University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Process and Practice		
Module Code	UADAWB-30-2	Level	2
For implementation from	*September 2017*		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Design
Department	Art & Design		
Contributes towards	*BA (Hons) Illustration*		
Module type:	*Project*		
Pre-requisites	*None*		
Excluded Combinations	*None*		
Co- requisites	*None*		
Module Entry requirements	*None*		

Part 2: Description

Syllabus outline:

Students are required to produce a body of work in response to a given theme. Students are encouraged to investigate and extend their knowledge of, a wide range of print, production and prototyping processes in relation to their creative practice. In addition, they are invited to observe and reflect on the way such practical processes affect and inform their visual language and creative methodologies. Students are expected to embrace the challenge of producing a 'multiple' in ether 2D or 3D formats, thereby considering the inherent problems associated in the reproduction of an artefact in various forms and contexts.

The emphasis of the module is on encouraging students to understand their own practice through processes and technical skills. In essence, 'learning through making' by investigating each process's inherent methodologies and related material choices. Students are expected to identify and select processes that are empathetic or supportive of their visual language and concepts.

These choices inform work undertaken in the practical components throughout the course and may act as reference material for future project work.

Teaching and learning methods:

Teaching is delivered in the form of demonstrations and workshops alongside regular tutorials and critiques

throughout the module. A menu of workshops is provided, offering new techniques to the students and building on previous (level 1) workshops to a more advanced level. Learning is through hands on experiences supplemented by independent study and experimentation recorded through sketchbooks, proofs and prototypes. Students record their explorations, thereby supporting the further development of practical work to inform their future practice.

Part 3: Assessment

Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

- Presentation and participation in studio-critique
- Poster presentation
- Group and individual visual presentations
- Group and individual verbal presentations
- Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing
- Group critiques
- Peer and self-assessment
- Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Identify final timetabled piece of assessment (component and element)			
		A:	**B**:
% weighting between components A and B (Standard modules only)			
First Sit			

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
Body of developmental work, individual summative critique, documentation of work	*100%*

Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.	

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
Body of developmental work, individual summative critique, documentation of work	*100%*

Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.	

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will be able to: ***Knowledge and Understanding*** i) demonstrate a development in cognate skills and disciplines relevant to visual communication; ii) demonstrate the process of preparation and reproduction of an image or artefact from concept to production; ***Intellectual skills*** iii) source, navigate, select, retrieve, manipulate and manage information from a variety of sources in the pre-production of artwork; iv) analyse the relationship between form and context in the preparation of artwork for production; ***Subject/Practical Skills*** v) demonstrate the conversion of a body of work into a format for production; vi) demonstrate production skills through exploration of a range of technologies; ***Transferable Skills*** vii) perform tasks with an awareness of tools and materials and their potential hazards; viii) identify key elements of a problem and select methods/techniques/processes appropriate to the task.

Key Information Sets Information (KIS)	**Key Information Set - Module data**

Number of credits for this module | 30

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

Contact Hours

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:			
Written exam assessment percentage			0%
Coursework assessment percentage			100%
Practical exam assessment percentage			0%
			100%

Total Assessment

Reading List

All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.

Any essential reading is available in the Bower Ashton Library and will be indicated clearly in the module brief. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually.

Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period.

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First CAP Approval Date	*21 March 2017*			
Revision CAP Approval Date		Version	*1*	[Link to RIA](#)