

Module Title Creative Principles & Methods	Reference AA1005 SCQF Level SCQF 7 SCQF Points 30 ECTS Points 15 Created May 2002 Approved June 2002 Amended July 2011 Version No. 4
Keywords Investigation, Development, Research, Selection, Critical-Thinking, Problem-Solving, Context.	

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

Evidence of prior relevant experience by submission of portfolio and interview.

Corequisite Modules

AA1001 - Drawing & Visualisation 1
AA1009 - Critical & Contextual Studies 1
and
AA1008 - Core Design Studies
or
AA1006 - Core Fine Art Studies

Precluded Modules

None.

Aims of Module

To introduce the key practical & theoretical aspects of study in

The module will subsequently apply this learning through the introduction of practical and theoretical aspects of 2 and 3 dimensional Fine Art and Design, which will typically include:
? The investigation and exploration of a wide ranging theme.
? Analysing and identifying relevant information capable of sustaining a number of outputs.
? Testing and experimenting with visualisation through media exploration to reveal a range of possible interpretations and options.

? Projects will address formal issues involving line, tone, colour, composition, pattern, texture, surface, scale, form, volume, mass, structure and construction as well as relevant contextual and conceptual issues.

? A parallel lecture programme will introduce contextual and

Art & Design including terminology, communication and practice.

To provide you with an understanding of and to develop skills in, principles and methods relevant to 2D and 3D practice within both Fine Art and Design. To raise an awareness of the contextual issues surrounding the above practice and to develop critical and evaluative skills in relation to contemporary Fine Art and Design practice. To nurture an awareness of the responsibilities for learning and an independence in thinking.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1. Differentiate and appropriately apply the defining characteristics of a creative process.
2. Explore a range of research strategies and methods, analysing and applying them in response to a specific brief or problem.
3. Explore a range of strategies and processes for the generation, exploration and development of ideas and concepts within practical

contemporary issues relating to the areas of Design & Fine Art.

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Assessment	15
Lectures/seminars	15
Studio	130
<i>Directed Study</i>	
Directed Study	110
<i>Private Study</i>	
Private Study	30

Mode of Delivery

The module is studio and workshop based supported by lectures, seminars, practical sessions and group crits. Delivered by both team and individual teaching. Projects are introduced or expanded upon using relevant background material which will typically include visual presentations.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4,5

Submission through portfolio of projects.

Indicative Bibliography

studio projects.

4. Apply critical judgment to the identification and selection of appropriate visual information towards the resolution of projects and to apply practical skills through experimentation with process and materials in both 2 and 3 dimensions, in response to set studio projects.
5. Demonstrate an understanding of the broad characteristics and contemporary themes of Fine Art and Design and make this understanding relevant through discussion and application to project work.

Indicative Module Content

The module will initially raise awareness of the following issues;

- ? The nature of research, information gathering and investigation.
- ? Methods and strategies for generating, exploring and developing ideas in both 2 and 3 dimensions.
- ? Analysis, selection and critical reflection.

Indicative Bibliography

1. BERGER, J., 1972. Ways of Seeing. London: Penguin.
2. BUZAN, T. and BUZAN, B. 2012. The Mind Map Book: Unlock your creativity, boost your memory, change your life. Harlow: Pearson/BBC Active.
3. ECHILVERS, I. 2015. The Oxford Dictionary of Art and Artists. Oxford etc.: Oxford University Press.
4. ELKINS, J., 2008. How to Use Your Eyes. London: Routledge.
5. ERLHOFF, M. et al. 2018. Nerd - New Experimental Research in Design: Positions and Perspectives. Basel, Switzerland: Birkha?user.
6. HORNUNG, D. 2021. Colour: A workshop for Artists & Designers. London: Laurence King Publishing Ltd.
7. JULIER, G., 2005. Dictionary of Design since 1900. London: Thames & Hudson.
8. PIPES, A., 2008. Foundations of Art & Design. London: Lawrence King Publishing.

Additional Notes

Students will also be guided towards appropriate course specific and project specific texts, within project and studio based learning.