Course Outline

This course sets out the fundamental principles of the subject around which a BA (Hons) course is built. A series of key ideas lectures will introduce you to several important debates and theories that underpin contemporary art and design. Access to staff and the learning resources of the course, college and university will be explained and you will be asked to engage with London as a learning resource including a number of key institutions and sites around the city that provide a context for the subject. You will be introduced to a range of strategies to help you develop a research methodology and a reflective approach to your studies.

Course Aims

- Introduce the key ideas that relate to art/design history and contemporary practice and criticism
- Introduce the specialist language of art and design
- Introduce the available processes, techniques and materials
- Develop a research methodology, which involves using London as a resource
- Examine the relationship of practice to research
- Use self-reflection and critical analysis as an integral part of the learning experience
- Communicate ideas, verbally and written

Course Outcomes

On successful completion of this unit you will be able to demonstrate:

- Knowledge of underlying concepts and debates associated with the subject
- An approach to research in accordance with theories and concepts of the subject
- An ability to evaluate the appropriateness of processes and skills in order to realise, select and present your intentions
- The use of reflection and self-evaluation as learning tools
- Transferable skills in communication, initiative and problem solving
Learning and Teaching Methods

- Inductions to University, College and course resources
- Lectures
- Group seminars and discussions
- Group critiques
- Workshops

Assessment

- Assessment Records
- Student Log
- Evaluative Report (500 words, word processed)
- Practical outcomes of set projects
- Practical support work
- Written Assignment (500 - 800 words, word processed)

Course Schedule

**Week One - Two: Brief**

To make a body of work that is a visual response to something you have seen or experienced in London, it could be an exhibition you visited, design work you have seen, or something to do with the town itself. Whatever your choice it must provide you with a subject to investigate.

**Week Three - Six: Individual Study**

A series of observed drawing, life drawing, and media exercises, intended to encourage analytical observation skills, an explorative approach with a range of media, and an on-going experimental approach to drawing.

For the final three weeks of the course you are asked to define your own area of study. It is suggested that you work in a discipline that is aligned with your intended BA specialism.

The work you produce will be assessed and shown in the final week of the course. As a starting point, you are asked to write an individual programme of study, this will set out your aims for the project. A copy of this will be handed in at the start of the project, when you will also make a short presentation of your intentions.

During the project, you will keep a ‘student log’ of your progress, reflecting on your decisions and your progress. You will also write an assignment that supports your work, in that it is related in subject matter, though not necessarily about your work. Your ‘student log’ will provide much of the information for the evaluative report that you will submit along with your practical outcomes and support work in the final week.

You will be asked to hand in the following written evidence:

- Individual programme of study
- Evaluative Report (500 words, word processed)
- Written Assignment (500 - 800 words, word processed)
- Student log
Evaluative Report

The Evaluative Report should be a reflective piece of written work where you compare your plans as set out in your Individual programme of study and the work you ended up making and you question your progress, what have been your major achievements? Have you produced what you intended? What discoveries have you made? How were the artist and designers that you have looked at helpful in the formation of your own ideas? What have you learned on your journey? How have your practical skills developed in order to realise your aims?

It is also important to note that whilst it may be necessary to describe the work in it this is not the major function of the report. It is about assessing your abilities at the following:-

- Choosing a direction / subject for your work
- Finding other practitioners who inspire you and inform your area of interest
- Conducting visual research into work within the subject area
- Reacting and responding to changes in your goals or to discoveries within your work
- Selecting and using appropriate materials and processes
- Managing your time / studentship
- Communicating in tutorials, presentations
- Using drawing or other visual media as a development tool.

It also enables staff to assess your critical and reflective abilities.

Written Assignment (500-800 Words)

The written assignment is a piece of investigative writing where you are asked to research the work of artists or designers whose interests correspond to your own interests, as set out in your Individual programme of study. So, it is not about your own practical work, but can show how it relates to it. Ideally it will contain the work of at least two artists/designers and include images of their work, again relevant to the points you are making. It should include some of your own thoughts about the work you have looked at, and any claims you have made should be supported by relevant citations/quotes.

Lead Tutor:

Nikki Ida studied a BA in Metalwork followed by an MA at the RCA in Goldsmithing, Silversmithing, Metal work & Jewellery. The result of this experience sent her on a whirlwind tour of exhibiting her work in an applied art context, setting up her own design company and then pursuing a career in advertising. Nikki's work rests very firmly in a conceptual context, not held to any discipline. Currently Nikki is teaching Foundation students at UAL which has been an infinitely rewarding experience.

Student Log

The student log can be formatted in a number of ways: it may be kept in a sketch book for instance. It should chart the progress of your project chronologically, much like a diary. The information in the log could help you whilst writing the evaluative report.