

MODULE DESCRIPTOR

Module Title

Creative Principles - Foundation

| | | | |
|-----------|----------------|-------------|--------|
| Reference | AA1401 | Version | 1 |
| Created | August 2023 | SCQF Level | SCQF 7 |
| Approved | September 2023 | SCQF Points | 30 |
| Amended | | ECTS Points | 15 |

Aims of Module

To acquire a foundational understanding of core creative practices and principles within Art & Design and support the identification of a future direction of study.

Learning Outcomes for Module

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

- 1 Reproduce the defining characteristics of a sequential creative process.
- 2 Implement a range of research strategies and methods in response to a specific brief or problem.
- 3 Employ a range of strategies and processes for the generation, visualisation and exploration of ideas and concepts within theme-based studio projects.
- 4 Identify the different within Fine Art & Design subject areas through engagement with project work by exercising critical judgment.
- 5 Engage in a progressive learning journey by experiencing different experimental approaches to media through taught drawing procedures; gaining the critical skills of editing, revision and reassessment.

Indicative Module Content

This module will introduce the student to the ethos of creative study, when transitioning into the Art School environment. By the conclusion of the module, you will understand your creative strengths and begin to distinguish between Art & Design subjects, which will help inform further study in Semester 2. The module will build 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 also encourage exploration of a set of wide-ranging themes, identifying relevant information capable of sustaining a number of outputs. Practical skill will also be taught through this module, by introducing and embedding a broad recognition of Drawing & Visualisation as a foundation of thinking and visual understanding. Carrying out directed experiments through media exploration that reveal a range of possible interpretations and options. A thematic approach to projects will address contextual and conceptual issues relating to an emerging understanding of subject areas. Conceptual foundations of sustainability are introduced within the context of fine art and design to deepen understanding of sustainable practices and responsible engagement with the environment within their creative practices and the wider art context.

Module Delivery

The module is studio 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 must achieve a D or above:

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

Module Requirements

| | |
|--------------------------|-------|
| Prerequisites for Module | None. |
| Corequisites for module | None. |
| Precluded Modules | None. |

ADDITIONAL NOTES

Students will also be guide towards appropriate course and projects specific texts to support studio-based learning,

INDICATIVE BIBLIOGRAPHY

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