

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Art Theory and Practice
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	4
<b>4</b>	<b>Module Code</b>	MED4145

<b>5</b>	<b>Module Overview</b>
<p>The purpose of this module is to give you the opportunity to learn and then apply fundamental art techniques and methodologies. Students will work individually to produce a sketch book based upon a defined theme. Sketching can be used to develop ideas at various stages of the design process. For example, to establish an overall form and using perspective drawings and construction lines can assist the artist in developing ideas by considering how the object will look from various different views. The work students will be given mirrors creative industry advice about art practice and will require an element of research and skill application. The practical nature of the module will enable students to apply knowledge gained and in applying the art theory, students will have to examine a range of foundational art techniques required by all creative industries. In industry artists spend much of their time tackling complicated design briefs. Therefore, employers desire artists with highly developed problem solving and practiced art foundation skills.</p>	

<b>6</b>	<b>Indicative Content</b>
<p><b>Session Topics:</b></p> <ul style="list-style-type: none"> <li>• Module Overview, Professional Studio Practice</li> <li>• Portfolio Review</li> <li>• Speed Still Life, Drawing Exercises</li> <li>• Anatomy &amp; Gesture Drawing</li> <li>• Introduction to Photoshop</li> <li>• Line &amp; Brush Control in Photoshop</li> <li>• Blending colour</li> <li>• Colour Theory</li> <li>• Value &amp; Tone</li> <li>• Value</li> <li>• Thumbnailing</li> <li>• Research methods and gaining inspiration</li> <li>• Composition 101</li> <li>• Perspective</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>
<p><b>On successful completion of the module, students will be able to:</b></p>	
	<b>1</b> Identify traditional art theory and apply techniques to produce effective visual work.
	<b>2</b> Research traditional and contemporary art production methods to inform professional art practice.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1-2	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	60
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	100
<b>Private Study (PS)</b> includes preparation for exams	40
<b>Total Study Hours:</b>	200