



Module Specification

Developmental Projects: Building a Creative Identity

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Part 1: Information

Module title: Developmental Projects: Building a Creative Identity

Module code: UAAAWP-30-0

Level: Level 3

For implementation from: 2022-23

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: Bower Ashton Campus

Field: Art

Module type: Project

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: Students will acquire specific skills in:

Developing ideas

Identifying and pursuing a line of enquiry

Problem solving

Developing and following a brief

Reflection and evaluation

Outline syllabus: This module will consist of projects based upon:

The City of Bristol as a source for ideas, concepts and cultural engagement.

Further negotiated projects designed to focus on students' developing creative identities within their chosen disciplines.

Sessions might include:

Expeditions to sites and venues in the city.

Visits to exhibitions and other events.

Supported studio practice.

Self directed studio practice.

Seminars.

Lectures.

Shared investigations and group work.

Group critiques.

Part 3: Teaching and learning methods

Teaching and learning methods: This module will introduce you to projects that are initially focused on the use of the city (Bristol) as a source of ideas. It will be increasingly individually formulated between staff and student to address fundamental concepts and processes in contemporary art, design and media practices.

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

MO1 Engage with and explore, and increasingly initiate, a project brief(s) relating to Art, Design and Media practice

MO2 Develop their ideas and a burgeoning creative identity through Art, Design and Media practice

MO3 Apply basic analytical skills, to aid the development of a burgeoning creative identity through practice, research and evaluation

MO4 Develop skills in Art, Design and Media practice

MO5 Demonstrate an understanding of a range of approaches within Art, Design and Media

MO6 Demonstrate an understanding of the role of primary and secondary research to inform their developing practice

MO7 Identify key elements of a problem and select methods, techniques and/or processes to address these

MO8 Engage safely and appropriately with selected technical resources

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/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Formative assessment will be on-going and will form an integral part of 1:1 progress discussions between staff and students. Students will have a written record of these as part of an iterative, reflective process.

Summative assessment of this module shall be based upon:

Portfolio of Practical Studio Work

Reflective Journal

An Evaluative Statement of 500 words

Assessment criteria for Learning Outcomes:

MO1: A subject(s) for personal investigation have been identified.

MO2: Issues, theories and practices appropriate to the burgeoning creative identity have been explored.

MO3: There is evidence of observation and contextualisation of the subject specialism and some development of evaluative skills.

MO4: Appropriate materials and processes have been used and outcomes reflected upon.

MO5: A range of approaches have been considered.

MO6: There is evidence of research and evaluation of the works of others.

MO7: Problems have been identified and possible solutions essayed.

MO8: Appropriate use of materials, techniques and equipment.

Assessment criteria:

Students are assessed according to their fulfilment of the learning outcomes in respect of the agreed criteria.

The Pass / Fail Assessment Strategy for this module has been designed to:

Establish a more authentic and subject appropriate approach to the Assessment process, placing greater emphasis on Assessment as learning, rather than an assessment of learning – which is more aligned to the iterative nature of creative practice.

Establish a less marks driven approach to assessment, particularly during the early stages of a student's journey will provide students with an opportunity to build confidence and develop individual approaches to iterative practice and creative risk-taking without the perceived pressure / punitive nature of a marks driven culture.

Remove the emphasis from final Marks, making explicit the role of feedback in students future learning and progression. Greater emphasis on assessment feedback will enable staff and students to establish a broader shared language and understanding of assessment away from the granular detail of marks.

Signal a more holistic, inclusive approach to assessment and would align with the University's wider priorities of Inclusivity and Accessibility.

Pass / Fail at L0 may also support increased retention, as well as Student Well-being.

A Pass / Fail approach in level 0 will align students with other pilot assessment approaches at level 1

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio to include practical project work undertaken during the module, a reflective journal and an evaluative statement.

Weighting:

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Portfolio - Component A (Resit)

Description: Portfolio to include practical project work undertaken during the module, a reflective journal and an evaluative statement.

Weighting:

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fashion Textiles {Foundation} [Bower] BA (Hons) 2022-23

Interior Design {Foundation} [Bower] BA (Hons) 2022-23

Fashion Textiles {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs] BA (Hons) 2022-23

Illustration {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Interior Design {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Interior Design {Foundation} [Sep][SW][Bower][5yrs] BA (Hons) 2022-23

Fine Art (International) {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Art and Writing {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Fine Art {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Fashion Communication {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Photography {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Animation {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Drawing and Print {Foundation} [Sep][FT][Bower][4yrs] - Not Running BA (Hons)
2022-23