

READING LIST

Essential

Apprich C (2013) *Provocative Alloys: A Post-Media Anthology*, Mute, London

Finlay, V (2014) *The Brilliant History of Colour in Art*, Getty Publications, New York

Howells, R & Negreiros, J (2011) *Visual Culture*, Polity Press; 2nd edition, London

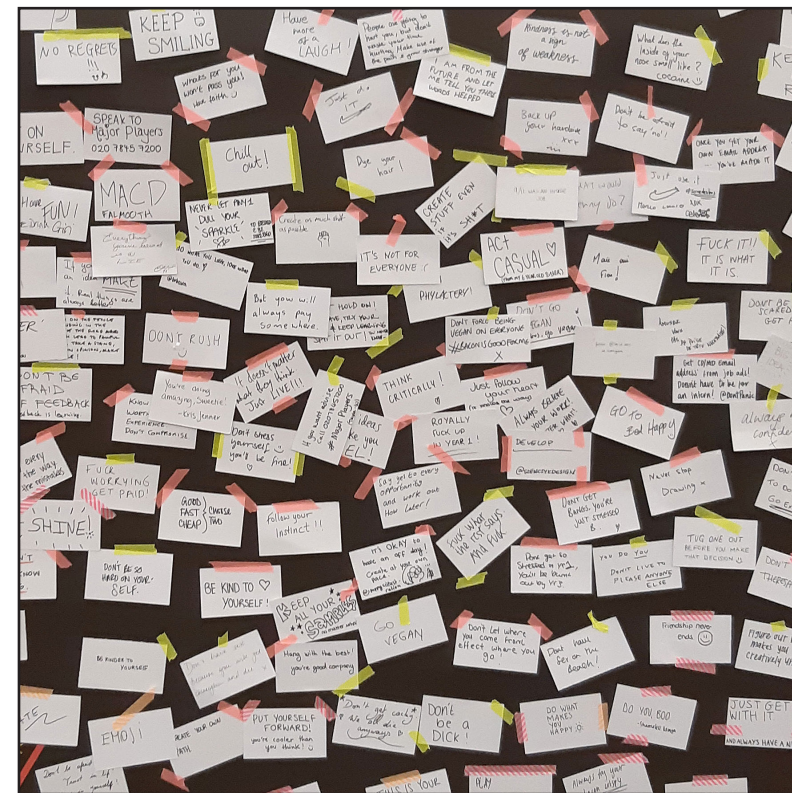
Smith, Keri (2011) *How to be an Explorer of the World*, Penguin, London



Swansea
College *of* Art
Founded 1853

Module Handbook

19/20



M5X01608

LEVEL 5

10 Credits

BA(Hons) MDes Advertising and Brand Design

VISUAL ENQUIRY 1

Martin Bush

Semester 1

Monday 1.30pm - 3.30pm

23.09.19 to 20.01.20

Teaching hours 24	Independent learning hours 76
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MODULE AIMS

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 demonstrate the ability to:

- 1. Evidence a sustained awareness of visual language that informs the student’s chosen discipline.
- 2. 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

ASSESSMENT CRITERIA

Assessment Component 1	Activity type	Percentage
100% (Essay equivalent 2000-2500 words)	Written	-
A portfolio minimum of two components that might refer to various activities appropriate to discipline	Coursework	100%
	Practical	-
	TOTAL	100%

Detailed assessment criteria will be found on the reverse of each project brief.

Feedback

Feedback can be defined in two categories, formative and summative. Formative feedback can be given verbally or written and may take place in group critiques or one-to-one tutorials during the progression of the project and after its conclusion. Summative feedback will be given as written feedback at the end of a module.

The Graphic and Digital Arts Mid Sessional Exam Board takes place week commencing Monday 3rd February 2020. The marks for this module will be submitted to this Board.

Feedback on project assessment will be given to the student within 20 working days of submission.

Please see the course handbook for details of the university policy on attendance and plagiarism.

DELIVERABLES

Practical: Stage 1: Visual Diary or sketchbook or blog, and portfolio of programme relevant outcomes.

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Room
1	23.09.19	Yr 1 Induction. No taught sessions.	1.30pm	ADG01
2	30.10.19	Professional Practice module takes place.	1.30pm	ADG01
3	07.10.19	Introduction to Module. Visual storytelling lecture and brief.	1.30pm	ADG01
4	14.10.19	Visual storytelling tutorials.	1.30pm	ADG01
5	21.10.19	Visual storytelling presentations. Social media campaign brief.	1.30pm	ADG01
6	28.10.19	Social media campaign group critique and individual tutorials.	1.30pm	ADG01
7	04.11.19	Social media campaign results presentation.	1.30pm	ADG01
8	11.11.19	Creative Technology Brief.	1.30pm	ADG01
9	18.11.19	Creative Technology group critique and individual tutorials.	1.30pm	ADG01
10	25.11.19	Creative Technology Presentations.	1.30pm	ADG01
11	02.12.19	3D Visual briefing session.	1.30pm	ADG01
12	09.12.19	3D Visual group critique and individual tutorials.	1.30pm	ADG01
		CHRISTMAS BREAK - 16th December 2019 to 3rd January 2020	-	-
13	06.01.20	3D Visual presentations. Summative Deadline.	1.30pm	ADG01
14	13.01.20	Marking and Assessments.	-	-
15	20.01.20	Marking and Assessments.	-	-

SUMMATIVE DEADLINE

6th JANUARY 2020 at 2.30pm

13.2.3 Extenuating Circumstances Procedures

(1) All claims for extenuating circumstances should be submitted to the Academic Office by the student as soon as possible and must be received by the Academic Office no more than 15 clear working days after the original date for submission of an assessment or the scheduled date of an examination. Claims submitted outside of this timeframe will not be considered unless there is independent evidence to show compelling reasons as to why the claim was not received in a timely manner. All claims must be made using the Extenuating Circumstances Form (Appendix GA1). Claims made by staff or other students on behalf of a student who is not aware of the claim him/herself cannot be accepted.

(2) All claims must be supported by verifiable independent documentary evidence which clearly identifies the extenuating circumstances and their duration. All claims must be accompanied by evidence of the actual date of submission of an assessment in the form of an official submission receipt or confirmation from a member of staff that the assessment has been submitted. Where evidence is awaited, the student must provide an indication of the likely evidence and associated timescale for providing the evidence.

7.5 Assessment Submission

(5)Late submission penalties must be applied to work that is not submitted by the published deadline. Work which is submitted up to 1 week late will be capped at the minimum pass mark for the Level for first attempts and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel (see Chapter 13 of the Academic Handbook).

(6) Work submitted more than 1 week after the submission deadline will be considered as an invalid submission, will not be marked, and must be recorded as a non-submission.