

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department: Communications, Arts and Social Sciences

Programme: Art, Design and Media

FHEQ Level: 3

Course Title: Cycling The Square

Course Code: ADM 3105

Course Leader: Jeremy Danziger

Student Engagement Hours: 120

Demonstrations and Practice 36

Lectures 3

Tutorials and/or Group Critiques 6

Study Visits

45

Independent / Guided learning: 75

Semester: Spring

Credits: 12 UK CATS credits

6 ECTS credits

3 US credits

Course Description:

This course introduces students to a range of procedures and processes in order to investigate practical perceptual and conceptual concerns within Design practice through a series of two and three dimensional practical tasks and assignments. Drawing plays an essential role in the development of ideas coupled with the manipulation of materials and media for creative goals, enabling students to acquire knowledge and skills essential for their personal progression and development as designers. This course is designed to complement ADM 3100 Making Your Mark and as such they are an accumulative introductory experience to Art, Design and Media. *A studio fee is levied on this course.*

Prerequisites: None

Aims and Objectives:

The course is structured as an intermesh of theory (in lecture form) and practical art-work. Concepts will be introduced and discussed during class sessions and experimental work or work on assigned projects designed to explore aspects of the theory will follow. These practical projects will normally require considerable out-of-class work for their completion.

While the course is intended to allow students to explore the interconnectedness between 2D and 3D modes of expression, its primary goal is to establish the primacy of ideas in any creative production and to demonstrate the centrality of analysis and research to many aspects of art production.

Programme Outcomes :

A7, A8, B6, C2, C4, C5, C6, C7, C8, C10, C12, D3, D6

A detailed list of the programme outcomes are found in the Programme Specification. This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

Learning Outcomes:

By the end of the course the successful student is expected to be able to:

Learning outcome 1:

Have an understanding of the relevance of research to production in art and design and the importance of subsequent analysis.

Learning outcome 2:

Relate basic principles of art and design to their own creative production and evaluate their capabilities against given criteria.

Learning outcome 3:

Investigate the transposition of their work from two dimensional modes of expression into three dimensions and effectively communicate the results in a given format.

Indicative Content:

- Art and Design terminology
- Visual semiotics
- Composition
- Measurement, calculation and visual evaluation.
- Drawing for three dimensional applications.
- Research, form and function, aesthetics and style.
- Signifying personal interpretations
- Aerial perspective and the picture plane
- Design aims and context.

- Problem solving for two and three dimensional design solutions within specified specifications.
- Utilizing 'persistent vision' to create time lapse images.

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

Teaching Methodology:

Course material is presented through lectures, demonstrations and discussions. The instructor thereafter works with each student on an individual basis as the state of his/her learning, research or individual project work demands.

Individual and group critiques of work produced will take place at appropriate intervals during the course.

Bibliography:

Indicative Text(s):

Journals

Web Sites

www.designmuseum.org
www.nationalgallery.org.uk
www.tate.org.uk/modern
www.vam.ac.uk

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry