

Creativity and Imagination

Module Code:	FAM4001-B
Academic Year:	2017-18
Credit Rating:	20
School:	School of Media, Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 4
Module Leader:	Dr Patrick Allen

Additional Tutors:
Mark Goodliff, Mr Charles Meecham

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	20
Tutorials	20
Laboratory	20
Directed Study	140

Availability Periods

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

Module Aims

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.

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.

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; Visualization, Visual Literacy and Digital Imaging, The Journal as Product and as Process; Using Personal Experience as Research Tool.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 List a range of visual techniques, tools and technologies for the purposes of creativity and ideas generation.
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 to 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 and extend 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.

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

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess't
Summative	Coursework	A visual research & image development diary (30 page/60 leaf sketchbook)		50%	No
Summative	Classroom test	Practical test under exam conditions 1 hour	1.5 hours	50%	Yes

30 minutes

Legacy Code (if applicable)

EM-0162D

Reading List

To view Reading List, please go to [rebus:list](#).