

University of the West of England
MODULE SPECIFICATION

Code: UADACW-60-M	Title: EXTENDED PRACTICE IN GRAPHIC ARTS	Version: 4
Level: M	UWE credit rating: 60	ECTS credit rating: 30
Module type: Project		
Owning Faculty: FCA	Field: Design	Field Leader: R Kettell
Valid from: October 2010 (Chair's action – October 2010) Discontinued from: October 2010)		
Contributes towards: MA Graphic Arts		
Pre-requisites: UA1ACV-30-M Developing Practice in Graphic Arts		
Co-requisites:		
Excluded combinations:		

Learning outcomes:

Upon completion of this module students should be able to:

Knowledge and Understanding

- i) Understand how to apply their creativity and imagination through a multi-disciplinary approach to the generation of visual communication outcomes;
- ii) Implement methodologies and strategies appropriate to the realisation of a body of work;
- iii) Demonstrate understanding of professional practice through the creative implementation of appropriate strategies;
- iv) Demonstrate the relationship between contextual knowledge and understanding and creative practice through critical evaluation;

Intellectual Skills

- v) Evaluate a range of approaches and implement those strategies and techniques most likely to reinforce the creative intention of a body of work;
- vi) Make an insightful assessment and evaluation of the final work in relation to a negotiated proposal;

Subject/Practical Skills

- vii) Present a body of work in such a way as to demonstrate understanding of professional protocols and standards relevant to their practice;
- viii) Communicate themes and ideas clearly and comprehensively in visual, written and oral forms;
- ix) Handle complex issues (conceptual and practical) appropriate to their own line of approach, and intention;
- x) Demonstrate creative and confident use of skills, techniques, materials and technology relevant to the completion of their body of work;
- xi) Evaluate work in such a way as to demonstrate how knowledge and understanding of the subject has contributed to the development of the work;

Transferable Skills

- xii) Deploy and implement skills to meet the demands of a range of complex, and sometimes

- unpredictable situations;
- xiii) Demonstrate how self-reflection can inform creative development and innovation;
- xiv) Sustain the management of a project and develop strategies for dissemination to a public audience;
- xv) Autonomously prepare final work for assessment, presentation and dissemination.

Syllabus outline:

During this module students negotiate a self-directed body of work, which demonstrates their ability as an innovative and creative visual communicator, capable of creating meaningful and interesting content for an identified audience. The negotiated content of the work should reflect on the creative identity and direction of the visual work produced up to this point. Through a series of seminars and tutorials, students refine their creative, professional and critical positions.

The body of practical work is complemented by a substantial evaluation report. This will discuss in detail the rationale behind the research and practical work undertaken; the relevance of the work to the student's intentions beyond the programme; the location of the work in relation to contemporary and past practice in the subject, and the broader creative, cultural and social contexts. They will consider the extent to which their knowledge, understanding and working methods have developed and the extent to which their intentions have been effectively realised through their research and practice. The Learning Journal, developed throughout the module, provides a key source for the evaluation and evidence to support their argument and conclusions.

Teaching and learning methods:

- i-iii Tutorials and seminars at the beginning of the module support students in the negotiation of a programme of work for the final module;
- i-xv through a combination of supported and self-directed study, students complete their work and produce an evaluation report. Students work increasingly independently and are given personal supervisors to oversee the completion of the evaluation reports. Tutorials and group discussions enable students to test and articulate their ideas;
- vii-xv the final presentation of the completed body of work demands that students understand appropriate standards of execution and presentation, recognising the intended audience and context of the presentation. The ability to organise work clearly, within a pre-determined timescale supports individual and applied design practice.

Reading strategy:

Reading is negotiated according to the individual student project.

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. Access details for UWE Online digital resources for this module will be included in the course handbook.

Assessment :

ATTEMPT 1

First Assessment Opportunity

Component A

Description of each element

Element weighting

1 Body of practical work and critical evaluation (6000 words) 100%

Second Assessment Opportunity (further attendance at taught classes is not required)

Component A

Description of each element

Element weighting

1 Body of practical work and critical evaluation (6000 words) 100%

SECOND (OR SUBSEQUENT) ATTEMPT Attendance at taught classes is required.

Specification confirmed by **Date**
(Associate Dean/Programme Director)

Assessment: Profile of student achievement in relation to stated learning outcomes:

Extended Practice in Graphic Arts – UADACW-60-M	
<u>Assessment Criteria:</u> Students will be assessed according to their fulfilment of the learning outcomes in respect of the following criteria:	Threshold standard (M Level)
i) the level of creativity and innovation demonstrated in the development and presentation of a body of work	The work demonstrates the creative and innovative use of processes and that the student can select and/or develop content appropriate to their study. The student can synthesise ideas through the application and deployment of appropriate strategies and techniques and be confident and effective in their selection and application of creative and technical skills. The student can work confidently and autonomously and may adapt skills unusually in order to realise an outcome;
ii) the level of research, knowledge and understanding of graphic arts/visual communication practice demonstrated in the critical evaluation	The completed evaluation demonstrates that the student can plan, execute and sustain a major project in a systematic and reflexive manner, undertaking analysis of contradictory ideas and taking appropriate action in order that the task may be completed. The evaluation should evidence a very good knowledge of the subject, and that the student is familiar with contemporary debates in graphic arts/visual communication practice, and their position as a practitioner working within the field. The evaluation demonstrates that the student has an awareness of ethical issues arising in, or associated with the area of study and that this has informed the development and resolution of practical work.
iii) the extent to which the student's research, knowledge and understanding can be seen to have contributed to the practical development of their practical work	There is clear evidence in both practical and written work that critical and reflection on the student's own work and that of others forms a fully integrated part of your creative methodology. The student can evaluate and argue alternative approaches and use relevant examples and ideas to inform the development of their practice.
iv) the extent to which the final work exploits the potential of the medium as a means of presenting chosen content	The work presented is original and innovative in the adoption and deployment of skills and strategies for the development and interpretation of an original proposal
v) the level of critical and creative independence demonstrated in the realisation, presentation, contextualisation and evaluation of the final body of work	the student demonstrates that they are autonomous and independent workers who clearly understand, and are able to work creatively according to the demands of their intended audience. They can deploy appropriate strategies and dissemination techniques to engage successfully with their intended audience.

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.
<i>* for the purpose of assessment the level of achievement is measured against the overarching profile given through the five threshold statements.</i>	