

Module Title:	Visual Studies - Colour, Drawing, 3D
Language of Instruction:	English
Credits:	15
NFQ Level:	6
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	Lectures / Tutorials / Practicals/ Group Crits/ Group Discussion/ Student Presentations. Primarily this core subject assumes that the student will have only limited experience in 2D and 3D visual form. Each project starts with a detailed brief and introduction session and is followed by workshops and class discussion. The strategy is characterized as "learning through doing" in that the student is guided and supported through the process of skills acquisition and creative conceptualization both as individual students and as a class.
Module Aim:	The module aims to stress the importance of the dynamics of visual form in Art and Design through colour theory and practice, studio drawing & processes, 3D design & fabrication and their multi-disciplinary role in the development of the student's creative practice. Emphasis is on observation and recording as well as visual and analytical investigation/curiosity. The projects are tutor led. Students are expected to attend and participate in all the formal timetabled sessions for the subject. Students are also expected to manage their directed learning and independent study in support of the subject and project aims. Subject aims: • To investigate and develop the basic Art and Design principles of colour theory and light, diagnostic & creative drawing, and understanding of 3 Dimensional form and spatial relations • To explore a wide variety of drawing, observational and recording processes as a means of visual creative thinking. • To introduce the student to the link between intention and technical applications in colour, drawing and 3D practices. To introduce the student to basic understanding and use of 3D form through studies in wood, plaster and metal and other 3D materials. • To equip students with the confidence and the ability to respond to problem solving and visual investigation • To express themselves creatively through visual form grounded in strong literacy of colour, drawing and 3 dimensional understanding.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Be able to demonstrate understanding of additive and subtractive colour theory, through project exercises, through colour wheel and colour analysis, secondary and tertiary colours, complimentary colours, analogous colour, discordant colours, and colour perception and be able to understand how these principles apply across multiple Art and Design applications and platforms.
LO2	Be able to produce a body of work of that demonstrates a variety of practical exercises in technical skills in 2D visual media, including Studio drawing and processes: Blind drawing, contour drawing, tonal drawing, negative & positive space, pictorial composition, scale, perspective, mark making using charcoal, graphite, pencil, pen & ink, brush & ink.
LO3	Be able to demonstrate how objects behave in space considering balance, proportion, scale and materials through creating 3D constructions, Devise, design and present completed project work that demonstrates a variety of technical skills in 3D form including mixing and modeling of plaster over support structures, cutting, fixing/welding and fabrication of a variety of 3D materials including Wood and Metal.
LO4	To creatively link intention and the technical means of realisation through critically reflecting on questions of form and content Be able to express reflective and personal responses by communicating their ideas in a tutorial, making various presentation strategies of their work for assessment, Discussing their work in a group, Participating in self-assessment and producing work that meets requirements of a project brief and matches students own personal interests.
LO5	Be able to learn to identify learning needs and assist others in the shared learning environment by demonstrating problem-solving skills, identifying learning gaps and seeking tutor support, sharing research material, pooling information, forming discussion groups, working with trial and error, demonstrating inventiveness and experimentation.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

PROJECT 1: DEVELOPMENTAL, DRAWING & VISUAL RESEARCH

DURATION: 3 WEEK; ASSESSMENT: SUMMATIVE; Introducing the student to a variety of tutor initiated and student discovered drawing processes; using drawing as a means of visual research/exploration for Art and Design. Student will be able to identify and employ strategic drawing techniques and be able to analyze, plan and build their work. Their learning should include a thorough interaction between the drawing tools and materials and how they impact on the image making process. Studio Drawing and Drawing from life: Blind drawing, contour drawing, tonal drawing, negative & positive space, pictorial composition, scale, perspective, mark making using charcoal, graphite, pencil, brush & ink. Silhouettes, tracing, transfers, rubbings, masking and stencils, printing and photo copying.

PROJECT 2: COLOUR THEORY AND APPLICATION

DURATION: 3 WEEKS; ASSESSMENT: SUMMATIVE; Introducing the student to the principles of additive and subtractive colour theory and its application in Art and Design to achieve both its instructed and desired intentions. The student will develop a confidence in the analysing, application and use of colour in analogue and digital media. Project exercises in additive and subtractive colour theory, through colour wheel and colour analysis, colour systems, primary, secondary and tertiary colours, complimentary colours, discordant colours, contrasts and harmonies, colour perception.

PROJECT 3: VOLUME SPACE AND FORM 3D DESIGN & FABRICATION

DURATION 3 WEEKS; ASSESSMENT: SUMMATIVE; An introduction to the understanding of 3D form using wood, metal, plaster and other 3D materials in a creative problem solving project for Art and Design applications. Introducing the student to 3D concepts, such as proportion, balance and narrative, this project will also ask the students to consider how scale informs our understanding of 3 dimensions. This will be informed by technical and creative supports while demonstrating the process of translating ideas/concepts/ experiences into three dimensions and demonstrating an awareness of how to read a 3D form in the round at a critique or presentation and its application for Art and Design.

Links Between History of Art and Design/Cultural Studies & Visual Stud

Where possible during the VISUAL STUDIES blocks, the history of art and design and cultural studies courses will compliment the studio briefs, relating each studio project to an historical and critical discussion. Suggested topics: • The invention of perspective. • The role of the European Avant Garde. • Modernism and Modernity. • Image and Text • The Bauhaus • Semiotics

Assessment Breakdown	%
Continuous Assessment	25.00%
Project	75.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Each student will have a formal review interview a semester and a report and mark will be filed by the lecturer. The two reports and marks will be the basis for a summative continuous assessment mark. The review reports will be available for the students to see and the aim of the continuous assessment is to support students and identify any weak areas that could be improved on for their project briefs.	1,2,3,4,5	25.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Each Project is assessed within the brief's timeframe. Project 1 GROUP PROJECT will be a formative assessment to familiarise all students with the process of self assessment. Support material of notebooks, reflective writing, research material will be presented for assessment. Each assessment will be an opportunity for the student to focus on their work and evaluate their own progress and development. Each student must undertake an assessment of their work. Where a divergence of more than 20% between the tutors and the students notional assessment occurs, it is mandatory that a negotiated assessment mark is reached.	1,2,3,4,5	75.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Contact Hours	Every Week	8.00
Independent Learning	Every Week	4.00
Total Hours		12.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	1	Mandatory
CW_AWART_B	Bachelor of Arts (Honours) in Art	1	Mandatory
CW_AWART_D	Bachelor of Arts in Art	1	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	1	Mandatory