



## **Module Specification**

### **Analysing Practice in Graphic Arts**

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## Part 1: Information

**Module title:** Analysing Practice in Graphic Arts

**Module code:** UADACU-30-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Art & Design

**Partner institutions:** None

**Delivery locations:** Arnolfini

**Field:** Design

**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:** Not applicable

**Features:** Not applicable

**Educational aims:** See learning outcomes

**Outline syllabus:** This module enables students to consider the different forms available to visual communicators, including print, screen and 3D/environmental

outcomes. Through individual proposals they develop individual focus in one or more of these areas. They will be encouraged to interrogate their own design process and working method(s), taking into account how a designer transforms and adapts their choice of medium, style and design method based on an editorial concept, to meet new circumstances and opportunities.

Taking text as a starting point for the design process, students will source, or generate their own text which they will interrogate through the development of practical outcomes. This will include issues of analysis and interpretation, identification of intention, audience, context for dissemination, choice of media and editorial responsibility.

Relevant technical skills are delivered through workshops that enable students to explore the subject further and experiment with their ideas.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Learning is supported through a range of lectures, workshops, seminars and tutorials. Lectures, seminars, directed reading and practical exercises will challenge students to consider the strengths and potential of different working methods and media. By looking at their own work and that of other practitioners they will be challenged to consider how content and intention inform the development and evaluation of outcomes. The lecture programme includes a range of contextual lectures shared across MA pathways. These consider themes, issues and approaches across the spectrum of creative practice. This is key to helping the student locate their study in the field of visual culture, define their themes and questions and integrate the research of others.

Practical work, seminar discussions, critiques of work in progress and outcomes will examine models of design method/process considering issues such as the intuitive and the analytical in generating ideas, integrating communicative objectives with aesthetic judgement, collaboration and co-ordination. As the communication designer bases their designs on various forms of objective and subjective research,

they will present their design proposals as the result of research. Physical issues of legibility and readability as well as the interpretive and semiotic reading of text and imagery will be key to evaluating proposals and outcomes.

Practical workshops will enable students to extend their technical knowledge and skills in the areas most relevant to their individual practice. In sourcing or generating the text which will form the starting point for their practical work the students will accept editorial responsibility which will require the capacity to work at different levels of complexity, such as telling a story by means of a sequence of images and texts, translating a singular concept into a single image, merging several stories/themes to form a structured whole that provides insight into the message to be conveyed.

By keeping a Learning Journal throughout the module, students will reflect on their learning and progress, culminating in a critical evaluative report, which discusses their emerging aims, research, methodology and effectiveness of work produced.

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

**A1** Demonstrate knowledge and understanding of a range of work and working methods currently being employed by artists and designers working in various formats

**A2** Understand the inter-relationship of content, intention, audience, context and media in developing graphic arts outcomes

**B1** Develop and test abstract ideas and concepts in relation to the development of graphic arts outcomes

**B2** Synthesise new skills and information relevant to their individual direction

**B3** Evaluate alternative approaches through the development and resolution of a body of work

**C1** Demonstrate creativity, innovation and imagination in the development of content and form of a graphic outcome

**C2** Demonstrate the application of a methodology appropriate to their medium and intention

**C3** Record their ideas and information effectively

**D1** Produce and present detailed, coherent and appropriate information

**D2** Demonstrate ability in synthesising new ideas and information

**D3** Manage time independently and meet deadlines

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uadacu-30-m.html) via the following link <https://uwe.rl.talis.com/modules/uadacu-30-m.html>

## **Part 4: Assessment**

**Assessment strategy:** Students will be assessed according to their fulfilment of the learning outcomes in respect of the following criteria:

Assessment Criteria

the extent to which the student has exploited the potential of selected media and considered the creative intention of the work in terms of aesthetic, accessibility and intended audience

Threshold standard (M Level)

The assignments demonstrate an understanding of the potential for creativity and innovation through the analysis of a text and the subsequent selection and adaptation of techniques and strategy

Assessment Criteria

the level of imagination, innovation and creativity demonstrated in the final outcomes and supporting work

Threshold standard (M Level)

The assignments demonstrate that the student can think imaginatively and creatively in order to realise a proposal that makes innovative use of the particular characteristics afforded by interactivity. Critical decisions have been evaluated and acted on which may result in new approaches to the use of text and/or image through various forms of communication media;

Assessment Criteria

the depth and breadth of research and enquiry, informing their work and understanding of the context in which it exists

Threshold standard (M Level)

The practical work, learning journal and evaluation demonstrates that the student can reference an extensive range of relevant practice, themes, texts and approaches, and discuss their own practice and that of others with an appreciation of context and intention.

Assessment Criteria

the extent to which the student has accepted editorial responsibility, and tested and evaluated alternative strategies in exploring and resolving proposals and outcomes based on a given text

Threshold standard (M Level)

The practical work, learning journal and evaluation demonstrates that the student has understood the information gained in the lecture and workshop programmes and can work through a range of ideas in order to develop an original proposal based on the identification and analysis of a given text;

Assessment Criteria

the extent to which a clear methodology has been employed in the development of

the proposal and strategies used to develop effective outcomes

#### Threshold standard (M Level)

The practical work, learning journal and evaluation demonstrate that the student has clear strategies for the further development of their work and can critically evaluate a range of possible outcomes in support of their proposal

#### Levels of Achievement

##### 70% - 100% Distinction

the work presented for assessment substantially exceeds the threshold profile described in relation to the assessment criteria. The overall profile of the student demonstrates an exceptional level of attainment in relation to the threshold profile

##### 60% -less than 70% Merit

the work presented for assessment exceeds the threshold profile described in respect of all five criteria. The student's achievement in relation to each of the criteria may vary, but demonstrates an overall level of attainment commensurate with the threshold profile described.

##### 50% - less than 60% Pass

the work presented for assessment meets the threshold profile described in respect of all five of the criteria. The student's achievement in relation to each of the criteria may vary, but demonstrates an overall level of attainment commensurate with the threshold profile described.

##### 0% - 49% Fail

the work presented for assessment does not meet the threshold profile described in relation to two or more criteria. The level of achievement falls below the threshold standard and the overall profile of attainment is not commensurate with the level of the award.

for the purpose of assessment the level of achievement is measured against the

overarching profile given through the five threshold statements

**Assessment components:**

**Written Assignment (First Sit)**

Description: Evaluation (2,000 to 3,000 words)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: A1, A2, B1, B2, B3, C1, C2, C3, D1, D2, D3

**Project (First Sit)**

Description: Project (+supporting material) Learning Journal

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, B1, B2, B3, C1, C2, C3, D1, D2, D3

**Written Assignment (Resit)**

Description: Evaluation (2,000 to 3,000 words)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: A1, A2, B1, B2, B3, C1, C2, C3, D1, D2, D3

**Project (Resit)**

Description: Project (+supporting material) Learning Journal

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, B1, B2, B3, C1, C2, C3, D1, D2, D3



## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Graphic Arts [Arnolfini] MA 2023-24

Graphic Arts [Arnolfini] MA 2022-23