COURSE SPECIFICATION DOCUMENT

Academic School / Department: CASS

Programme: MA AVC, VAM, FLM

FHEQ **Level:**   7

Course Title: Research Methods

Course Code: AVC 7100

Course Leader: Nicola Mann

Student Engagement Hours: 200
Lectures: 39
Seminar / Tutorials: 6
Independent / Guided Learning: 155

Semester: Fall, Spring, Summer

Credits: 20 UK CATS credits
10 ECTS credits
4 US credits

Course Description:
Introduces students to the process of research, including the ability to work from libraries, exhibitions and institutional archives, and developing skills in visual literacy and academic writing. Students are encouraged to develop independence of thought by discovering, evaluating and making appropriate use of a wide range of approaches to research and writing. Complementing the courses on theory, this course assists students with the identification of their own interests as they move towards choosing a thesis or professional research project.

Prerequisites:
MA AVC / FLM / VAM students only

Aims and Objectives:
- To introduce students to the process of conducting MA level autonomous research
- To enable students to develop their visual literacy including sustained formal analysis
- To engage critically with texts and objects
- To consider the qualities of academic writing including effective arguments supported by evidence
- To examine and apply professional presentation skills

Form last updated Sept 2018
Richmond, the American International University in London
Sept 2019

Programme Outcomes:
AVC / FLM / VAM: B1, B2, B3, B4, B5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at: https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:
- deploy sophisticated visual literacy including sustained formal analysis
- show systematic, critical engagement with texts and objects
- conduct successful and original research, including the application of appropriate methodologies for locating, assessing and interpreting primary sources
- show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- demonstrate professional presentation skills including verbal visual analysis, communicated clearly to specialist and non-specialist audiences

Indicative Content:
- methods for conducting library and archival research
- methods for engaging critically with texts
- methods for engaging critically with objects
- visual literacy including formal analysis
- writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- presentation skills including verbal visual analysis

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/policies/

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):

Cottrell, S. *Critical Thinking Skills*: Effective Analysis, Argument and Reflection (Basingstoke, Hampshire: Palgrave Macmillan; 3rd edition 2017).

Deacon, D. et al, *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*, (London: Bloomsbury Academic, 2nd Edition, 2007).

Margolis, E. and L. Pauwels (eds) *The Sage Handbook of Visual Research Methods*. (London: Sage, 2011).

Rose, G. *Visual Methodologies: An Introduction to the Interpretation of Visual Materials* (Thousand Oaks, California, 2007).

Sturken, M. and L. Cartwright, *Practices of Looking: an Introduction to Visual Culture*, Second Edition (Oxford: Oxford University Press, 2008).

Turabian, K.L. *A Manual for Writers of Term Papers, Theses, and Dissertations* (Sixth Edition) (Chicago: University of Chicago Press, 1996[1937]).

Wallace, M. & A. Wray, *Critical Reading and Writing for Postgraduates*, (Los Angeles, California, SAGE; 2nd or 3rd edition 2016).

Journals

Journal of Arts Management, Law and Society https://www.tandfonline.com/loi/vjam20

Web Sites

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Inclusion of MA FLM learning outcomes		
Updated indicative reading		