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:**	5
Course Title:	Pixel Playground
Course Code:	ADM 5210
Course Leader:	Dennis de Caires
Student Engagement Hours:	120

Demonstrations and Practice	15
Lectures	15
Tutorials and/or Group Critiques	12
Study Visits	3
	45
Independent / Guided learning:	75

Semester:	Spring
Credits:	12 UK CATS credits
	6 ECTS credits
	3 US credits

Course Description:
This course focuses on the study of image making – both digital and hand made. Through art and design briefs, students will study and explore colour, composition, illustration and visual narratives. This course familiarises students with two core visual applications: Adobe Photoshop and Illustrator and serves as a prerequisite for most of the ADM digital courses.

Prerequisites:
None

Aims and Objectives:
- to explore different methods of visual research
- to study notions of sequence and construction of meaning
- to vectorially illustrate a fictitious narrative

Programme Outcomes :

A7, B6, C2, C3, C8, C9, C10, 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:

- Has detailed knowledge of well established design concepts and terminology
- Demonstrates detailed familiarity with techniques and skills associated with digital design
- Collects, researches, and synthesises information in order to design and create a range of art works using layout, graphics and photo-based images

Indicative Content:

- Elements of Design – Studio Based/Manual Practice + Digital
- Adobe Photoshop
- Scanning
- Assembling page layout
- Production of a book/(manually & digitally)
- The Visual narrative
- The Thumbnail Sketch – How To
- Bind & Trim – How To
- Illustrating and designing a narrative/Concertina
- Adobe Illustrator
- Spidergram
- Collage
- Cubomania
- Photomontage

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:
The following teaching methods are employed in this course:

- Lectures will be given on visual communication, composition, aesthetics and

different processes and outputs, which feature a diverse range of artists and designers.

- Demonstrations related to software applications and art studio methods.
- Critique sessions. Students are expected to take an active part in the critiques by offering constructive criticism and opinion to their fellows.
- Group and one-to-one tuition will supplement classroom lectures, demonstrations and presentations.

Bibliography:

IndicativeText(s):
Left to Right: The Cultural Shift from Words to Pictures. David Crow, AVA Publishing, 2006.

Journals
Eye, Cover, Grafik, Adbuster, Dot, Dot, Dot, Émigré, Baseline

Web Sites

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