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## MODULE DESCRIPTOR

### Module Title

Creative Principles & Methods

Reference	AA1005	Version	5
Created	June 2017	SCQF Level	SCQF 7
Approved	June 2002	SCQF Points	30
Amended	August 2017	ECTS Points	15

### Aims of Module

To introduce the key practical & theoretical aspects of study in 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 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. 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 contemporary issues relating to the areas of Design & Fine Art.

### Module 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.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	160	N/A
Non-Contact Hours	140	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

### ASSESSMENT PLAN

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

#### Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Submission of a portfolio of projects.				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

In order to pass the module you need to achieve a D or above.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	An A in C1
<b>B</b>	A B in C1
<b>C</b>	A C in C1
<b>D</b>	A D in C1
<b>E</b>	An E in C1
<b>F</b>	An F in C1
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	Evidence of prior relevant experience by submission of portfolio and interview.
Corequisites for module	AA1001 Drawing & Visualisation 1, AA1009 Critical & Contextual Studies 1 and AA1008 Core Design Studies or AA1006 Core Fine Art Studies.
Precluded Modules	None.

**ADDITIONAL NOTES**

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

**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.