

**PART A: GENERAL INFORMATION**

1.	Module Title			Creative Foundations – Craft (EXCR4002)
2.	School			Escape Studios
3.	Level			4
4.	Total Credits/ Value	ECTS		30 (15 ECTS)
5.	Total Synchronous Contact Hours	120		
6.	Programme(s) to which the Module Contributes			BA/MArt The Art of Video Games BA/MArt The Art of Visual Effects BA/MArt The Art of Computer Animation (2D/3D)
7.	Related Modules	Pre-requisites	None	
		Co-requisites	None	
		Post-requisites	None	
		Excluded Combinations	None	
8.	External Accrediting Body (If applicable)			N/A
9.	Modes of Study			Full-time
10.	Delivery Site(s)			Escape Studios, London

**PART B: MODULE LEARNING OUTCOMES****11. Learning Outcomes**

On successfully completing the module students will be able to:

**Demonstrate Knowledge & Understanding of...**

1. The styles of visual representation relevant to the creative industries
2. The theory and practice of drawing and image creation for creative media projects
3. The fundamentals of the transmission of light and its interaction with different surfaces and materials
4. The fundamentals of movement in relation to motion physics and timing

**Demonstrate Intellectual Skills in...**

5. Appraising different creative styles and approaches and selecting appropriately for a given purpose
6. Reflecting on and evaluating their own creative output and that of others

**Demonstrate Subject Specific Skills in...**

7. The use of appropriate traditional and digital tools to create images, designs, and storyboards
8. The selection and use of appropriate tools and techniques to capture images for a creative media project

9. The use of still and moving images to communicate concepts and ideas.

**Demonstrate Transferable Skills in...**

10. Effective communication through visual means

11. Providing and acting on constructive feedback

**PART C: RATIONALE AND DELIVERY**

**12. Synopsis of the Curriculum**

To operate effectively in the creative industries requires an understanding of the language of visual communication, design and associated disciplines. The ability to communicate ideas and concepts in visual form, to understand the meaning of images in context and the way light behaves and interacts with surfaces and are essential.

This module introduces key concepts for working in the creative sector, including the study of visual conventions and narratives, the development of traditional creative skills such as drawing and photography and the analysis of visual material in terms of aesthetic value and communication content.

Students will study and compare key examples from a variety of disciplines, develop practical skills in workshops and discuss their own and the work of others in seminars.

It aims to provide students with the knowledge, understanding and practical skills in visual communication to enable them to work effectively on creative industry projects. This involves the study of conventions and traditions, the analysis of examples, approaches and techniques and the development of skills through practice and feedback.

Keywords: visual communication, film, photography, drawing, games, animation, images, storytelling

Outline syllabus:

- Film (conventions, language, theory)
- Photography (lens, exposure)
- Drawing
- Storyboarding
- Imaging Technology (image formats, compression)

**13. Learning and Teaching Methods**

The module follows the Craft module model, with practical tutor-lead sessions in studio being the primary mode of delivery. In these sessions students are introduced to theory in the context of exercises, building their knowledge and understanding alongside their intellectual and practical skills.

**14. Contact Hours**

Module Credit Value	Scheduled Learning Activities	Guided Independent Study	Total Learning Hours
30 credits	Skills sessions (72 hours), Studio time (48 hours)	Preparation for classes, guided research, assignment preparation and development (180 hours)	300 hours

**15. Assessment Methods****Formative Assessment**

Formative assessment will be provided throughout the module, both in terms of feedback on work in progress during the contact hours.

**Summative Assessment****Assignment 1: Individual Portfolio (75%)**

Approximately 4-6 weeks of development work.

**Assignment 2: Individual Retrospective (25%)**

Approximately 3000 words (+/- 10%)

**Re-sits**

Students who fail this Module will be permitted to submit revised components in accordance with the Academic Regulations

**16. Map of Module Learning Outcomes to Learning, Teaching and Assessment Methods**

Learning outcome	1	2	3	4	5	6	7	8	9	10	11
Learning/ teaching											
Skills Sessions	X	X	X	X	X	X	X	X	X	X	X
Studio Time	X	X	X	X	X	X	X	X	X	X	X
Self-Directed	X	X	X	X	X	X	X	X	X	X	X
Assessment method											
Portfolio	X	X	X	X	X		X	X	X	X	
Retrospective						X					X

**17. Indicative Reading List**

This is an indicative list, correct at the time of publication. Reading lists will be published at least annually.

- Visual Perception from a Computer Graphics Perspective, William Thompson, A K Peters/CRC Press (2011)
- Light for Visual Artists: Understanding & Using Light in Art & Design, Richard Yot, Laurence King Publishers (2011)
- The Art of the Storyboard, John Hart, Focal (1999)
- Telling stories: a theoretical analysis of narrative fiction, Steven Cohan; Linda Shires, Routledge (1988)
- Ways of Seeing, John Berger, Penguin Books (1972)
- Rhetoric of the Image, in Image/Music/Text, Roland Barthes, Fontana Press (1977)
- The Work of Art in an Age of Mechanical Reproduction, Walter Benjamin, Penguin Books (2008)
- Visual Literacy or Literary Visualcy? Four Fundamental Concepts of Image Science, W.J.T. Mitchell, Routledge (2008)
- How to read a film: movies, media and beyond ; art, technology, language, history, theory 4th ed, James Monaco, Oxford University Press (2009)

## MODULE SPECIFICATION

- <http://www.thesartorialist.com/>
- <http://photofocus.com/>
- <http://sproutingphotographer.com/>
- <http://www.ultraculture.co.uk/>
- <http://www.urbansketchers.org/>

### **18. Inclusive Module Design**

The College recognises and has incorporated the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with relevant policies and support services. Furthermore, the module design has sought to embed inclusive curriculum content.

Date of initial approval	July 2023
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