Module Specification

Introduction to Art

Version: 2025-26, v2.0, Approved

Contents

Part 1: Information

Module title: Introduction to Art

Module code: UPCNEV-30-1

Level: Level 4

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: University Centre Weston

Field: Cultural Studies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module offers students a comprehensive introduction to the fundamental principles and responsibilities of the artist's role within the creative industries.

Features: Module Entry requirements: Not offered as a standalone. Programme entry requirements apply.

Educational aims: See learning outcomes.

Outline syllabus: This module offers a comprehensive introduction to the fundamental principles and techniques of the artist role, laying the groundwork for students to develop as emerging creative practitioners within the creative industries.

Students will investigate core concepts such as colour theory, shape language, scale and composition, gaining a solid understanding of how these elements contribute to effective artistic storytelling.

The module also encourages students to approach art both as a form of artistic expression and as a professional discipline, highlighting its diverse applications throughout the creative industries.

Part 3: Teaching and learning methods

Teaching and learning methods: See assessment strategy.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

> **MO1** Demonstrate an understanding of art principles.
>
> **MO2** Demonstrate an understanding of art workflows and techniques.
>
> **MO3** Demonstrate intentional use of practical techniques in the creation of artwork.
>
> **MO4** Record, reflect and evaluate upon personal practice

Hours to be allocated: 300

Contact hours:

> Independent study/self-guided study = 228 hours
>
> Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: Assessment criteria on this module are aligned to the Intended Module Outcomes. There will be both formative and summative assessment throughout. This reflects an 'assessment for learning' approach which is integral to the Learning and Teaching Strategies of UWE, Bristol and University Centre Weston (UCW).

Assessment takes an inclusive approach to meet the diverse needs of students and ensures that academic standards are maintained. Assessment approaches and contexts provide controlled conditions to ensure fair practice.

This module is assessed through two complementary tasks:

Art Artefact - 75%

Students will design and produce their first art-based portfolio piece, allowing them to apply foundational knowledge and skills within a structured art production environment.

With a focus on practices relevant to both Games and Animation, students will begin to understand the creative and technical workflows involved in bringing artistic content to life, while developing confidence in their ability to contribute meaningfully to the production pipeline.

This assessment task enables students to demonstrate progress against relevant module outcomes, while maintaining industry focused outcomes and intentions.

Journal - 25%

Throughout this module, students will maintain a reflective journal that captures their ability to critically engage with their creative process. Ongoing reflection on methods, decisions, and outcomes will support the development of insight into their learning

and professional progression.

This assessment task supports critical thinking, independent learning, and the integration of theory into practice, demonstrating progress against relevant module outcomes.

Assessment tasks:

Artwork (First Sit)

Description: Art Artefact

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Reflective Piece (First Sit)

Description: Journal

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Artwork (Resit)

Description: Art Artefact

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Reflective Piece (Resit)

Description: Journal

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Games and Animation Production [UCW] BA (Hons) 2025-26

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