief
Date	05/05/2021
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To understand, develop and take increased responsibility for the design direction, content and delivery of self-initiated creative work; clarifying personal aims and objectives in relation to their chosen context.

LEARNING OUTCOMES

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

- Initiate and self-direct a surface pattern design brief anticipating and accommodating change, working within contexts of uncertainty, unfamiliarity and ambiguity.
- Demonstrate responsibility, exercising broad autonomy and judgement in selecting, planning and implementing tasks in conjunction with the knowledge of new and appropriate skills, processes and materials for the surface pattern and textile design context chosen.

INDICATIVE CONTENT

- Contextual research and interpretation in response to a 'self-directed' brief.
- Formulate and articulate a self-directed major collection brief with timescale, management plan, and materials and processes that will be investigated.
- Critical thinking, troubleshooting and problem solving.
- Test-bed of ideas and concepts ahead of the 3rd year provision – a pre-cursor to the final major project.
- Consider and implement the presentation of the work as a trial run for an exhibition; on campus or online
- Idea creation through to realisation.
- Trend forecasting and awareness of the surface pattern design industry in relation to self-chosen context.
- Mood board development and digital visualisations.
- Technical process development from inception to conception, considering technologies in surface pattern design practice including digital and analogue; and the combination of.
- Manipulation of pattern and design through digital applications; digital drawing, painting, montage and collage.

- Materiality and knowledge for a sustainable future; including printed textiles and fibre knowledge dictated by the self-directed brief at hand.
- Dyes, chemicals and equipment for our sustainable future.
- Application of colour onto cloth and diverse range of conventional and unconventional substrates.
- Applied surface decoration techniques including stitch for construction or decoration.
- Application of new and emerging digital technologies for making, printing, designing and visualisation purposes.

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 4 elements, or equivalent	100%

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	ADDA5027	
Module Title	Major Studies A4 - A Self Directed Brief	
Classification	Reading List entry	Electronic*
Essential	<u>Bradbury, D. (2014) <i>Mid-Century Modern Complete</i>, Thames & Hudson Ltd</u>	☒
Essential	<u>Clarke, S. (2014) <i>Print: Fashion, Interiors, Art</i>, Laurence King Publishing</u>	☒

Essential	Quinn, B. (2013) <i>Textile Visionaries: Innovation and Sustainability in Textile Design</i> Laurence King Publishing	☒
Essential	Wilhide, E. (2018) <i>Pattern Design</i> , Thames & Hudson Ltd London	☐
Further	Jackson, P. (2018) <i>How to Make Repeat Patterns: A Guide for Designers, Architects and Artists</i> Laurence King Publishing	☒
Further	Willbanks, A., Oxford, N. <i>Textiles for Residential and Commercial Interiors</i> , & Miller, D. (2014) Fairchild Books	☒
Further	Koepke, P (2016) <i>Patterns: Inside the Design Library</i> , Phaidon Press; Illustrated Edition	☒