BA (Hons) Visual Communication

Module Descriptors

July 2008
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<td>Final Major Project</td>
<td>70</td>
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</table>
Module Title: Visual Exploration

Module Code: OUVC101
Module Credits: 20

Level: 1
Term(s) in which taught: Autumn

Name of Module Leader: Sharon Hooper

Module Aims
To introduce basic visual language, materials, processes and skills of digital / lens-based media and image making. To explore a range of appropriate research methods and processes in gathering visual materials and information.

To introduce practical and conceptual skills involved in the visual presentation and communication of ideas through the form of a book.

To introduce and investigate collaborative group work processes and approaches.

Degree Programmes for which the module is intended:

Compulsory module for:
BA (Hons) Visual Communication

Optional module for:

Elective Module?

Pre-requisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)

Co-requisite Modules:
None
Learning Outcomes

At the end of this module you will have the ability to:

- Identify, apply and evaluate a range of appropriate research methods and processes in gathering visual materials and information;
- Demonstrate a familiarity with visual communication’s basic processes, visual language, materials and practical competencies;
- Use basic visual language, technical qualities and conceptual understanding to visually communicate responses to the brief;
- Work independently and in groups and within relevant health and safety requirements.

Indicative Content

Please give a brief concise outline of the Module.

This module will introduce students to a range of visual practices, techniques, workshop facilities, equipment & software. Students are asked to identify and explore a subject from the city of Leeds via a process of research-led visual documentation. Students are required to communicate their findings to peers and staff through a bound-book of their photographs, illustrations, drawings and typography.

Workshops will focus on visual means of gathering information, such as lens-based digital media, photography and drawing, while subsequent workshops will deal with presenting their findings through the form of a book. Workshops will provide students with basic visual competence in typography and page layout; scanning and image correction; digital printing, printmaking and book-binding. Elements of the research process will involve collaborative and collective working methods and students will be introduced to the issues surrounding group work.
**Total study hours for module**
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

200

**Teaching Methods**
A variety of methods will be used to deliver the module.

Lectures and Screenings to introduce the context, aims and content of the module. 
Practical Classes and Workshops to introduce students to resources, workshops and to develop research skills and visual experimentation. 
Site visits to explore research, reportage and documentation. 
Individual Tutorials to provide formative feedback. 
Critiques to provide formative feedback and to encourage dialogue amongst peers and tutors.

**Private Study Time**

<table>
<thead>
<tr>
<th>How spent</th>
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</thead>
<tbody>
<tr>
<td>Reading from lectures</td>
</tr>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Rationale</td>
</tr>
<tr>
<td>Project Work</td>
</tr>
<tr>
<td>Project Management &amp; Evaluation</td>
</tr>
</tbody>
</table>

**Monitoring of progress**

<table>
<thead>
<tr>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interim Critique</td>
</tr>
<tr>
<td>Final Critique</td>
</tr>
</tbody>
</table>

**Assessment**

<table>
<thead>
<tr>
<th>Folio of work including: research folder. Rationale, Idea development and rough work. 60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Visual Presentation and evaluation. 40%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential reading selected from the following:


Atherton, N & Crabb, S (2006) A to Z of digital photography, people and portraits AVA, South Africa


Recommended


# Module Descriptor

## Module Title
What is Visual Communication?

## Module Code
OUVC102

## Module Credits
10

## Level:
1

## Term(s) in which taught:
Autumn

## Name of Module Leader
David Collins

### Module Aims

To introduce a critical and contextual awareness of visual communication’s underlying concepts, principles and processes, including an understanding of semiotics, problem solving, narrative and documentary structures.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
<th>BA (Hons) Visual Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional module for:</td>
<td></td>
</tr>
</tbody>
</table>

### Elective Module?
No

### Pre-requisite Qualifications:

Standard Entry Requirements

### Co-requisite Modules:

None

### This module replaces:
(if applicable)

N/A

### This module is mutually exclusive with:
N/A
Learning Outcomes

At the end of this module you will have the ability to:

- Demonstrate a critical and contextual awareness of visual communication's underlying concepts, principles and processes; (critical analysis)

- Articulate a structured and coherent simple interpretation and evaluation of visual communication's underlying concepts, principles and processes in relation to a range of communication issues; (problem solving)

- Employ communication technologies to effectively communicate analysis and interpretation of research undertaken; (research)

Indicative Content

Please give a brief concise outline of the Module.

Through lectures, presentations and seminars students will be presented with approaches to visual communication such as reporting, storytelling, persuasion and problem solving. An introduction to semiotics, problem solving, advertising, interactivity and narrative will provide a critical framework for students to develop a questioning approach to their own practice as communicators in the other core modules.

Students will present their findings using appropriate communication and information technology as well as in written and oral form. Students will utilise the underlying principles of visual communication to inform their practice in the Communication Technology 1 & Design for Audiences modules and in the development of their self-directed brief in the Major Project module.
### Total study hours for module
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

| 100 |

### Teaching Methods
A variety of methods will be used to deliver the module.

- **Lectures** to introduce the context, aims and content of the module.
- **Seminars** to discuss and debate issues arising from the lectures.
- **Individual Tutorials** to provide formative feedback.
- **Workshops** to develop presentation skills.
- **Presentation** to present findings to staff and peers.

### Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading for Lectures</td>
</tr>
<tr>
<td>Writing up workshops</td>
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<tr>
<td>Seminar Preparation</td>
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</tbody>
</table>

### Monitoring of progress

<table>
<thead>
<tr>
<th>Seminar</th>
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<tbody>
<tr>
<td>Workshop</td>
</tr>
<tr>
<td>Tutorial</td>
</tr>
</tbody>
</table>

### Assessment

1. 10-15 minute (1,500-2,000 word) seminar presentation with supporting visual material  
   70%
2. Written summary/evaluation of workshops  
   30%
Bibliography:

Essential reading selected from the following:


Recommended


**Module Title**  
Communication Technology 1

**Module Code**  
OUVC103

**Module Credits**  
20

**Level:**  
1

**Terms (s) in which taught:**  
Spring

**Name of Module Leader**  
Sharon Hooper / Samantha Jones

### Module Aims
To introduce, investigate and employ the basic concepts, techniques and processes of interactivity, narrative structure and communication. To explore a range of communication technology and to evaluate the relationships between them.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
<th>Optional module for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Visual Communication</td>
<td>Elective Module?</td>
</tr>
</tbody>
</table>

### Pre-requisite Qualifications:
(eg 'A' level background  
Attendance at a previous module)
Standard Entry Requirements

### Co-requisite Modules:
None

### This module replaces:  
(if applicable)

### This module is mutually exclusive with:
Learning Outcomes

At the end of this module you will have the ability to:

- Select, test and evaluate the basic concepts, techniques and processes of interactivity, narrative and communication; (problem analysis)

- Demonstrate the ability to employ a range of communication technologies and to evaluate the relationships between them; (critical awareness)

- Investigate, select and apply the basic practical competencies and techniques of communication technologies, presenting work to audiences in a range of situations; (technical competence)

- Communicate a structured and coherent demonstration of the development of research, process and ideas into finished outcomes; (Visual Quality)

Indicative Content

Please give a brief concise outline of the Module.

Students will undertake a creative exploration of communication technology with an emphasis on interaction and narrative. Workshops will provide an introduction to video, audio and animation equipment, processes and software; DVD authoring and basic web design skills.

Drawing on the underlying principles and concepts of visual communication established in the What is Visual Communication module, students will be asked to undertake a project that explores narrative and interaction through the production of an animatic. Students will then produce finished work that utilises at least two skills areas from, video, animation, DVD authoring or web design.
**Total study hours for module**  
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)  

| 200 |

**Teaching Methods**  
A variety of methods will be used to deliver the module  

| Lectures and screening to introduce the context, aims and content of the module.  
Individual Tutorials to provide formative feedback.  
Workshops to introduce and develop video, audio, animation, DVD authoring and basic web design skills.  
Practical studio sessions to develop skills and experimentation with communication technologies and the development of narrative.  
Critiques to provide formative feedback and to develop atmosphere of critical dialogue amongst peers. |

**Private Study Time**  
How spent  

| Reading from lectures  
Research  
Rationale  
Project Work  
Project Management & Evaluation |

**Monitoring of progress**  

| Individual tutorial  
Rationale  
Interim Critique  
Final Critique |

**Assessment**  

| Folio of work including: research folder  
Rationale, Idea development and rough work  
60%  

Finished project and evaluation  
40% |
Bibliography:

**Essential reading selected from the following:**


**Recommended**


Giordan, D (2005) *How to use adobe photoshop CS2*. Indianapolis, Sams


**Recommended Journals**

*Cinefex*, Riverside, LA, Don Shay

*Mute: Politics and Culture after the Net*, London, Open Mute

*Sight & Sound*, London, BFI
### Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Design for Audiences</th>
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<tbody>
<tr>
<td>Module Code</td>
<td>OUVC104</td>
</tr>
<tr>
<td>Module Credits</td>
<td>20</td>
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<tr>
<td>Level</td>
<td>1</td>
</tr>
<tr>
<td>Term(s) in which taught</td>
<td>Spring</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Graham Tansley</td>
</tr>
</tbody>
</table>

#### Module Aims

To introduce and explore practical and conceptual approaches to the process of identifying and resolving communication issues and problems, exploring the creative generation of ideas, concepts and visual outcomes in order to communicate to intended audiences.

#### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
<th>BA (Hons) Visual Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional module for:</td>
<td></td>
</tr>
<tr>
<td>Elective Module?</td>
<td>No</td>
</tr>
</tbody>
</table>

#### Pre-requisite Qualifications:

(eg 'A' level background Attendance at a previous module)

<table>
<thead>
<tr>
<th>Standard Entry Requirements</th>
</tr>
</thead>
</table>

#### Co-requisite Modules:

None

This module replaces:

(if applicable)

This module is mutually exclusive with:

N/A
Learning Outcomes

At the end of this module you will have the ability to:

- Demonstrate an ability to select, test and evaluate appropriate approaches in dealing with communication issues; (problem solving)

- Demonstrate the ability to generate ideas, concepts and visual outcomes in order to creatively respond to communication issues; (innovation)

- Select, test and use appropriate visual language, materials, processes and skills in order to visually communicate to an intended audience; (Visual Quality / technical competence)

- Work independently and in groups, setting goals, meeting deadlines and using information technology to effectively communicate intention, progress and evaluation. (professionalism)

Indicative Content

Please give a brief concise outline of the Module.

Using the underlying communication processes and principles established in the What is Visual Communication module, students are asked to demonstrate their ability to identify, analyse and address communication issues to an intended audience.

Lectures, presentations and seminars will explore case studies of problem solving and effective communication design, while workshops will support students in selecting and utilising appropriate processes, principles and media to produce solutions to an audience focused brief. An introduction to information technology and presentation software will provide an opportunity to present their intentions, analysis, working process, ideas development and evaluation.
<table>
<thead>
<tr>
<th><strong>Total study hours for module</strong></th>
<th>200</th>
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</thead>
<tbody>
<tr>
<td>(UGs = 100 hrs per 10 credits</td>
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<tr>
<td>PGs = 100 hrs per 10 credits)</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Teaching Methods</strong></th>
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</thead>
<tbody>
<tr>
<td>A variety of methods</td>
<td>Lectures to introduce the context, aims and content of the module.</td>
</tr>
<tr>
<td>will be used to</td>
<td>Seminar to discuss content of lectures.</td>
</tr>
<tr>
<td>deliver the module.</td>
<td>Individual Tutorials to provide formative feedback.</td>
</tr>
<tr>
<td></td>
<td>Practical studio sessions to develop skills and experimentation in applying appropriate processes, principles and media to projects.</td>
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<tr>
<td></td>
<td>Critiques to provide formative feedback and to develop an atmosphere of critical dialogue amongst peers.</td>
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<table>
<thead>
<tr>
<th><strong>Private Study Time</strong></th>
<th></th>
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<tbody>
<tr>
<td>How spent</td>
<td></td>
</tr>
<tr>
<td>Reading from lectures</td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td></td>
</tr>
<tr>
<td>Rationale</td>
<td></td>
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<tr>
<td>Project Work</td>
<td></td>
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<tr>
<td>Project Management &amp;</td>
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<tr>
<td>Evaluation</td>
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<table>
<thead>
<tr>
<th><strong>Monitoring of progress</strong></th>
<th></th>
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<tbody>
<tr>
<td>Individual tutorial</td>
<td></td>
</tr>
<tr>
<td>Rationale</td>
<td></td>
</tr>
<tr>
<td>Interim Critique</td>
<td></td>
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<tr>
<td>Final Critique</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th><strong>Assessment</strong></th>
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<tbody>
<tr>
<td>Folio of work including: research folder, rationale, Idea development and rough work.</td>
<td>60%</td>
</tr>
<tr>
<td>Finished project and evaluation.</td>
<td>40%</td>
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</table>
Bibliography

Essential reading selected from the following:


Recommended


Recommended Journals

Adbusters, The Media Foundation, Vancouver

A.N. Newcastle-upon-Tyne, Artist in Formation Company

Baseline, Kent, Bradbourne Publishing

Creative Review, London, Centaur Communications Ltd

The Designer Journal, Aldershot, Ashgate Publishing Ltd

Design Week, London, Morag Arman-Addey


Mute: Politics and Culture after the Net, London, Open Mute

Public Art Journal, Devon, Public Art Forum

Third Text, London, Routledge

Visible Language, Rhode Island, Sharon Helmer Poggenpohl

Visual Culture in Britain, London, Ashgate Publishing
### Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Major Project</th>
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<tr>
<td>Module Code</td>
<td>OUVC105</td>
</tr>
<tr>
<td>Module Credits</td>
<td>20</td>
</tr>
<tr>
<td>Level:</td>
<td>1</td>
</tr>
<tr>
<td>Terms(s) in which taught:</td>
<td>Summer</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Sharon Hooper</td>
</tr>
</tbody>
</table>

#### Module Aims

To undertake independent study that responds to identified personal strengths and weaknesses, in relation to practical and conceptual skills, by choosing Image, Interactivity or Moving Image.

To demonstrate a familiarity with the basic visual language, processes, materials and practical competencies of Image, Graphics, Interactivity or Moving Image. Visually communicating a coherent development of ideas and finished outcomes, and an awareness of contemporary visual communication practice.

#### Degree Programmes for which the module is intended:

**Compulsory module for:**

- BA (Hons) Visual Communication

**Optional module for:**

**Elective Module?** No

#### Pre-requisite Qualifications:

(e.g., 'A' level background Attendance at a previous module)

**Standard Entry Requirements**

#### Co-requisite Modules:

None

#### This module replaces:

(if applicable)
**Learning Outcomes**

At the end of this module you will have the ability to:

- Demonstrate the ability to generate ideas, concepts and visual outcomes in order to visually communicate results of their work; (visual quality)

- Use basic visual language, processes, materials and practical competencies of visual communication, from a choice of image, graphics, interactivity or moving image; (technical competence)

- Present a coherent development of their ideas through to finished outcomes, demonstrating an awareness of contemporary visual communication practice; (innovation)

- Undertake independent study that responds to identified personal strengths and weaknesses. (Professionalism)

**Indicative Content**

Please give a brief concise outline of the Module.

This module will develop students understanding of visual practices, techniques, equipment & software in one of four skills area. Students will be able to choose from Image (illustration & photography); Graphics (typography & graphic design); Interactivity (web design & new media) or Moving Image (video & animation).

Workshops, seminars and tutorials will support students in developing a skills base in their chosen area while typography will be delivered across all choices. Tutorials will encourage students to develop their own approach to visual communication through a range of processes and techniques in response to a self initiated brief within their selected area.
**Total study hours for module**
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

| 200 |

**Teaching Methods**
A variety of methods will be used to deliver the module.

| **Lectures** to introduce the context, aims and content of the module. |
| **Seminar** to discuss content of lectures. |
| **Individual Tutorials** to provide formative feedback. |
| **Practical studio sessions** to develop skills and experimentation in applying appropriate processes, principles and media to projects. |
| **Critiques** to provide formative feedback and to develop an atmosphere of critical dialogue amongst peers. |

**Private Study Time**

| **How spent** |
| Reading and preparation for lectures & seminars. |
| Preparation and research for practical workshops. |
| Project development and production Documentation and evaluation. |

**Monitoring of progress**

| |
| Individual tutorials. |
| Rationales. |
| Interim Critique. |
| Final Critique. |

**Assessment**

| Folio of development work including: Rationale, prototypes, experimentation, development of ideas, evaluation. | 40% |
| Typographic workbook, including research & experimentation. | 20% |
| Finished project. | 40% |

**Bibliography:**

**Essential selected reading from the following:**


**Recommended**


Giordan, D (2005) *How to use adobe photoshop CS2*. Indianapolis, Sams


**Recommended Journals**

*Adbusters*, The Media Foundation, Vancouver

*A.N. Newcastle-upon-Tyne, Artist in Formation Company

*Art Review*, London, Art Review

*Baseline*, Kent, Bradbourne Publishing

*Cinefex*, Riverside, LA, Don Shay

Creative Review, London, Centaur Communications Ltd

*Design Week*, London, Morag Arman-Addey


*Journal of Design History*, Oxford, Oxford University Press

*Mute: Politics and Culture after the Net*, London, Open Mute

*Print*, New York, Howard Cadel

*Sight & Sound*, London, BFI

*Visual Culture in Britain*, London, Ashgate Publishing
# Module Descriptor

**Module Title**  
Personal and Professional Development 1

**Module Code**  
OUPD101

**Module Credits**  
10

**Level:**  
1

**Term(s) in which taught:**  
Autumn, Spring & Summer

**Name of Module Leader**  
Christian Lloyd

## Module Aims

The module encourages students to take responsibility for development of their own practice. Students will research, produce and reflect on work that relates to their own interests and needs as a developing practitioner and communicate the outcomes of this reflection to staff and peers.

## Degree Programmes for which the module is intended:

**Compulsory module for:**
- BA (Hons) Fashion
- BA (Hons) Visual Communication
- BA (Hons) Printed and Surface Textiles
- BA (Hons) Three Dimensional Design (Furniture)
- BA (Hons) Interior Architecture and Design
- BA (Hons) Art & Design (Interdisciplinary)
- FD Creative Advertising
- FD Furniture Making

**Optional module for:**
- NA

**Elective Module?**
- NA

## Pre-requisite Qualifications:

(e.g., 'A' level background  
Attendance at a previous module)
- Standard Entry Requirements

## Co-requisite Modules:
- None
This module replaces:
(if applicable) N/A

This module is mutually exclusive with:
N/A

Learning Outcomes

At the end of the module students will have the ability to:

Appreciate their strengths and weaknesses as learners;
Develop an ongoing personal and professional skills profile and action plan for further development at level 2;
Identify and report on their personal development with reference to contemporary practice and/or historical influences and how these influence their work;
Use oral and visual presentation skills effectively to communicate to staff and peers.

Indicative Content

Please give a brief concise outline of the Module.

Students will be introduced to the format and techniques to compile an extensive Personal Development Portfolio (PDP) which will include a personal development report and other evidence which enable them to reflect on their learning throughout the first year of their course and analyse how this informs their personal interest and emerging style. Facilitated through seminars with staff / peers and tutorials students will develop an understanding of their strengths and weaknesses, the interconnectivity between different modules on the course and develop skill to present themselves orally, visually and in writing to a defined internal and/or external audience.
**Total study hours for module**
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

100

**Teaching Methods**
A variety of methods will be used to deliver the module.

- Lectures to introduce presentation and study skills.
- Group Tutorials to share ideas with peers and develop communication skill.
- Individual Tutorials to monitor and guide student progress.
- Seminar Presentations to staff and peer group.

**Private Study Time**

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Preparation development report</td>
</tr>
<tr>
<td>Preparation for seminars</td>
</tr>
</tbody>
</table>

**Monitoring of progress**

<table>
<thead>
<tr>
<th>Individual tutorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student self evaluation</td>
</tr>
<tr>
<td>Skills profile</td>
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</table>

**Assessment**

<table>
<thead>
<tr>
<th>Personal Development Portfolio</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Bibliography:**
An individual selection of book/journals and web based research to support a particular line of enquiry and research.
Module Title: CRITICAL STUDIES

Module Code: OUSS 106

Module Credits: 10

Level: 1

Semester(s) in which taught: 1 & 2

Name of Module Leader: Ian Neal

Module Aims
To introduce and develop the skills required for conceptual and critical thinking within art and design. The module will enable students to develop and use study skills to communicate their growing understanding of cultural, historical, social, political, technological, and other appropriate art and design contexts.

Degree Programmes for which the module is intended:
Compulsory module for:
- BA (Hons) Printed Textiles/Surface Pattern
- BA (Hons) Fashion and Clothing
- BA (Hons) Visual Communication
- BA (Hons) Interior Design
- BA (Hons) Art and Design (Interdisciplinary)
- BA (Hons) Furniture
- BA (Hons) Fine Art
- BA (Hons) Graphic Design
- FD Design for Digital Media
- FD Photography
- FD Advertising
- FD Furniture Making

Optional module for:
Elective Module?

Pre-requisite Qualifications
(e.g., 'A' level background
Attendance at a previous module)

Standard entry requirements
Learning outcomes

At the end of this module you will have the ability to:

- Critically evaluate works of art, design and/or media through consideration of image, object, context, process and text (Critical Awareness)
- Develop an understanding of artistic, cultural, historical, technological, social, political and other appropriate contexts, relevant to the subject discipline (Comprehension)
- Undertake research in order to develop an understanding and subject contextualisation of the writings and works of others (Research)
- Communicate effectively in oral and written forms, thus demonstrating effective time management, organisational skills and professionalism (Communication)

Indicative Content

Please give a brief concise outline of the Module.

This module provides an introduction to the critical and historical background to art, design and visual culture relevant to the subject discipline. The module comprises of a lecture and seminar programme which is supplemented by tutorials and students’ independent studies.

The lecture and seminar programme will introduce the student to a variety of images and texts which may provide sources for further investigation in their own practice. Students will be encouraged to work independently and employ a variety of study skills which will assist in the production of written work and an oral presentation as required by briefs.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

Teaching Methods
A variety of methods will be used to deliver the module

Lectures to introduce the main concepts and contexts, as well as to show examples of the work of selected artists and designers.

Seminars to deepen the group understanding of concepts introduced and improve verbal communication skills using debate and argument.

Tutorials to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student's individual subject area.

Private Study Time

How spent

Preparatory reading.
Seminar development.
Essay development.
Working on a critical Diary.

Monitoring of progress

Essay/ seminar progress tutorials.
Seminar presentation on work in progress.

Assessment

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay (1500 words)</td>
<td>50 %</td>
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<tr>
<td>Oral presentation</td>
<td>30 %</td>
</tr>
<tr>
<td>Critical Diary</td>
<td>20 %</td>
</tr>
</tbody>
</table>
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Visual Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUVC201</td>
</tr>
<tr>
<td>Module Credits</td>
<td>20</td>
</tr>
<tr>
<td>Level</td>
<td>2</td>
</tr>
<tr>
<td>Term(s) in which taught:</td>
<td>Autumn</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Nick Cass</td>
</tr>
</tbody>
</table>

### Module Aims

To develop practical and technical skills in relation to book design, multi-media or moving image production that effectively communicates responses to the brief to an audience within an exhibition context. To introduce the concepts and critical discourses in relation to visual communications underlying principles relating to issues of narrative, curatorship and audience. Explore a range of methods of research, enquiry and content generation to develop critically engaging and innovative visual communications of a high quality.

### Degree Programmes for which the module is intended:

- **Compulsory module for:**
  - BA (Hons) Visual Communication

- **Optional module for:**

- **Elective Module?** No

### Pre-requisite Qualifications:

(e.g., 'A' level background Attendance at a previous module)

- Standard Entry Requirements

### Co-requisite Modules:

- None

### This module replaces:

(if applicable)

- N/A

### This module is mutually exclusive with:

- N/A
Learning Outcomes

At the end of this module you will have the ability to:

- Demonstrate a broad understanding of concepts and critical discourses in relation to issues of narrative, curatorship and audience;

- Select, use and evaluate a range of methods of research, enquiry and content generation;

- Demonstrate a broad understanding of concepts, materials, process and skills in relation to book design, multi-media or moving image production;

- Effectively communicate response to brief through book design, multi-media or moving image production and within the context of an audience;

- Study independently, setting goals and managing own workload effectively to meet deadlines.

Indicative Content

Please give a brief concise outline of the Module.

This module builds on the exploration of visual communications underlying concepts and principles of narrative and reportage developed at level one through the Visual Exploration and What is Visual Communication modules. Students will consider the authorship, design and production of a narrative in the context of book design, multi-media or moving image production.

Through reading workshops, seminars and presentations they will deal with concepts of collecting, reportage, curatorship, authorship, narrative and sequencing. Students will critically and creatively investigate what constitutes the form and of a narrative in a paper based, multimedia or moving image context. Workshop sessions will provide the necessary skills to undertake a choice of paper based, video or interactive media book production. The module encourages students to produce self-contained visual communications of a high standard of content, technical competence and visual quality. An exhibition at the end of the module will place the work within an audience context.
### Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

| 200 hrs |

### Teaching Methods
A variety of methods will be used to deliver the module.

| Lectures and Briefings to introduce the context, aims and content of the module.
| Seminar to discuss content of lectures.
| Individual Tutorials to provide formative feedback.
| Practical Classes and Workshops to introduce students to resources, workshops and to develop research skills and visual experimentation.
| Critiques to provide formative feedback and to encourage dialogue amongst peers. |

### Private Study Time

| How spent |
| Research per lecture/briefing. |
| Reading for seminars. |
| Research for practical classes. |
| Project development and production. |
| Documentation and evaluation. |

### Monitoring of progress

| Seminar contributions. |
| Individual tutorials. |
| Group tutorials. |
| Interim critique. |
| Final critique. |
| Self evaluation. |

### Assessment

| Folio of development work, including: Rationale, critical readings, research, prototypes, experimentation, development of ideas and evaluation. |
| Finished book for exhibition. (paper based, interactive or moving image) |
| 50% |
| 50% |
Bibliography:

Essential reading selected from the following:


Recommended


Recommended Journals

Adbusters, The Media Foundation, Vancouver
A.N. Newcastle-upon-Tyne, Artist in Formation Company
Art Review, London, Art Review
Baseline, Kent, Bradbourne Publishing
Contemporary, London, Brian Muller
Cinefex, Riverside, LA, Don Shay
Creative Review, London, Centaur Communications Ltd
The Designer Journal, Aldershot, Ashgate Publishing Ltd
Design Week, London, Morag Arman-Addey
Mute: Politics and Culture after the Net, London, Open Mute
Print, New York, Howard Cadel
Public Art Journal, Devon, Public Art Forum
Sight & Sound, London, BFI
Third Text, London, Routledge
Visible Language, Rhode Island, Sharon Helmer Poggenpohl
Visual Culture in Britain, London, Ashgate Publishing
# Module Descriptor

**Module Title**: Send & Receive  
**Module Code**: OUVC202  
**Module Credits**: 10  
**Level**: 2  
**Terms(s) in which taught**: Autumn  
**Name of Module Leader**: Nick Cass

## Module Aims

To explore underlying concepts, processes and critical discourses in current professional practice and community settings in order to establish a broader understanding of their relationship within it.

To develop research, conceptual and analytical skills in order to identify and articulate relevant communication issues, problems and needs, taking account of the role of the viewer in creating meaning.

To introduce the necessary communication skills to effectively interact with others within the boundaries of professional and community collaboration, negotiation and dialogue.

## Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
<th>BA (Hons) Visual Communication</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Optional module for:</th>
</tr>
</thead>
</table>

| Elective Module? | No |

## Pre-requisite Qualifications:

(e.g., 'A' level background  
Attendance at a previous module)  

| Standard Entry Requirements |

## Co-requisite Modules:

| None |
Learning Outcomes

At the end of this module you will have the ability to:

- Select, analyse and evaluate appropriate concepts and critical discourses, in order to establish a broader understanding of their relationship to current visual communication practice (critical awareness)
- Demonstrate conceptual and analytical skills in order to identify and articulate relevant communication issues, problems and needs; taking account of the role of the viewer in creating meaning; (problem analysis)
- Appreciate and use key methods of research, analysis and enquiry, critically evaluating the appropriateness of these methods; (research)
- Demonstrate the necessary skills to effectively interact with others within the boundaries of professional collaboration, negotiation and dialogue. (professionalism)

Indicative Content

Please give a brief concise outline of the Module.

This module encourages students to examine their role as visual communicators, exploring underlying concepts, principles and processes in commercial and/or community contexts. Through lecturers, reading workshops and tutorials students will critically investigate their own working practices in relationship to case studies, community contexts and current professional practice questioning issues around process, ethics, collaboration, generation of meaning and authorship. Students will undertake case studies by analysing an appropriate communication context and presenting their findings through a written evaluation and presentation.
Total study hours for module  
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

100

Teaching Methods
A variety of methods will be used to deliver the module.

Lectures and Screenings to introduce the context, aims and content of the module.  
Seminar to discuss content of lectures.  
Group Tutorials to provide formative feedback and to encourage dialogue amongst peers and tutors.  
Individual Tutorials to provide formative feedback.  
Presentation to present findings to staff and peers.

Private Study Time
How spent
Research for lectures/briefing
Reading for seminars
Project research and development
Presentation preparation and evaluation

Monitoring of progress
Seminar contributions
Group tutorials
Individual tutorials
Self evaluation

Assessment
Presentation 50%
Written report and evaluation (1000 words) 50%

Bibliography
Essential reading selected from the following:


Recommended


Module Title: Communication Technology 2
Module Code: OUVC203
Module Credits: 20
Level: 2
Terms(s) in which taught: Spring
Name of Module Leader: Samantha Jones

Module Aims
To appreciate and employ key methods of research, ideas development and production in a communication technology context, and critically evaluate the appropriateness of these methods.

To demonstrate a broad understanding and appreciation of the concepts, practical competencies and processes of visual communication technology in order to effectively engage with the notions of debate and social engagement.

Degree Programmes for which the module is intended:
Compulsory module for:
BA (Hons) Visual Communication

Optional module for:

Elective Module? No

Pre-requisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)
Standard Entry Requirements

Co-requisite Modules:
None

This module replaces:
(if applicable)
N/A
Learning Outcomes

At the end of this module you will have the ability to:

- Appreciate and employ key methods of research, ideas development and production in a communication technology context, and critically evaluate the appropriateness of these methods;

- Demonstrate a broad understanding of the concepts and practical competencies of visual communication technology to effectively communicate;

- Select, analyse and make appropriate use of materials, processes, environments, and information, using a range of techniques;

- Study independently, identifying personal strengths and needs, setting goals and managing own workload effectively to meet deadlines.

Indicative Content

Please give a brief concise outline of the Module.

Students are encouraged to explore the impact of new technologies in a mass communication context. Lectures, seminars and tutorials will present recent technological developments and trends, with students being asked to explore the impact of these developments in relation to their visual communication practice.

Workshops will provide an introduction to design for print and publishing; broadcast moving image for TV and internet; DVD authoring and Web 2 software. Students will be required to undertake a project that examines analytically and creatively new visual communication technologies, taking into account the role of technology in a mass media context to inform debate and social engagement.
<table>
<thead>
<tr>
<th><strong>Total study hours for module</strong></th>
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</thead>
<tbody>
<tr>
<td><em>(UGs = 100 hrs per 10 credits)</em></td>
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<tr>
<td><em>(PGs = 100 hrs per 10 credits)</em></td>
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<td>200</td>
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<table>
<thead>
<tr>
<th><strong>Teaching Methods</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A variety of methods will be used to deliver the module.</td>
</tr>
</tbody>
</table>

| **Lectures and Briefings** | to introduce the context, aims and content of the module. |
| **Seminar** | to discuss content of lectures. |
| **Group Tutorials** | to provide formative feedback and to encourage dialogue amongst peers and tutors. |
| **Individual Tutorials** | to provide formative feedback. |
| **Practical Classes and Workshops** | to develop skills and experimentation. |
| **Critiques** | to provide formative feedback and to encourage dialogue amongst peers. |

<table>
<thead>
<tr>
<th><strong>Private Study Time</strong></th>
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</thead>
<tbody>
<tr>
<td>How spent</td>
</tr>
<tr>
<td>2 hours reading / research per briefing, lecturer &amp; seminar</td>
</tr>
<tr>
<td>2 hours research / preparation per practical class / workshop.</td>
</tr>
<tr>
<td>Project development and production.</td>
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<tr>
<td>Documentation and evaluation.</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Monitoring of progress</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar contributions.</td>
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<tr>
<td>Group tutorials.</td>
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<tr>
<td>Individual tutorials.</td>
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<tr>
<td>Self evaluation.</td>
</tr>
<tr>
<td>Critiques.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Assessment</strong></th>
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</thead>
<tbody>
<tr>
<td>Folio of development work, including:</td>
</tr>
<tr>
<td>Rationale, critical readings, research, prototypes, experimentation, development of ideas and on going self evaluation and project management.</td>
</tr>
<tr>
<td>60%</td>
</tr>
<tr>
<td>Finished project.</td>
</tr>
<tr>
<td>40%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential reading selected from the following:


Williams, R (2001) *The animator’s survival kit* Faber & Faber, London


Giordan, D (2005) *How to use adobe photoshop CS2*. Indianapolis, Sams


Recommended Reading


Recommended Journals

Adbusters, The Media Foundation, Vancouver
A.N. Newcastle-upon-Tyne, Artist in Formation Company
Art Review, London, Art Review
Baseline, Kent, Bradbourne Publishing
Contemporary, London, Brian Muller
Cinefex, Riverside, LA, Don Shay
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Design Week, London, Morag Arman-Addey
Mute: Politics and Culture after the Net, London, Open Mute
Print, New York, Howard Cadel
Public Art Journal, Devon, Public Art Forum
Sight & Sound, London, BFI
Third Text, London, Routledge
Visible Language, Rhode Island, Sharon Helmer Poggenpohl
Visual Culture in Britain, London, Ashgate Publishing
# Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Live Project</th>
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<tbody>
<tr>
<td>Module Code</td>
<td>OUVC204</td>
</tr>
<tr>
<td>Module Credits</td>
<td>20</td>
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<tr>
<td>Level:</td>
<td>2</td>
</tr>
<tr>
<td>Term(s) in which taught:</td>
<td>Summer</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>Graham Tansley</td>
</tr>
</tbody>
</table>

## Module Aims

To investigate the conceptual and analytical skills needed to identify and address relevant communication and design problems.

To develop and apply a broad understanding of visual language, concepts and processes in order to creatively respond to identified briefs taking into account current creative thinking and practice.

## Degree Programmes for which the module is intended:

| Compulsory module for: | BA (Hons) Visual Communication                     |

| Optional module for:   |                                                    |

| Elective Module?       | NO                                                 |

## Pre-requisite Qualifications:

(e.g., 'A' level background Attendance at a previous module)

| Standard Entry Requirements | |

## Co-requisite Modules:

| None | |

## This module replaces:

(if applicable)

| N/A | |
Learning outcomes

At the end of this module you will have the ability to:

- Demonstrate conceptual and analytical skills in identifying relevant communication and design problems;
- Appreciate and use key methods of research, ideas development, production and presentation and critically evaluate the appropriateness of these methods;
- Demonstrate a broad understanding of visual communication concepts, practical competencies and techniques relevant to an identified brief;
- Effectively communicate a creative response to identified briefs.

Indicative Content

Please give a brief concise outline of the Module.

Developing from their experiences in Design for Audiences and What is Visual Communication modules at level 1, students will be required to demonstrate their ability to identify, analyse and address communication issues within a competition context.

Workshops and tutorials will support students in producing work to a high visual standard, while seminars and tutorials will investigate problem analysis, ideas development and presentation. Tutorials will support students in managing workloads effectively; setting targets; negotiating individual and collaborative practice and meeting set brief requirements and deadlines.
<table>
<thead>
<tr>
<th><strong>Total study hours for module</strong></th>
<th>200</th>
</tr>
</thead>
<tbody>
<tr>
<td>(UGs = 100 hrs per 10 credits</td>
<td></td>
</tr>
<tr>
<td>PGs = 100 hrs per 10 credits)</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th><strong>Teaching Methods</strong></th>
<th></th>
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<tbody>
<tr>
<td>A variety of methods will be used to deliver the module.</td>
<td></td>
</tr>
<tr>
<td>Briefings to introduce the context, aims and content of the module.</td>
<td></td>
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<tr>
<td>Seminar to discuss content of module.</td>
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<tr>
<td>Group Tutorials to provide formative feedback and to encourage dialogue amongst peers.</td>
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<tr>
<td>Individual Tutorials to provide formative feedback.</td>
<td></td>
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<tr>
<td>Practical Classes and Workshops to support develop of skills and experimentation.</td>
<td></td>
</tr>
<tr>
<td>Critiques to provide formative feedback and to encourage dialogue amongst peers and tutors.</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Private Study Time</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>How spent</td>
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</tr>
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<td>Preparation / research per briefing and seminar.</td>
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<tr>
<td>Research / preparation per practical class / workshop..</td>
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<tr>
<td>Project development and production.</td>
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<tr>
<td>Documentation and evaluation.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Monitoring of progress</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Seminar contributions.</td>
<td></td>
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<tr>
<td>Group tutorials.</td>
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<td>Individual tutorials.</td>
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<tr>
<td>Self evaluation.</td>
<td></td>
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<tr>
<td>Critiques.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Assessment</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Folio of development work, including: Rationale, critical readings, research, prototypes, experimentation, development of ideas and ongoing self evaluation and project management.</td>
<td></td>
</tr>
<tr>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Finished project</td>
<td>40%</td>
</tr>
</tbody>
</table>
Bibliography:

Essential reading selected from the following:


The Annual: D&AD Student Awards (2006-00), D&AD, London


Recommended


Shaughnessy, A (2005) How to be a graphic design without losing your soul. London, Laurence King


Recommended Journals

*Adbusters*, The Media Foundation, Vancouver

*A.N. Newcastle-upon-Tyne*, Artist in Formation Company

*Art Review*, London, Art Review

*Baseline*, Kent, Bradbourne Publishing

*Contemporary*, London, Brian Muller
Cinefex, Riverside, LA, Don Shay
Creative Review, London, Centaur Communications Ltd
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Public Art Journal, Devon, Public Art Forum
Sight & Sound, London, BFI
Third Text, London, Routledge
Visible Language, Rhode Island, Sharon Helmer Poggenpohl
Visual Culture in Britain, London, Ashgate Publishing
Module Aims
This module focuses on self evaluation and critical and conceptual awareness in relation to professional practice and career aspirations. Students will prepare for work placement or simulated work practice and develop self promotion material. They will research areas of professional interest in preparation for a career in their chosen field and hone presentation skills and other techniques in their discipline to a professional standard.

Degree Programmes for which the module is intended:
Compulsory module for:
BA (Hons) Fashion
BA (Hons) Visual Communication
BA (Hons) Printed and Surface Textiles
BA (Hons) Three Dimensional Design (Furniture)
BA (Hons) Interior Architecture and Design
BA (Hons) Art & Design (Interdisciplinary)

Optional module for:

Elective Module? No

Pre-requisite Qualifications:
(e.g., 'A' level background
Attendance at a previous module)
Standard Entry Requirements

Co-requisite Modules:
None
This module replaces:  
(If applicable)  
N/A

This module is mutually exclusive with:  
N/A

Learning Outcomes

At the end of the module students will have the ability to:

Research, document and critically evaluate material related to their profession, identifying opportunities for employment and/or further study or work placement;

Manage own roles and responsibilities, develop organisational and reflective skills and meet deadlines;

Use presentation skills to effectively communicate their emerging practice and career aspirations in a professional context and in readiness for level 3 studies;

Develop and implement a personal promotion strategy to communicate to relevant organisations.

Indicative Content

Please give a brief concise outline of the Module.

Students will continue from level 1 developing their Personal Development Portfolio (PDP) with a focus on how they prepare for engaging in a professional context appropriate to their course. There will be an emphasis on research, self evaluation, and critical and conceptual awareness in relation to their existing or emerging career aspirations. Students will develop a personal promotion strategy in readiness for professional engagement which may include CV building, portfolio preparation and use of other communication tools. The module will culminate in a presentation to staff and peers summarising their career aspirations, their strategy to communicate with employers and their provisional focus for level 3 study.
### Total study hours for module
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)

| 100 |

### Teaching Methods
A variety of methods will be used to deliver the module.

- Lectures to introduce presentation and study skills.
- Group Tutorials to share ideas with peers and develop communication skills.
- Individual Tutorials to monitor and guide student progress.
- Seminar Presentations to staff and peer group.

### Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
</tr>
<tr>
<td>Preparation development report</td>
</tr>
<tr>
<td>Preparation for seminars</td>
</tr>
</tbody>
</table>

### Monitoring of progress

<table>
<thead>
<tr>
<th>Monitoring of progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual tutorials</td>
</tr>
<tr>
<td>Student self evaluation</td>
</tr>
<tr>
<td>Skills profile</td>
</tr>
</tbody>
</table>

### Assessment

<table>
<thead>
<tr>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Development Portfolio</td>
</tr>
<tr>
<td>Presentation</td>
</tr>
</tbody>
</table>

### Bibliography:
An individual selection of book/journals and web based research to support a particular line of enquiry and research.
Module Title
CRITICAL STUDIES 2

Module Code
OUCS 206

Module Credits
20

Level:
2

Semester(s) in which taught:
1 & 2

Name of Module Leader
Richard Miles

Module Aims
The aim of the module is to extend the students critical and analytical skills in relation to art and design theory. The module also aims to develop an understanding of research methodologies as a preparation for dissertation writing at level three.

Degree Programmes for which the module is intended:

Compulsory module for:
BA (Hons) Printed Textiles/Surface Pattern
BA (Hons) Fashion and Clothing
BA (Hons) Visual Communication
BA (Hons) Interior Design
BA (Hons) Art and Design (Interdisciplinary)
BA (Hons) Furniture
BA (Hons) Fine Art
BA (Hons) Graphic Design
BA (Hons) Level 3 Design for Digital Media
BA (Hons) Level 3 Photography
BA (Hons) Level 3 Advertising Design
BA (Hons) Level 3 Furniture Making

Optional module for:

Elective Module?
No

Pre-requisite Qualifications:
As those required for entry to level 2
BA (Hons) Programme

(e.g., 'A' level background
Attendance at a previous module)
Learning Outcomes

At the end of this module you will have the ability to:

- Demonstrate a broad understanding of the history and theory of art, design and media with particular reference to your own discipline. (Comprehension)

- Organise and manage a personal programme of analytical research from primary and secondary sources. (Research)

- Present the results of this research in clearly communicated written, oral or other appropriate forms. (Communication)

- Identify, evaluate and employ appropriate critical methodologies to art and design case studies of your own choice. (Critical Awareness)

Indicative Content

Please give a brief concise outline of the Module.

- The second year critical studies programme builds on the knowledge and research skills that students have acquired during the year one module. It will focus on the understanding of critical and research methodologies, and their application to a particular subject relevant to their studio practice, by means of a negotiated study.

- The lecture and seminar programme is designed to support the in-depth study skills required by the introduction of contemporary methodologies in art and/or design theory, critical analysis and theoretical discourse.

- Students will reflect upon the academic nature of their studio work and construct an emerging personal understanding of the relationship between theory and practice. This understanding will be used to produce a proposal for in depth study at level three.
### Total study hours for module

(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

| Total study hours | 200 |

### Teaching Methods

A variety of methods will be used to deliver the module

| Lectures | to introduce the main concepts and contexts, as well as to show examples of the work of selected artists and designers. |
| Seminars | to deepen the group understanding of concepts introduced and improve verbal communication and rhetorical skills using debate and argument. |
| Tutorials | to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student's individual subject area. |

### Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
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</thead>
<tbody>
<tr>
<td>Preparatory reading</td>
</tr>
<tr>
<td>Seminar development</td>
</tr>
<tr>
<td>Essay development</td>
</tr>
<tr>
<td>Research for dissertation proposal</td>
</tr>
<tr>
<td>Dissertation proposal development and writing</td>
</tr>
</tbody>
</table>

### Monitoring of progress

| Essay / seminar tutorials |
| Seminar presentation on selected key texts |
| Tutorials / seminar dissertation proposal development |

### Assessment

| One essay (2500 words) | 50% |
| One oral presentation | 30% |
| One dissertation proposal | 20% |
Module Title
Enterprise and Innovation: Enterprise in the Creative Industries

Module Code
OUCE254

Module Credits
10

Level:
2

Semester(s) in which taught:

Name of Module Leader
Bridget March

Module Aims
This module will explore the structure of these organisations, the importance of culture, different styles of management and communication strategies employed by different businesses. It will develop an understanding of the role of human resource management and leadership to inform strategic planning and how managers manage.

Degree Programmes for which the module is intended:

Compulsory module for:

Optional module for:

Elective Module?

Pre-requisite Qualifications:
(eg 'A' level background Attendance at a previous module)

Standard Entry Requirements

Co-requisite Modules
None

This module replaces:
(if applicable)

This module is mutually exclusive with:
Learning Outcomes

- Demonstrate an appreciation of aspects of management theory and summarise the main roles and responsibilities at each level of management in a creative organisation.

- Demonstrate understanding of relevant management theories relating to the structure and behaviour of organisations, the management of change and quality management.

- Analyse and evaluate a specific organisation, in relation to its organisational structure, leadership and quality management

Indicative Content

Please give a brief concise outline of the Module.

- Organisational theory
- Behaviours within different cultures
- Managerial skills at different levels
- Quality management
- Managing change
- Cross-organisational communications
- The role of Human Resource Management e.g. recruitment/planning
- Business communications
- Corporate Social Responsibility
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

Teaching Methods
A variety of methods will be used to deliver the module.

Lectures to provide the underpinning theories of business.

Seminars/workshops to develop communication and study skills.

Tutorials to reinforce individual understanding and ensure that the knowledge learnt is contextualised for the student’s individual subject area.

Private Study Time

How spent

Reading for lectures.
Preparation for presentation.
Research and writing for final essay.

Monitoring of progress

Learning will be checked through exercises during the sessions, practice presentations and tutorials.

Assessment

1. A presentation to peers on a specific organisation in relation to its organisational structure, leadership and quality management 50%

2. An essay in which you demonstrate an understanding of aspects of management theory, the management of change and quality management. 50%
Bibliography

Essential (Selected reading from the following)


Recommended


Recommended Websites

www.businesslink.gov.uk
www.economist.com/research/articlesBySubject/
www.businessballs.com
www.cardellmedia.co.uk
## Module Descriptor

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Applied Visual Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Code</td>
<td>OUVC301</td>
</tr>
<tr>
<td>Module Credits</td>
<td>30</td>
</tr>
<tr>
<td>Level</td>
<td>3</td>
</tr>
<tr>
<td>Term(s) in which taught</td>
<td>Autumn</td>
</tr>
<tr>
<td>Name of Module Leader</td>
<td>David Collins</td>
</tr>
</tbody>
</table>

### Module Aims

To initiate and undertake an extended project that demonstrates a sustained critical and conceptual engagement with issues arising from current visual communication practice and theory. Employing appropriate materials, media, techniques, methods, technologies and tools with skill and imagination in order to communicate to intended audiences.

### Degree Programmes for which the module is intended:

<table>
<thead>
<tr>
<th>Compulsory module for:</th>
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<tbody>
<tr>
<td>BA (Hons) Visual Communication</td>
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<table>
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<tr>
<th>Optional module for:</th>
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<thead>
<tr>
<th>Elective Module?</th>
<th>No</th>
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### Pre-requisite Qualifications:

(e.g., 'A' level background Attendance at a previous module)

<table>
<thead>
<tr>
<th>Standard Entry Requirements</th>
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### Co-requisite Modules:

<table>
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<tr>
<th>None</th>
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### This module replaces:

(if applicable)

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<th>N/A</th>
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### This module is mutually exclusive with:

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<tr>
<th>N/A</th>
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</table>
Learning Outcomes

At the end of this module you will have the ability to:

- Make appropriate use of a range of research methods, to investigate aspects of the critical, cultural and social context of visual communication;
- Apply knowledge and conceptual understanding to initiate and carry our an extended project through to a finished outcome;
- Formulate independent judgements through reflection, analysis and evaluation;
- Employ appropriate materials, media, techniques, methods, technologies and tools with skill and imagination, whilst observing good working practices;
- Generate ideas, concepts, proposals and solutions, using the visual language, materials, processes and techniques of visual communication;

Indicative Content

Please give a brief concise outline of the Module.

This module provides the opportunity for students to apply skills established at levels 1 and 2 in a professional and/or community context. Students will be asked to undertake an existing project, competition brief or establish a project that is intended as a communication in a real setting.

Workshops and tutorials will support students in producing work of a high visual standard, while seminars and tutorials will investigate problem analysis and identification of communication and design issues; authorship and the role of an audience in generating meaning. Tutorials will support students in developing an increasingly independent approach to learning; professional management of the project and finished work of a high visual quality.

Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

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<thead>
<tr>
<th>Hours</th>
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<td>300</td>
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</table>
### Teaching Methods
A variety of methods will be used to deliver the module.

- **Lectures and Screenings** to introduce the context, aims and content of the module
- **Seminar** to discuss content of lectures
- **Individual Tutorials** to provide formative feedback
- **Practical Classes and Workshops** to support skills and experimentation
- **Critiques** to provide formative feedback and to encourage dialogue amongst peers and tutors

### Private Study Time

<table>
<thead>
<tr>
<th>How spent</th>
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<tbody>
<tr>
<td>Research per lecture / seminar.</td>
</tr>
<tr>
<td>Preparation for workshops.</td>
</tr>
<tr>
<td>Analysis/Rationale/Evaluation.</td>
</tr>
<tr>
<td>Project development work.</td>
</tr>
<tr>
<td>Project resolution.</td>
</tr>
</tbody>
</table>

### Monitoring of progress

| Weekly individual tutorials                    |
| Submission of rationale                        |
| Interim Crit                                   |
| Final crit                                     |

### Assessment

| Portfolio of development work including        |
| Research, problem analysis, critical awareness & |
| rationale and evaluation                       | 50%                        |
| Finished work                                  | 50%                        |
Bibliography:

Essential reading selected from the following:


Shaughnessy, A (2005) *How to be a graphic design without losing your soul*. London, Laurence King


Recommended


**Recommended Journals**

*Adbusters*, The Media Foundation, Vancouver

*A.N. Newcastle-upon-Tyne, Artist in Formation Company*

*Art Review*, London, Art Review

*Baseline*, Kent, Bradbourne Publishing

*Contemporary*, London, Brian Muller

*Cinefex*, Riverside, LA, Don Shay

Creative Review, London, Centaur Communications Ltd

*The Designer Journal*, Aldershot, Ashgate Publishing Ltd

*Design Week*, London, Morag Arman-Addey


*Journal of Design History*, Oxford, Oxford University Press

*Mute: Politics and Culture after the Net*, London, Open Mute

*Print*, New York, Howard Cadel

*Public Art Journal*, Devon, Public Art Forum

*Sight & Sound*, London, BFI

*Third Text*, London, Routledge

*Visible Language*, Rhode Island, Sharon Helmer Poggenpohl

*Visual Culture in Britain*, London, Ashgate Publishing
Module Title: Personal and Professional Development 3
Module Code: OUPD301
Module Credits: 10
Level: 3
Term(s) in which taught: Autumn, Spring & Summer
Name of Module Leader: Christian Lloyd

Module Aims:
This module provides students with the opportunity to synthesise their professional/contextual research, skills and creative intentions with their understanding of professional practice/career ambitions and enterprise study developed during level 2. The module will enable the undergraduate to position themselves at a professional level for progression to employment/self employment or post graduate study.

Degree Programmes for which the module is intended:
Compulsory module for:
- BA (Hons) Fashion
- BA (Hons) Visual Communication
- BA (Hons) Printed and Surface Textiles
- BA (Hons) Three Dimensional Design (Furniture)
- BA (Hons) Interior Architecture and Design
- BA (Hons) Art & Design (Interdisciplinary)
- FD Creative Advertising
- FD Furniture Making

Optional module for:

Elective Module?

Pre-requisite Qualifications:
(eg 'A' level background Attendance at a previous module)

Standard Entry Requirements

Co-requisite Modules:
None
Learning Outcomes

At the end of the module students will have the ability to:

Demonstrate specific knowledge and specialist understanding of the professional and contextual location of their practice.

 Undertake research to identify and evaluate their personal and professional skills and the career/progression opportunities available to them.

 Develop and implement a clear strategy to further progress their employment/self employment/ further study intentions (as appropriate).

 Present themselves as a professional practitioner to an internal/ external audience utilising a combination of communication tools appropriate to their ambitions.

Indicative Content

Please give a brief concise outline of the Module.

Through tutorial support and workshops students will be guided on research strategies to enquire into the opportunities available for their progression intention and to assist students in realising their progression intention. Students will be encouraged to identify the necessary skills and knowledge required to realise their intentions and map these against their existing skills and knowledge set. This is intended to inform a personal strategy in order to further develop existing skills or acquire new skills as appropriate. Communication tools developed in previous modules will be further developed and targeted as appropriate (eg targeted CV, self promotional material, portfolio) and will be utilised to present themselves as professional practitioners.
**Total study hours for module**  
(UGs = 100 hrs per 10 credits  
PGs = 100 hrs per 10 credits)  

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**Teaching Methods**  
A variety of methods will be used to deliver the module.  

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Lectures to introduce presentation and study skills.</td>
<td></td>
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<tr>
<td>Group Tutorials to share ideas with peers and develop communication skill.</td>
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<tr>
<td>Individual Tutorials to monitor and guide student progress.</td>
<td></td>
</tr>
<tr>
<td>Seminar Presentations to staff and peer group.</td>
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</table>

**Private Study Time**  

<table>
<thead>
<tr>
<th>How spent</th>
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<tbody>
<tr>
<td>Research</td>
<td></td>
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<tr>
<td>Development for Presentation</td>
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<tr>
<td>PDP Preparation</td>
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**Monitoring of progress**  

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<tbody>
<tr>
<td>Individual tutorials</td>
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<tr>
<td>PDP Surgeries</td>
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<tr>
<td>Ongoing Self/Group Evaluation</td>
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</table>

**Assessment**  

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<tbody>
<tr>
<td>Personal Development Portfolio</td>
<td>50%</td>
</tr>
<tr>
<td>Presentation</td>
<td>50%</td>
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</tbody>
</table>

**Bibliography:**  
An individual selection of book/journals and web based research to support a particular line of enquiry and research.
Module Title | DISSERTATION
---|---
Module Code | OUCS 303
Module Credits | 30
Level: | 3
Semester(s) in which taught: | 1 & 2
Name of Module Leader | Garry Barker

**Module Aims**
To further extend the critical and analytical study of art and design contexts.
To develop skills in dissertation writing that reflect a theoretical understanding commensurate with BA (Hons) level three academic practices.

**Degree Programmes for which the module is intended:**
- Compulsory module for:
  - BA (Hons) Printed Textiles/Surface Pattern
  - BA (Hons) Fashion and Clothing
  - BA (Hons) Visual Communication
  - BA (Hons) Interior Design
  - BA (Hons) Art and Design (Interdisciplinary)
  - BA (Hons) Furniture
  - BA (Hons) Fine Art
  - BA (Hons) Graphic Design
  - BA (Hons) Level 3 Design for Digital Media
  - BA (Hons) Level 3 Photography
  - BA (Hons) Level 3 Advertising Design
  - BA (Hons) Level 3 Furniture Making
- Optional module for:
  - Elective Module? No

**Pre-requisite Qualifications:**
(E.g., 'A' level background Attendance at a previous module)
As those required for entry to level 3 BA (Hons) Programme

**Co-requisite Modules:**
None

**This module replaces:**
(if applicable)
N/A
This module is mutually exclusive with:

None

Learning Outcomes

At the end of this module you will have the ability to:

- Use appropriate primary and secondary research methodologies to produce an academic study relating to critical, cultural, technological, historical, social or other appropriate contexts relevant to your subject specialism.

- Demonstrate an ability to evaluate and analyse appropriate primary and secondary information sources, in order to construct an argument using appropriate critical methodologies.

- Demonstrate a knowledge and understanding of the conceptual interrelationship between art and/or design theory and practice, that acknowledges complexity and the limitations of knowledge.

- Deploy appropriate academic conventions, relevant images, presentation and communication skills.

Indicative Content

Please give a brief concise outline of the Module.

Students will develop an extended formal study in response to the proposal developed during the later stages of the level two critical studies programme. This module will require the students to organise and undertake a personal programme of in-depth critical research, to collate and present a coherent argument based on investigation and analysis and presented in the form of an extended formal study. The chosen subject will be relevant to a student’s main course of study and will be used to support and inform their specialist practice. The extended formal study involves self motivated research but will be supported by individual tutorials aimed at helping the student to develop the appropriate scope and depth of subject matter required within such a project. The work undertaken will reveal the student’s appreciation and mastery of critical approaches and methodologies.
### Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)

| 300 |

### Teaching Methods
A variety of methods will be used to deliver the module.

| Lectures | to introduce the structure, aims, methodologies and outcomes of the module. |
| Seminars | to reinforce the contextual nature of the dissertation and to clarify the contexts for methodologies used and standards of research conventions. |
| Tutorials | to give individual support in the structuring of academic writing, clarification of dissertation objectives, the use of research methodologies and the deepening of subject knowledge. |

### Private Study Time

| How spent |
| Primary and secondary research including visits and interviews. |
| Dissertation structuring and concept development. |
| Dissertation writing, illustrating and editing. |

### Monitoring of progress

| Seminars |
| Tutorials |

### Assessment

Dissertation of 6,000-8,000 words or where appropriate in an equivalent format. 100%
Module Title: Final Major Project

Module Code: OUVC302
Module Credits: 50

Level: 3
Term(s) in which taught: Spring / Summer

Name of Module Leader: David Collins / Graham Tansley

Module Aims
To initiate and undertake an extended project that demonstrates a sustained critical and conceptual engagement with issues arising from current visual communication practice and theory.

To generate innovative ideas, concepts, proposals and solutions, using the visual language, materials, processes and techniques of visual communication.

To demonstrate coherent and detailed subject knowledge and professional competencies, employing appropriate materials, media, techniques, methods, technologies and tools with skill and imagination.

Degree Programmes for which the module is intended:
Compulsory module for:
BA (Hons) Visual Communication

Optional module for:
Elective Module? No

Pre-requisite Qualifications:
(e.g., 'A' level background Attendance at a previous module)
Standard Entry Requirements

Co-requisite Modules:
None
Learning Outcomes

At the end of this module you will have the ability to:

- Apply appropriate methods of analysis, research and enquiry to establish and initiate an extended piece of work, taking into account critical, cultural and social contexts;
- Demonstrate a sustained critical and conceptual engagement with issues arising from current visual communication practice and theory;
- Formulate independent judgements through reflection, analysis and evaluation, enabling the development of ideas through to finished outcomes;
- Employ appropriate aspects of contemporary practice and technical innovation with skill and imagination, whilst observing good working practices;
- Generate ideas, concepts, proposals and solutions using the visual language, materials, processes and techniques of visual communication.

Indicative Content

Please give a brief concise outline of the Module.

This module provides the opportunity for students to undertake a substantial self initiated project that synthesises their learning from all levels of the course. Students will be encouraged to demonstrate their ability to produce complex and engaging visual communications with a high level of technical competence, finish and creativity.

Seminars and tutorials will support students in identifying suitable projects, producing research and ideas of strong critical quality and finished work of a high visual and creative standard. An exhibition at the end of the project will provide an opportunity to place the work within an appropriate audience context.
Total study hours for module
(UGs = 100 hrs per 10 credits
PGs = 100 hrs per 10 credits)  
500

Teaching Methods
A variety of methods will be used to deliver the module.

Lectures and Briefings to introduce the context, aims and content of the module.
Practical Classes and Workshops to develop skills and experimentation.
Individual Tutorials to provide formative feedback.
Group Tutorials to provide formative feedback and to encourage dialogue amongst peers and tutors.
Critiques to provide formative feedback and to encourage dialogue amongst peers and tutors.

Private Study Time

How spent
Reading per lecture/seminar.
Preparation/research per practical class.
Project development.
Documentation & evaluation.
Exhibition preparation.

Monitoring of progress

Weekly individual tutorials
Monthly Group tutorials
Seminar contributions
Submission of rationale (500 word)
Interim Crit
Final Crit

Assessment

Portfolio of development work including Research, problem analysis, critical awareness, rationale & evaluation. 50%
Finished work & exhibition. 50%

Bibliography:
An individual selection of book/journals and web based research to support a particular line of enquiry and research.