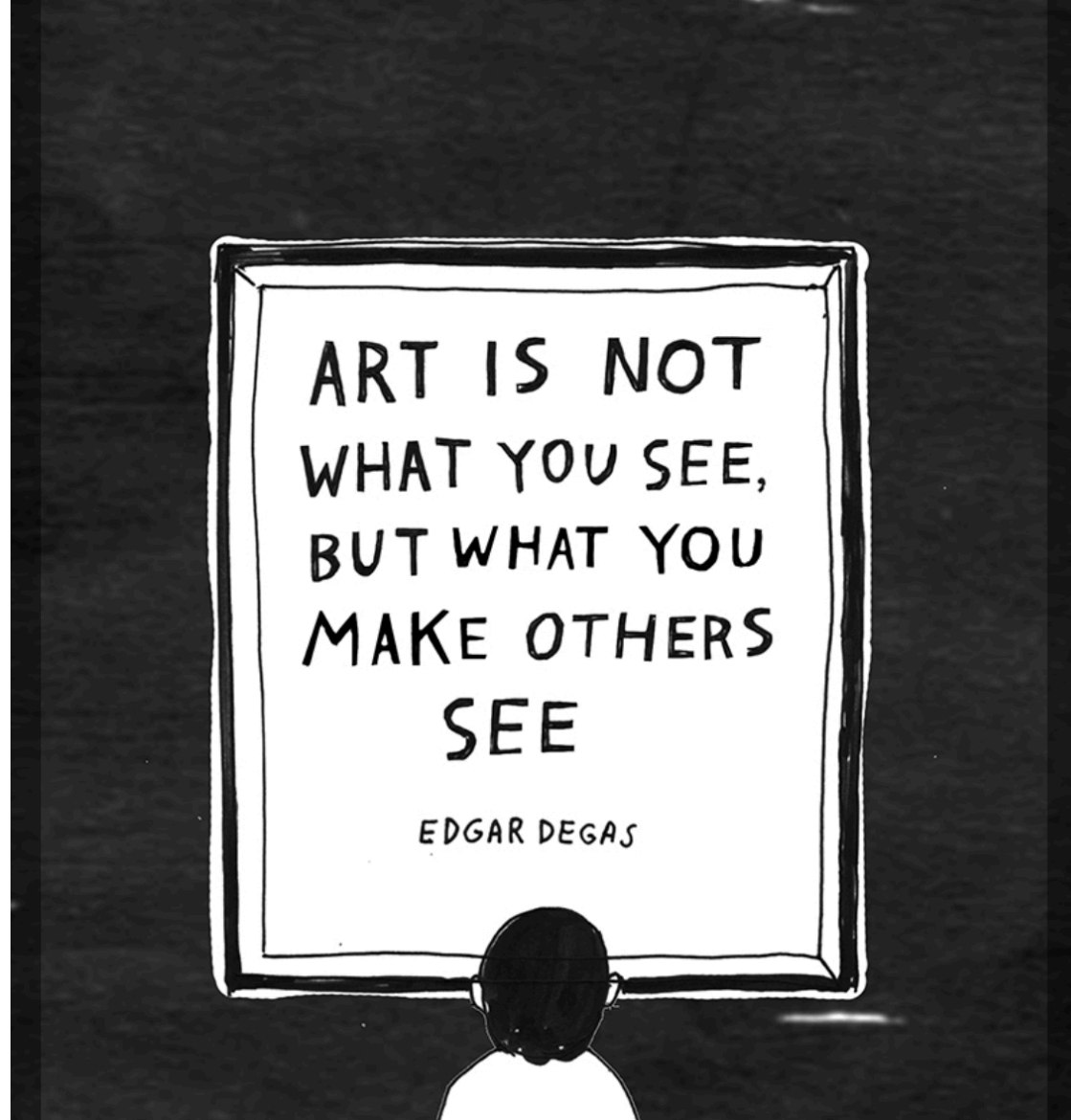




M7X02233: Research Methods & Communication

Introduction to the module

20 credits

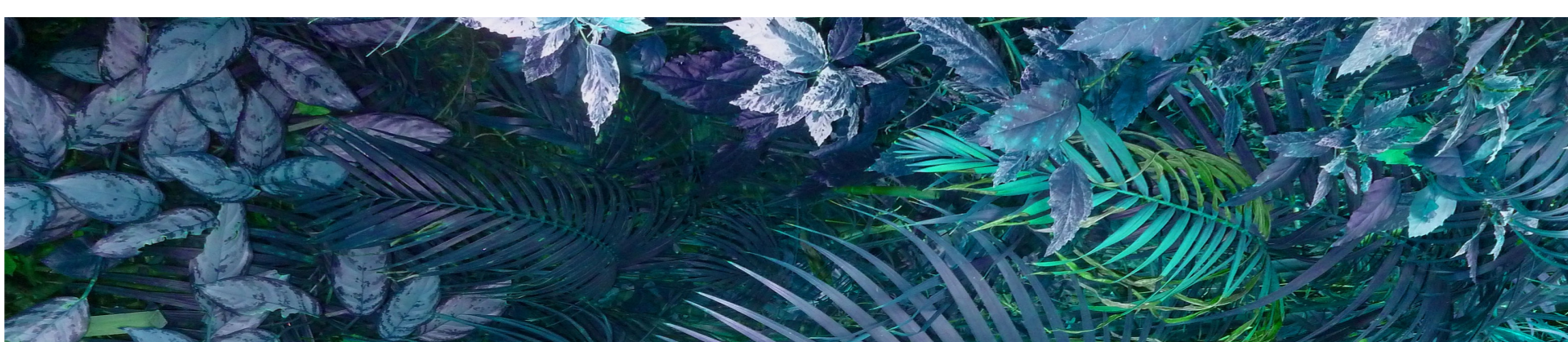
Module Tutor:
Cath Hammerton
Claire Savage



What is the module about?

This module offers you time and space to build your knowledge of the existing principles and approaches of research within the Creative Industries.

With this understanding, you will be able to critically evaluate current contemporary practice within the field of your choice and develop individual strategies that will enable you to deploy appropriate evidence based research activities and methods in response to your personal philosophy and individual project direction.



Research

rɪ'sə:tʃ, 'ri:sə:tʃ/

noun

1. the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.

synonyms: investigation, experimentation, testing, exploration, analysis, fact-finding, examination, scrutiny, scrutinization, probing

verb

1. investigate systematically.

Workshops to inspire material innovation

Advanced textile print processes, to refresh your skills and challenge your ways of thinking.

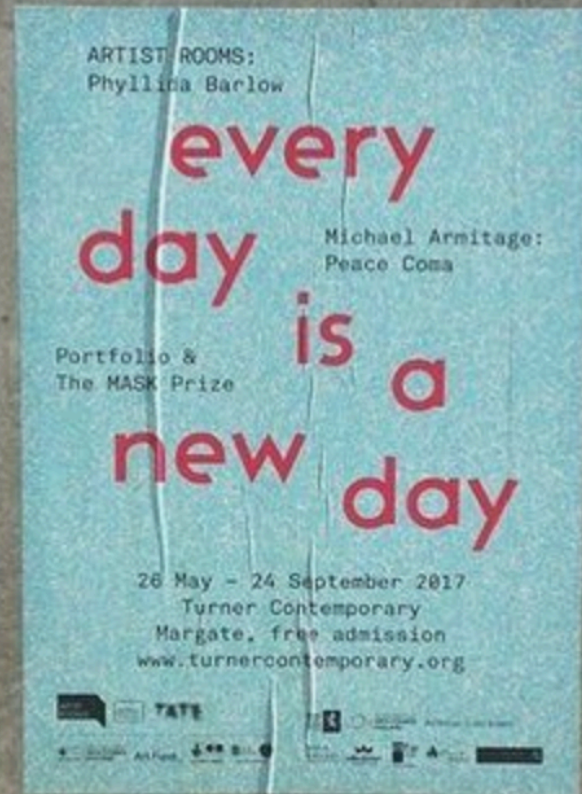
Stepping stone for exploration, you are encouraged to innovate beyond these sessions, using the wealth of skills you have already attained while developing new ideas for deeper exploration.



Lecture series to support & inspire you

Soak it up! Enjoy the breadth of experience and philosophical thinking from the spread of lecturing staff alongside a wider L7 cohort to excite and inspire a diversity of your thinking and ideation... Allow your own personal investigation and experiences to change and shape how you see the world around you and how you plan to interpret this experience.

Research ~~could~~ *should* be fun, so enjoy it!



CW1: Project Proposal & Research Methodology (60%)

Produce an individual proposal for the creative venture that outlines the scope of the research context, the proposed methodology and the research tools to be implemented that demonstrate your critical perspectives on contemporary practice within the field of choice.



What has been
said



Key writers



Prevailing
theories and
hypotheses



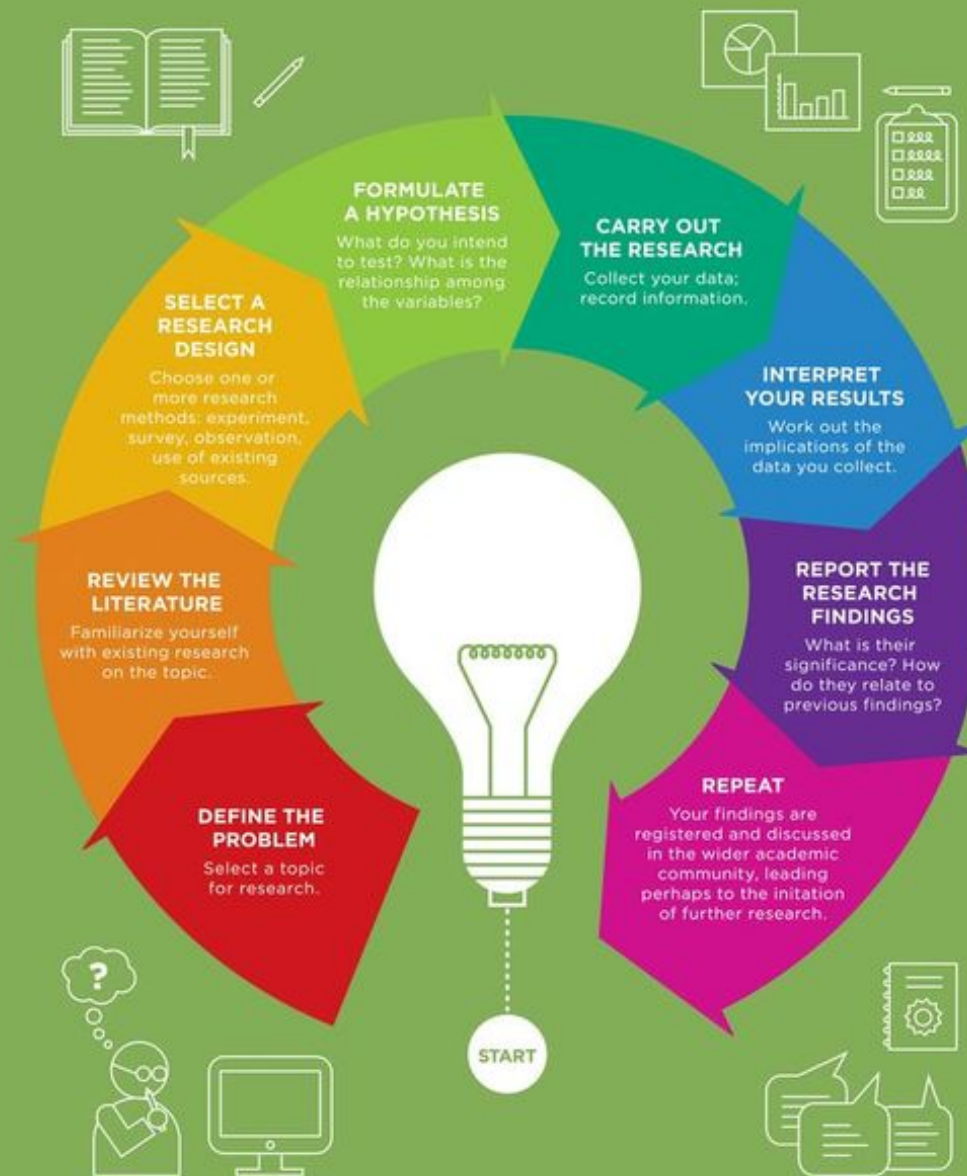
Questions
being asked



Appropriate
and useful
methods and
methodologies

Figure 2.1

STEPS IN THE RESEARCH PROCESS



CW2: Visual Communication (40%)

Produce a Visual Communication (poster, video, animation, etc.) that articulates the project context and the creative strategies adopted and developed to explore your project (Creative Venture) direction.



Assessment and Feedback

- **12 January 2021 – Project Proposal & Research methodology 60%**
a 3,000 word individual proposal for the creative venture that outlines the scope of the research context, the proposed methodology and the research tools that demonstrate your critical perspectives on contemporary practice.
- **12 January 2021 – Visual Communication 40%**
a Visual Communication of your choosing that articulates the project context and the creative strategies adopted and developed to explore your project (Creative Venture) direction.
- Verbal feedback is provided during each tutorial and lecture/ seminar.
- Written feedback is provided after assessment.
- Feedback will enable you to build on strengths and address weaknesses.

Teaching & Learning Strategies

- Project briefings session.
- Study trips and visit opportunities, where possible.
- 1:1 tutorials from programme specialist staff to enable development
- Group teaching through lectures, workshops and seminars.
- Unsupervised studio practice – SDL – and experiential learning.

“IT IS GOOD TO HAVE AN END
TO JOURNEY TOWARD; BUT IT
IS THE JOURNEY THAT MATTERS,
IN THE END.”

Ernest Hemingway

