COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts and Social Sciences

Programme: Art, Design and Media

***FHEQ* Level:**   4

Course Title: The Language of Art

Course Code: ADM 4100

Course Leader: Jeremy Danziger

Student Engagement Hours: 120

Demonstrations and Practice	6
Lectures	37.5
Tutorials and/or Group Critiques	1.5
Study Visits	_____
	45

Independent / Guided learning: 75

Semester: Spring/Fall

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

Course Description:

A discursive topic based course designed to familiarize the student with the range of ideas, the varieties of form, the uses of imagery, and the nature of content in the visual arts. The material is considered from a practitioner's viewpoint. *A studio fee is levied on this course.*

Prerequisites: None

Aims and Objectives:

The aim is to stimulate a sense of enquiry into the nature of visual communication within an art historical context and across cultural boundaries, thereby developing a questioning approach to ideas and possible preconceptions, and enabling a broader appreciation of our common humanity.

Objectives of the course include the following:

1. understanding of the potential of the arts to communicate concepts and ideas.
2. understanding the practical implications of colour and illusory space within a communication context.
3. understanding of an historical and cultural context related to recent trends in art and design practice.

Programme Outcomes :

A1, A5, A7, A9, B4, C1, C5, D3

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:

On completion of the course the successful students are expected to:

Learning outcome 1
Demonstrate through writing and discussion an understanding of the Arts to communicate theories and concepts.

Learning outcome 2
Demonstrate a practical ability in the use of paint, drawing skills and the manipulation of sheet material as a means for problem solving.

Learning outcome 3
Have a broad understanding that the language of art operates within both an historical context and is open to ongoing debate and reformulation.

Indicative Content:

- Lecture Series: Paleolithic to Modernism
  Subjects
- Art, Design and Architecture
  Theory topics
- Questions of definition and terminology centered on visual language.
- Key moments and movements in the development Western Art and Design
- Cross cultural and historical influences.
- Impact and implications of political and social change.
- Key artists, designers and architects.
- Impact of changing technologies
- Artistic intent in context.

- Communication and illusory space
- Printing and mass communication.
- Colour theory
  Practical topics
- Colour wheel.
- One point perspective.
- Three dimensional problem solving.

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved by Academic Council on 28 June 2012.

Teaching Methodology:
Course material is presented through lectures, demonstrations, discussions and visual presentations. Guided reading and discussion of key texts and a completion of practical and written assignments supplement this.

Bibliography:

IndicativeText(s):

Whitford Frank, 'Bauhaus' Thames and Hudson Limited London 1995.

Journals

Web Sites
www.nationalgallery.org.uk
www.tateorg.uk/modern
www.designmuseum.org
www.vam.ac.uk
www.britishmuseum.org

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

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Change Log for this CSD:

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