Module Code:	ARD433

Module Title:	Ideas and Concepts

Level:	4	**Credit Value:**	20

Cost Centre(s):	GADC	JACS3 **code**: HECoS code:	W213 100632

Faculty:	Arts, Science and Technology	**Module Leader:**	Yadzia Williams

Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MDes, BA (hons) Graphic Design	✓	☐
MDes, BA (hons) Illustration	✓	☐

Pre-requisites
None

Module Aims

- To introduce the students to creative processes to be used in the solution of design problems.
- To introduce and develop research methodologies.
- To develop an awareness of the role of visual communication in society.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Originate creative ideas and concepts in the resolution of design problems	KS1	
		KS3	
		KS6	
2	Develop and deploy a repeatable, effective and flexible creative process	KS3	
		KS9	
3	Understand the value of creative risk, failure, critique, amendments and editorial guidance	KS1	
		KS5	
		KS8	

Transferable skills and other attributes

- The ability to originate and manage an independent workload
- Creative risk-taking
- Contribute proactively to group critique and the learning of others
- note-taking; recording, referring and responding to editorial advice

Derogations
none

Assessment:
Indicative Assessment Tasks:
Students will produce coursework demonstrating the application of creative processes in the resolution of design problems. Students will produce visual research documenting their understanding of the content and contexts of the assignment. Students will produce critical self-evaluation of their process throughout the module.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Coursework	100%		

Learning and Teaching Strategies:

- Contextualising information for this module will be delivered as a keynote lecture/s.
- Assignments will be designed to challenge students to produce a body of work that demonstrates their creative process and response to design problems.
- Tutorial guidance, group critique and student seminars will form the basis of the conceptual development and understanding of the student.

Syllabus outline:

Students will be introduced to methodologies of visual research and the methods and creative processes used in the production of creative work.

The student will produce coursework in response to set assignments that explores the requirements of the brief, the contexts of the problem, the generation and development of ideas through worksheets, sketchbooks, secondary research and undertaking a process of trial and error. The value of revision, amendments and the development of a flexible creative process will be introduced.

Students will develop an appreciation of the role of failure, creative risk, serendipity and their value in a creative process. The effectiveness and appropriateness of the solutions produced by students will be explored in group discussion and tutorials with staff.

Indicative Bibliography:

Essential reading

Berger, J. (2009). *About Looking.* London: Bloomsbury Paperbacks.

Crow, D., 2017. *Visible Signs: An Introduction to Semiotics in the Visual Arts.* London: Bloomsbury Visual Arts.

Lidwell, W., Holden, K. & Butler, J., 2010. *Universal Principles Of Design: 125 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design.* Beverly,Massachusetts: Rockport Publishers.

Other indicative reading

Pipes, A., 2007. Drawing For Designers. London: Laurence King.
Arden, P., 2006. Whatever You Think Think The Opposite. New York, NY: Portfolio.