

<b>Module Details</b>	
<b>Module Title:</b>	Creativity and Imagination
<b>Module Code:</b>	FAM4001-B
<b>Academic Year:</b>	2019-20
<b>Credit Rating:</b>	20
<b>School:</b>	Department of Media Design and Technology
<b>Subject Area:</b>	Film and Media
<b>FHEQ Level:</b>	FHEQ Level 4
<b>Pre-requisites:</b>	
<b>Co-requisites:</b>	

<b>Contact Hours</b>	
<b>Type</b>	<b>Hours</b>
Lectures	20
Tutorials	20
Laboratory	20
Directed Study	140

<b>Availability</b>	
<b>Occurrence</b>	<b>Location / Period</b>
BDA	University of Bradford / Semester 1 (Sep - Jan)

<b>Module Aims</b>
<p>The module is intended to foster and develop students' ability to create new ideas and to develop appropriate creative strategies for making artefacts, media production, other forms of digital media production, or for self-expression. We aim to enable students to gain a good understanding of creative practices, work-flows, etc. within their chosen discipline.</p> <p>To deploy personal experience, reflection and visual languages, for the purposes of, creative expression, ideas generation, research and development, and to use key technologies to support making in student's home disciplines.</p>

<b>Outline Syllabus</b>

Developing a portfolio; Working to a Brief; Developing Creativity and the Creative Process; Generating Concepts; Ideation and Conceptualisation; Imaging Technologies; Treatments, Storyboards and Sketches; Visualization, Visual Literacy and Digital Imaging, The Journal as Product and as Process; Using Personal Experience as Research Tool.

### Learning Outcomes

1	List a range of visual techniques, tools and technologies for the purposes of creativity and ideas generation and ... Explain the use and function of key imaging practices as applied to your creative practice, your individual identity and to the social environment.
2	Select and apply imaging techniques into project work; Use editing and visual research techniques in the development of ideas and concepts Employ image production skills using a wide range of modalities and systems of representation.
3	Identify and review both 'process and product' in the generation of project work, Use concepts and abstract knowledge in practical work, Communicate ideas effectively in a variety of modalities, to develop portfolio work - both paper-based and online.

### Learning, Teaching and Assessment Strategy

The module is team taught. Learning is developed through a lecture series, seminars and group activities in workshops.

A multidisciplinary approach to Learning and Teaching in the delivery of learning activities is employed for the module. Whilst assessment will be discipline specific, articulated in the assessment brief, choice in the assessment is accommodated.

Practical outputs and subsequent coursework are generated through the production of a portfolio in response to a brief set by tutors.

Whilst assessment will be discipline specific, articulated in the assessment brief, choice in the assessment is accommodated.

### Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Online Portfolio (1500 words equivalent)	-1500 words	50%
Summative	Coursework	Sketchbook/Visual Journal 1500 words (equivalent)	-1500 words	50%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*