

READING LIST

Essential

Berger, J (2008) *Ways of Seeing*, Penguin Classics, London, (Reprint edition)

Ingledeu, (2011) *A-Z of Visual Ideas: How to Solve any Creative Brief*. Lawrence King

Kemp, M (2015) *Art in History*, Profile Books: London

Gregory, D (2015) *Art Before Breakfast: A Zillion Ways to be More Creative No Matter How Busy You Are*. USA: Published Chronicle Books

Sturken, M & Cartwright, L (2009) *Practices of Looking*, 2nd edition, Oxford U.P., Oxford

Module Handbook

20/21



M4X01602

LEVEL 4

10 Credits

BA(Hons) Creative Advertising

VISUAL STUDIES 1

Caroline Jones

Semester 1

Thursday 2 - 4pm

Teaching hours	Independent learning hours
24	76

MODULE AIMS

To explore and challenge the individual’s responsiveness to visual and perceptual phenomena, appropriate to their chosen discipline.

To provide the opportunity to learn and develop new important skills in making, reflection and analysis.

LEARNING OUTCOMES

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

- 1. Cultivate and express perceptual inquisitiveness
- 2. Generate ideas through discussion with tutors and peer group.

INDICATIVE CONTENT

- Development of observational skills
- Improving skills in visualisation techniques
- Exploration of visual qualities i.e. line, tone, colour, texture, shape
- The analysis of visual and perceptual information
- Practical skills in a range of disciplines
- Introduction to the visualisation of working process through the visual diary, sketchbook or blog

ASSESSMENT CRITERIA

Assessment Component 1	Activity type	Percentage
100% (Essay equivalent 1500-2000 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 Exam Board takes place week commencing 1 February 2021. 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

Coursework: Stage 1: Online submission of digital Visual Diary, sketchbook or blog, and digital portfolio of programme relevant outcomes as directed from weekly sessions with tutor.

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Room
1	24.09.20	Induction week	2-4pm	AD602
2	1.10	Intro to module / software / hand out brief		
3	8.10	Illustrator task		
4	15.10	Illustrator task		
5	22.10	Illustrator task		
6	29.10	Workshop / Task		
7	5.10	Workshop / Task		
8	12.11	Workshop / Task		
9	19.11	Workshop / Task – Competition brief		
10	26.11	Workshop / Task		
11	3.12	Workshop / Task		
12	10.12	Visual Diary tutorials / formative feedback		
		CHRISTMAS BREAK		
13	7.01.20	Summative deadline		
14	14.01	Assessment no lecture		
15	21.01	Assessment and feedback		

SUMMATIVE DEADLINE 7th JANUARY 2021

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.