

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTTC.

**Academic School/Department:** Communications, Arts and Social Sciences

**Programme:** Art, Design and Media

**FHEQ Level:** 3

**Course Title:** Making Your Mark

**Course Code:** ADM 3100

**Course Leader:** Jeremy Danziger

**Student Engagement Hours:** 120

Demonstrations and Practice 36

Lectures 3

Tutorials and/or Group Critiques 6

Study Visits

45

Independent / Guided learning: 75

**Semester:** Fall

**Credits:** 12 UK CATS credits

6 ECTS credits

3 US credits

### **Course Description:**

This course introduces students to a range of procedures and processes in order to investigate practical perceptual and conceptual concerns within Fine Art through a series of practical two and three dimensional tasks and assignments. Drawing plays an essential role in the development of ideas coupled with the manipulation of materials and media for creative goals, enabling students' to acquire knowledge and skills essential for their personal progression and development as artists. This course is designed to complement ADM 3105 Cycling The Square and as such they are an accumulative introductory experience to Art, Design and Media. *A studio fee is levied on this course.*

**Prerequisites:** None

**Aims and Objectives:**

The course aims to acquaint students with:  
Notions of identity, personality, kinship and ownership.  
Visual narrative systems.  
Time and space.  
Art as a language system.  
The interactions of the positive and the negative.  
Research as a tool in creative production.

**Programme Outcomes :**

A4, A7, A8, B6, C2, C4, C5, C6, C7, C8, C10, C12, D3, D6

A detailed list of the programme outcomes are found in the Programme Specification. This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

**Learning Outcomes:**

At the end of this course, successful students are expected to:

1. Relate principles and concepts of practical work to underlying theoretical frameworks and approaches and recognize the positive connections between research and visual production.
2. Collect information to inform a choice of solutions with several forms of visual narrative.
3. Analyse a range of information to gain knowledge of art as a language system.

**Indicative Content:**

- Art and Design terminology
- Visual semiotics
- Signifying personal interpretations
- Illusory space and the picture plane
- Design aims and context.
- Problem solving for design solutions within a prescriptive specification.
- Repetitive images as a drawing tool for life size body portrait.

**Assessment:**

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

**Teaching Methodology:**

The course is structured as an intermesh of theory and practical art work. Concepts will be introduced through lectures and developed through discussion. Work on the assigned projects will require out-of-class work for completion. Once the projects are under way the instructor will work with the students on an individual basis as the state of his/her learning, research or individual project work demands.

Students work on four projects of increasing complexity during the semester, each of which requires research as well as practical work.

Each project is brought to a conclusion by each student presenting their project for open critique and general discussion.

**Bibliography:**

*Indicative Text(s):*

*Journals*

*Web Sites*

[www.nationalgallery.org.uk](http://www.nationalgallery.org.uk)

[www.britishmuseum.org](http://www.britishmuseum.org)

[www.tate.org.uk](http://www.tate.org.uk)

[www.vam.ac.uk](http://www.vam.ac.uk)

*Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus*

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry