

READING LIST

Essential

Edwards, S and Wood, P (eds) (2013) *Art & Visual Culture 1850 - 2010: Modernity to Globalisation*, Tate Publishing: London

Hugill, A (2015) *Pataphysics: A Useless Guide*, MIT press

Mirzoeff, N (2012) *The Visual Culture Reader* London: Routledge

Osborne, P (2013) *Anywhere Or Not At All: The Philosophy of Contemporary Art*, Verso Books: London

Parkinson, G (2008) *Surrealism, Art, and Modern Science: Relativity, Quantum Mechanics, Epistemology*, Yale University Press



Swansea
College *of* Art
Founded 1853

Module Handbook

20/21



M4X01603

LEVEL 4

10 Credits

BA(Hons) Creative Advertising

VISUAL STUDIES 2

Caroline Jones

Semester 2

Thursday 2.00 - 4.00pm

Teaching hours	Independent learning hours
24	76

MODULE AIMS

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

To provide the opportunity to broaden the context and application of the individual’s practice.

LEARNING OUTCOMES

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

- 1. Enhance practical and/or technical skills in selected mediums
- 2. Broaden the context and application of their individual practice

INDICATIVE CONTENT

- Interpretation and development of observational skills
- Further exploration of visual qualities i.e. line, tone, colour, texture, shape
- Implementation of research and application skills in relation to subject area
- The analysis and synthesis of visual and perceptual information
- Development of the visualisation of working process through the visual diary or sketchbook or blog
- Critique as evaluation of working processes

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.

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 2: Digital Visual Diary /sketchbook/blog and Portfolio of programme relevant outcomes.

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Online or Rm AD602
1	28.01.21	intro to module, feedback	2pm	
2	04.02	visual diary task/development		
3	11.02	visual diary task/development		
4	18.02	visual diary task/development		
5	25.02	visual diary task/development		
6	04.03	visual diary task/development		
7	11.03	visual diary task/development		
8	18.03	visual diary task/development		
9	25.03	visual diary task/development		
		EASTER BREAK 3 weeks		
10	22.04	visual diary task/development		
11	29.04	visual diary 1to1 tutorials		
12	06.05	SUMMATIVE DEADLINE		
13	13.05	assessment and feedback		
14	20.05	assessment and feedback		
15	27.05	assessment and feedback		

SUMMATIVE DEADLINE 6th May 2021

Extenuating Circumstances

13.2.1 (1) A student who believes that his/her performance in, or ability to complete, an assessment has been adversely affected by extenuating circumstances, may request that those circumstances are taken into account by the university when determining the outcome of the assessment. You will need to do this by completeing the GA1 form available through the university website and student portal.

If you intend applying for extenuating circumstances it is important that you appply after the summative deadline and no later than 10 working days after the submission deadline. You will need evidence of your extenuating circumstances to be submitted with the GA1 form.

Late Submissions

7.5 (5) Late submission penalties must be applied to work that is not submitted by the published deadline as follows:

(i) up to four weeks late: maximum mark of 40% for first attempts; 0% for reassessment. These penalties may be lifted only with the approval of the Extenuating Circumstances Panel.

(6) Work cannot be accepted more than four weeks after the submission deadline and must be recorded as a non submission.