

**WAYS OF Thinking ADDA4022
Illustration**

Module Handbook

Lecturer
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2023-24

Submission

12th December 2023 12:00pm (noon) on Turnitin via Moodle
1500 Word essay

Feedback

24th January 2024 By 12:00pm (noon) on Turnitin via Moodle

ALL FEEDBACK IS RETURNED VIA TURNITIN

INTRODUCTION TO MODULE

In the Ways of thinking module (ADDA4022) you will be introduced to elements of art and design through history. We will explore the visual language and culture along different themes as a foundation for your illustrative practice. You will also be introduced to study skills, in relation to contextual practices, and present your developing ideas in a 1500-word essay at the end of the module.

In order to contain your information within the format of a 1,500-word essay portfolio and to avoid superficial information, you should be highly selective in your choice of research, ideas and examples. This is a very important element of academic writing-being selective and specific.

This module will include semiotics, illustration within the wider context of art practice, and is designed to help students to explore interests, artists, designers, and themes associated to illustration practice. This forms a foundation for a developing engagement with illustration practice and academic studies.

TASK

Based on the lecture series and in discussion with your tutor, choose a theme, an artists or illustrator that relate to your illustration interests. Write a 1,500-word essay. Present primary themes and practitioners, key writers and theorists.

In your writing you need to include **theoretical information** to include

- Research from books, include at least 3 books plus other sources
- Theorists- at least 1
- In text references
- A Bibliography
- use a range of critical academic theories and sources
- analyse cultural products or practices and elements of cultural endeavour
- respond to different methods - this could be a range of knowledge from history
- remember to use appropriate citation and referencing conventions.

Module Outcomes

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

- identify and discuss a diversity of approaches to understanding elements of cultural endeavour and apply a range of critical theories to their analysis;
- articulate and communicate their ideas by making reference to academic sources and employing appropriate citation and referencing conventions.

WEEKLY LECTURES

Each lecture will comprise of the delivery of information from Art history introduction to study skills and a seminar to discuss themes presented.

Lecture 1 (3th October)

Key Word Timeline

Timeline of Art and design history and Introduction to module

Seminar How to access Information

Lecture 2 (10 October)

Key word Storytelling

Caves, Ancient land art, Egyptian Art, Religious art, Renaissance, Bayeux tapestry,

Artists William Blake, Grayson Perry,

Seminar Referencing and Introduction to library by Emily Howell Subject librarian

Lecture 3 (17 October)

Key word- Pattern,

Arts and crafts movement, Art Neoveau,

Makers Mucha, William Morris, Laura Ashley, Ynika Shonebarre

Seminar Working academically

Lecture 4 (24 October)

Key word- Inventions

Moveable type, printing press, digital

Makers Guttenberg, DADA, futurism, David Carson

Seminar Working academically

Julia Lockheart visit presentation from a design perspective

Lecture 5 (31 October)

Key word Semiotics

Introduction to semiotics,

Thinkers/Theorists: Charles Sanders Peirce, Roland Barthes, Ferdinand de Saussure

Seminar looking at images, setting writing task and essay plan

Lecture 6 (7 November)

Reading Week

Students to work on writing Task and Essay plan

Lecture 7 (15 November)

Key word Modernism and Postmodernism

Overview of modernism and Postmodernism

Seminar Essay Writing looking at writing task

Martin Bush visit presentation from a design perspective

Lecture 8 (21 November)

Key word Welsh Context

Seminar Discussing ideas

Lecture 9 (28 November)

Seminar Overview of module content Study Skills and Essay writing

Submit draft to turnit in on moodle

Lecture 10 (5 December)

Seminar and individual tutorials

HAND IN (12 December)

Submit your portfolio essay as a PDF to turnit in on Moodle

Bibliography

Alan Male (2017) *Illustration: A Theoretical and Contextual Perspective* London: Bloomsbury Visual Arts.

Steven Heller and Seymour Chwast (2008) *Illustration: A Visual History* USA: HNA Books.

Philip B Meggs (2006) *Meggs a History of Graphic Design*. USA: John Wiley and son

Peter Barry (2009), *Beginning Theory: An Introduction to Literary and Cultural Theory*, (Sections on Structuralism, Post-structuralism, Deconstruction and reconstruction).

Manchester: Manchester University Press

Michel Foucault (1980), *Power/Knowledge: Selected Interviews and Other Writings, 1972-1977*. USA: Random House USA Inc

Malcolm Gladwell 'Revisionist Histories' (listening) The Tipping Point (pod casts available on different sites.)

Summary

Keywords for Lecture Series:

Art, Illustration, Knowledge, Narrative, Myth, Historical, Contemporary, Makers, Movements.

Key Thinkers/ Theorists:

Michel Foucault, Jacques Derrida, Jean-François Lyotard, Berger, Bachelard, Charles Sanders Peirce, Roland Barthes, Ferdinand de Saussure

CYFLWYNIAD I'R MODIWL

Yn y modiwl Ffyrdd o feddwl (ADAD4018C) Byddwch yn cael eich cyflwyno i elfennau o gelf a dylunio trwy hanes. Byddwn yn archwilio'r iaith weledol a diwylliant ar hyd gwahanol themâu fel sylfaen ar gyfer eich arfer darlunio. Byddwch hefyd yn cael eich cyflwyno i sgiliau astudio, mewn perthynas ag arferion cyd-destunol, ac ar ddiwedd y modiwl byddwch yn cyflwyno eich syniadau datblygol mewn portffolio traethawd 1500-gair

Er mwyn cynnwys eich gwybodaeth o fewn fformat portffolio traethawd 1,500 o eiriau ac i osgoi gwybodaeth arwynebol, dylech fod yn hynod ddetholus yn eich dewis o ymchwil, syniadau ac enghreifftiau. Mae hon yn elfen bwysig iawn o ysgrifennu academaidd - bod yn ddetholus a phenodol.

Bydd y modiwl hwn yn cynnwys semioteg, darlunio o fewn cyd-destun ehangach arfer celf, ac mae wedi'i gynllunio i helpu myfyrwyr i archwilio diddordebau, artistiaid, dylunwyr, a themâu sy'n gysylltiedig ag arfer darlunio. Mae hyn yn ffurfio sylfaen ar gyfer datblygu ymgysylltiad ag arfer darlunio ac astudiaethau academaidd.

TASG

Yn seiliedig ar y gyfres o ddarlithoedd ac mewn trafodaeth â'ch tiwtor, dewiswch thema, artist neu ddarlunydd sy'n ymwneud â'ch diddordebau darlunio. Ysgrifennwch portffolio traethawd 1,500 o eiriau. Cyflwynwch themâu ac ymarferwyr cynradd, awduron a damcaniaethwyr allweddol.

Mae angen rhannu'r portffolio traethawd hwn o ysgrifennu yn 3 adran, ee

- Arfer
- Semioteg
- Artist neu Symudiad

Yn eich Ysgrifennu mae angen cynnwys **gwybodaeth ddamcaniaethol** ee

- Ymchwil o lyfrau, gan gynnwys o leiaf 3 llyfr ynghyd â ffynonellau eraill i gefnogi eich ysgrifennu,
- Damcaniaethwyr - o leiaf 1
- Mewn cyfeiriadau testun
- Llyfryddiaeth
- defnyddio ystod o ddamcaniaethau a ffynonellau beirniadol academaidd
- dadansoddi cynhyrchion neu arferion diwylliannol ac elfennau o ymdrech ddiwylliannol yn eich ysgrifennu
- ymateb i wahanol ddulliau - gallai hyn fod yn ystod o wybodaeth o hanes celf
- cofiwch ddefnyddio confensiynau dyfynnu a chyfeirio priodol.

DEILLIANNAU DYSGU

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

- adnabod a thrafod amrywiaeth o ymagweddau at ddeall elfennau o ymgais diwylliannol a chymhwysio ystod o ddamcaniaethau beirniadol i'w dadansoddiad;
- mynegi a chyfleu eu syniadau drwy gyfeirio at ffynonellau academaidd a defnyddio confensiynau dyfynnu a chyfeirnodol priodol.

DARLITHIAU WYTHNOSOL

Bydd pob darlith yn cynnwys cyflwyno gwybodaeth o hanes Celf, sgiliau astudio a seminar i drafod themâu a gyflwynir.

Darlith 1 (4ydd Hydref)

Geiriau Allweddol Llinell Amser

Llinell amser hanes Celf a dylunio a Chyflwyniad i'r modiwl

Seminar Sut i gael gafael ar Wybodaeth

Darlith 2 (11 Hydref)

Geiriau allweddol Adrodd Storiâu

Ogofâu, Celf tir hynafol, Celf Eifftaidd, Celf Grefyddol, Dadeni, tapestri Bayeux, Artistiaid William Blake, Grayson Perry,

Seminar Cyfeirnod a chyflwyniad i'r llyfrgell gan Emily Howell Llyfrgellydd Pwnc

Darlith 3 (18 Hydref)

Geiriau allweddol Patrwm

Mudiad celf a chrefft, Art Neoveau,

Gwneuthurwyr Mucha, William Morris, Laura Ashley, Ynika Shonebarre

Seminar: Beth yw gweithio yn academiaidd

Darlith 4 (25 Hydref)

Geiriau allweddol Dyfeisiadau,

Teip symudol, gwasg argraffu, digidol

Gwneuthurwyr Guttenberg, DADA, dyfodoliaeth, David Carson

Seminar: Beth yw gweithio yn academiaidd

Ymweliad gan Julia Lockheart cyflwyniad o safbwynt dylunio

Darlith 5 (1 Tachwedd)

Geiriau allweddol - Semioteg

Cyflwyniad i semioteg,

Meddyliwyr/Damcaniaethwyr: Charles Sanders Peirce, Roland Barthes, Ferdinand de Saussure

Seminar edrych ar ddelweddau, gosod tasg ysgrifennu a chynllun traethawd

Darlith 6 (8 Tachwedd)

Wythnos Ddarllen

Myfyrwyr i weithio ar dasg ysgrifennu a chynllun Traethawd

Darlith 7 (15 Tachwedd)

Cyd-destun Cymraeg Moderniaeth ac Ôl-foderniaeth

Trosolwg o foderniaeth ac Ôl-foderniaeth

Seminar Ysgrifennu Traethawd, edrych ar dasg ysgrifennu

Ymweliad Martin Bush cyflwyniad o safbwynt dylunio

Darlith 8 (22 Tachwedd)

Gair allweddol Cyd-destun Cymraeg

Seminar Trafod syniadau

Darlith 9 (29 Tachwedd)

Trosolwg o gynnwys y modiwl Sgiliau Astudio

Seminar ysgrifennu traethodau

Cyflwyno drafft i'w droi i mewn ar moodle.

Darlith 10 (6 Rhagfyr)

Seminar a thiwtorialau unigol.

CYFLWYNO GWAITH YSGRIFENEDIG (13 Rhagfyr)

Cyflwynwch eich traethawd portffolio mewn ffurf PDF

Llyfryddiaeth

Alan Male (2017) *Illustration: A Theoretical and Contextual Perspective* London: Bloomsbury Visual Arts.

Steven Heller and Seymour Chwast (2008) *Illustration: A Visual History* USA: HNA Books.

Philip B Meggs (2006) *Meggs a History of Graphic Design*. USA: John Wiley and son

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Malcolm Gladwell 'Revisionist Histories' (listening) *The Tipping Point* (pod casts available on different sites.)

Crynodeb

Geiriau allweddol y Gyfres Darlithoedd:

Celf, Darlunio, Gwybodaeth, Naratif, Myth, Hanesyddol, Cyfoes, Gwneuthurwyr, Symudiadau.

Meddylwyr / Damcaniaethwyr Allweddol:

Michel Foucault, Jacques Derrida, Jean-François Lyotard, Berger, Bachelard, Charles Sanders Peirce, Roland Barthes, Ferdinand de Saussure