

Visual Arts and Digital Media

Module Code:	FAM7005-B
Academic Year:	2017-18
Credit Rating:	20
School:	School of Media, Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 7 (Masters)
Module Leader:	Dr Patrick Allen

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	48
Directed Study	152

Availability Periods

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

Module Aims

To facilitate the exploration, understanding and analysis of own practice within the context of contemporary visual arts. To enable you to use public communications techniques using visual imaging technologies and digital media.

Outline Syllabus

What is Digital Art? What is an audience? Public Communication beyond marketing and the eye of the victim. The Media Mix in Multimodal Discourse: expressive resources and the designer's choice. Creative Strategies for Visual Art and Digital Media: turning ideas into reality. Production Matters: work-flow, output strategies and media choice.

Module Learning Outcomes

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

- 1 produce, present and evaluate own artwork and other digital arts products in the context of professional practice and contemporary visual arts.
- 2 integrate practice with theory with respect to the creation of digital arts and media content. Demonstrate an appropriate range technical skills for the production of professional artwork.
- 3 manage and complete an integrated design project.
present a clear message in an appropriate medium.
evaluate, critically analyse and assess personal goals and achievements.

Learning, Teaching and Assessment Strategy

Theoretical strategies are delivered via seminars. Production techniques are delivered through workshops and master classes. Theoretical knowledge and practical skills are assessed via a project and production of an on-going journal or blog.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess't
Summative	Coursework	Project : Artwork/Integrated Design/Media Product	0 hours	50%	No
Summative	Coursework	Reportl: Reflective Analysis of Project (1500 words)	0 hours	25%	No
Summative	Coursework	A Visual Journal/Blog	0 hours	25%	Yes

Legacy Code (if applicable)

EM-4038D

Reading List

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