

Module Details	
Module Title:	Creativity and Imagination
Module Code:	FAM4001-B
Academic Year:	2020-21
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 4
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	20
Tutorials	20
Laboratory	20
Directed Study	140

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

Module Aims
<p>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.</p> <p>To enable students to gain a good understanding of creative practices, workflows, 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>

Outline Syllabus

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

Learning Outcomes

1	Research and analyse a range of visual techniques, tools and technologies for the purposes of creativity and ideas generation.
2	Employ and develop image production skills using a coherent design process and a wide range of systems of representation in line with your specific field of study.
3	Demonstrate reflective learning both independently and in group situations for a range of audiences.

Learning, Teaching and Assessment Strategy

The module is team taught. A multidisciplinary approach to Learning and Teaching in the delivery of learning activities is employed for the module.

Learning is developed through a lecture series, seminars and group activities in workshops.

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 equivalent	50%
Summative	Coursework	Reflective report	-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.