

MODULE HANDBOOK: 2019/2020

SEMESTER 1

MODULE: **Research Methods & Communication**

MODULE CODE: M7X02233

MODULE TUTOR: Dr Marilyn Allen

CONTACT: marilyn.allen1@uwtsd.ac.uk



David Shrigley, *Untitled*, N.D.

Module Rationale – *Research Methods & Communication*

The *Research Methods & Communication* 20 credit module will involve the development of a research proposal and research methodology which will advance your understanding of research methods and their implementation within a range of contexts. The development of visual communication and presentation within your project and research context will extend your critical and creative thinking.

This module is primarily taught through weekly lectures, seminars and tutorials at 09.30am and 2.00pm on Thursdays. Ideas introduced during lectures will examine research contexts and methodologies across many art and design disciplines. One-to-one tutorials are available to support academic research, writing skills and to further develop a contextual understanding of practice and theory.

To complete this module you will need to write an academically referenced 3000 word research proposal, which may, where applicable, be illustrated with visual examples. This will need to be submitted via turn-it-in by **12noon on Thursday 9th January 2020 (Thursday 7th May 2020 for Part-Time students)**. The research proposal will form 60% of the mark for this module with a further 40% given to a presentation of your key research themes. The presentation is to be no longer than 15 minutes and therefore should identify the context and strategy for your proposed research in a clear and concise manner. You may make use of digital software such as PowerPoint and/or adopt a 'performative' approach to the presentation of your research. Presentations/performances will take place on **Thursday 9th January 2020 (Thursday 7th May 2020 for Part-Time students)** and will be an opportunity to share your research with both students and staff.

LECTURE & SEMINAR PROGRAMME

Thursdays - Floor 7 Lecture – 9.30am – 10.30am Seminar/Supervisions - 2.00pm – 3.00pm
Week 1 – 26th September – <i>Introduction to Research Methods and Communication –</i> An introduction to the Module and the Assignment Brief – Marilyn Allen SEMINAR – An introduction to the vocabulary associated with research methods and methodologies - Marilyn Allen
Week 2 – 3rd October – LECTURE - <i>Writing Through Landscape</i> – Catrin Webster SEMINAR – Researching Ethically – Marilyn Allen
Week 3 – 10th October - LECTURE - <i>Writing through the Digital</i> – Marilyn Allen Group student-led seminar
Week 4 – 17th October LECTURE – <i>Writing Through the Lens</i> – Hamish Gane Supervisions
Week 5 – 24th October – LECTURE – <i>Writing Through Textiles</i> – Shellie Holden

Supervisions
Week 6 – 31st October – LECTURE – <u>Writing Through Film</u> - Robert Jones Supervisions
Week 7 – 7th November - LECTURE – <u>Writing Through Affect</u> – Martin Bush Supervisions
Week 8 – 14th November - LECTURE - What is a literature review? Supervisions
Week 9 – 21st November - Lecture – How to write a case study? Supervisions
Week 10 – 28th November – Supervisions
Week 11 – 5th December - Independent Research Week
Week 12 – 12th December - Student-led seminar – formative presentation of research proposals

CHRISTMAS BREAK
Week 12 – 9th January - <i>Research Methods and Communication Assignment submission</i> (3000word Essay and Presentation) ALL DAY

Assignment:

100% Coursework (5000word equivalent)

Assessment Component 1 – 60%

Project Proposal & Research Methodology (3000 words)

Exemplar:

Produce a written proposal for the 120credit *Research Dissertation* or *Research Through Practice* module. This should outline the scope of the research context and the proposed methodology.

Your written proposal should include:

- Background and context of your research project - 500 words
- Aims and objectives for your research project - 500 words
- Proposed methodology for your research project - 500 words
- Annotated Bibliography for your research project - 1000 words which may include between 7-10 key texts
- A consideration of ethical concerns, in response to the taught session and your proposed research project- 500 words

Assessment Component 2 – 40%

A visual and oral communication of the context and strategy for your proposed research.

Exemplar:

Produce a presentation outlining the project context and the methodologies adopted and developed in your written submission such as a 15 min Powerpoint presentation or event communicating key concepts and ideas.

Recommended Reading List

Collins, H., 2010, *Creative Research*, AVA Publishing

Esslinger, H., 2009, *A Fine Line*, Jossey Bass

McCandless, D., 2010, *Information is Beautiful*, Collins

Viscocky O'Grady, J., 2009, *A Designers Research Manual*, Rockport Publishing

Weinschenk, S., 2011, *100 Things Every Designer Needs to Know About People: What Makes Them Tick?* (Voices That Matter), New Riders

Brewer, J., Miller, R., [Eds.], 2003, *The A-Z of Social Research: A Dictionary of Key Social Science Research Concepts*, London: SAGE Publications Ltd.

Denzin, N., Lincoln, Y., [Eds.], 2000, *Handbook of Qualitative Research*, London: SAGE Publications Ltd.

Potter, S., [Ed.], 2006, *Doing Postgraduate Research*, London: SAGE Publications Ltd.

Sullivan, G., 2010, *Art Practice As Research*, London: Sage publications

MODULE CODE:	M7X02233
TITLE:	Research Methods & Communication
DATED:	30/06/2016
LEVEL:	7
CREDITS:	20
JACS CODE:	W231/W240

AIM(S)

- To provide the theoretical and practical knowledge to enable the student to undertake research and develop critical thinking commensurate with the level of study.
- To develop the student's ability to formulate well-informed research strategies and to critically evaluate and interpret theoretical principles and methods for creative research.
- To facilitate the development of the student's research practice in relation to digital communication and industrial awareness.

LEARNING OUTCOMES

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

- critically evaluate and comment upon a range of approaches to creative research in regard to a collaborative or commercial venture;
- deploy systematic research methods appropriate to an organised and discipline specific inquiry;
- critically apply the appropriate digital media/technologies to communicate in an explicit and informative manner to a professional audience;

INDICATIVE CONTENT

- The nature and importance of research in the creative industries
- Research strategies, principles and approaches
- Research ethics and philosophies
- Best practices for advanced 2D|3D visual communication and perception
- Web based social/virtual environments
- Referencing and data exchange management
- Commercial awareness

LEARNING AND TEACHING STRATEGY

The delivery of this module will be via formal lectures, seminars and tutorials, supplemented by a series of master classes, providing a structured workflow pattern to design information. The students will be expected to develop individual strategies in response to their personal philosophy and project direction necessary to drive their research activities. A high priority will be placed on referencing skills throughout the module to emphasise the importance of producing evidence-based research. Students are expected to work autonomously to supplement the taught module through private study and reflective practice, encouraging them to manage their own learning activities.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	30	15%
Independent learning	170	85%
Placement learning	---	---
TOTAL	200	100%

ASSESSMENT

100% Coursework (5000 word equivalent)

Assessment Component 1 – 60%

Project Proposal & Research Methodology (3000 words)

Exemplar:

Produce an individual proposal for a creative venture that outlines the scope of the research context, the proposed methodology and the research tools to be implemented. Critical perspectives on contemporary practice within the field of choice should frame this work.

Assessment Component 2 – 40%

Visual Communication of Project Context and Strategy

Exemplar:

Produce a visual 'poster' presentation of the project context and the creative strategies adopted and developed to explore this design space

Assessment Summary

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

Bibliography

Essential:

Collins, H, (2010) *Creative Research*, AVA Publishing

Esslinger, H, (2009) *A Fine Line*, Jossey Bass

David McCandless, (2010) *Information is Beautiful*, Collins

Viscocky O'Grady, J & K, (2009) *A Designers Research Manual*, Rockport Publishing

Recommended:

Susan Weinschenk, (2011) *100 Things Every Designer Needs to Know About People: What Makes Them Tick?* (Voices That Matter), New Riders; 1st Ed.