

Module Specification

Module Summary Information

1	Module Title	Analytical and Creative Practice
2	Module Credits	40
3	Module Level	7
4	Module Code	VIS7045

5	Module Overview
<p><u>Rationale / indicative content</u></p> <p>This module develops analytical, reflective and evaluative design skills, which, through creative thinking, experimentation and iterative design processes, enables you to define your specialist area(s) of professional practice.</p> <p>The core vehicle for this will be one of two options:</p> <ol style="list-style-type: none"> 1. the devising of a personal proposal or brief(s), 2. a substantial and comprehensive proposal in preparation for the Major Project as a 12000 word dissertation option. <p>The core proposal or brief(s) will be explored through a series of micro projects, characterised by in-depth research in a variety of forms. These micro projects enable greater exploration of your chosen area of specialist practice.</p> <p>Your study will be supported by regular individual and group tutorials, and peer interaction. You will be required to demonstrate effective self-direction and levels of originality, and independence in problem solving, enterprise, and innovation, in order to achieve advanced proficiency and innovation within your specialist practice.</p> <p><u>Learning, Teaching and Assessment Strategy</u></p> <p>This module is led by specialist module tutors and includes: reading directed extracts from primary and secondary sources/texts, group discussion, one to one tutorial support and where appropriate to your study, student led seminar presentations and briefing meetings.</p> <p>Learning and Teaching Methods may include: Briefings, Seminars, Independent Learning, Diagnostic, Individual and Group Tutorials, Library Research/ Resources.</p> <p>With regard to Formative Appraisal within the Visual Communication Masters Programme there is an opportunity for on-going formative appraisal to take place via diagnostic, one to one tutorial support and where appropriate group tutorial situations. This supports you in the development of your reflective skills as well as preparing you for the formal Summative Assessment at the end of the module.</p>	

6	Indicative Content
<p>The module will consist of a combination of lectures, group and individual tutorials. As part of the module, there will be a number of sessions that address questions of Critical Thinking, Debate & Challenge, and Presentation Skills.</p>	

7	Module Learning Outcomes		
On successful completion of the module, students will be able to:			
	1	Demonstrate that you have identified, researched and critically analysed current visual practice to explore fundamental principles of your specialism.	
	2	Apply advanced technical expertise and critical awareness to devise and complete creative projects related to investigative principles associated with design methods.	
	3	Demonstrate your communication and presentation skills in the presentation of your practical work and by reflecting upon, interpreting and evaluating your progress and achievement in a written Critical Evaluation.	
	4	Apply creative thinking, originality and iterative design methods to resolve a creative brief.	

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-4	x		

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	72	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	248	
Private Study (PS) includes preparation for exams	80	
Total Study Hours:	400	