

MODULE SPECIFICATION

1. **KentVision Code and title of the module**
PRSN4011 Art Direction and Visual Language
2. **Division and School/Department or partner institution which will be responsible for management of the module**
Escape Studios
3. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**
Level 4
4. **The number of credits and the ECTS value which the module represents**
15 (7.5 ECTS)
5. **Which term(s) the module is to be taught in (or other teaching pattern)**
Autumn Term (Term 1)
6. **Prerequisite and co-requisite modules and/or any module restrictions**
None
7. **The course(s) of study to which the module contributes**
Compulsory to the following courses:
Technical Art for Games & VFX BSc (Hons)
Technical Art for Games & VFX (Integrated Masters) MSci (Hon)
Video Games Design BSc (Hons) i802
Video Games Design (Integrated Masters) MSci (Hon)
Character Creation for Animation, Games & VFX BSc (Hons)
Character Creation for Animation, Games & VFX (Integrated Masters) MSci (Hon)
8. **The intended subject specific learning outcomes. On successfully completing the module students will be able to:**
 - 8.1. demonstrate an appreciation of the context and styles of visual representation relevant to the creative industries
 - 8.2. demonstrate an understanding of the theory and application of visual research and reference in the creative industries

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- 8.3. evaluate creative briefing, feedback and approaches for the creation of reference materials
- 8.4. select and use appropriate tools and techniques for creating reference materials to meet specific objectives

9. **The intended generic learning outcomes. On successfully completing the module students will be able to:**

- 9.1. deliver a project to meet a specific set of objectives within defined time and resource constraints
- 9.2. communicate effectively in a technical and creative context

10. **A synopsis of the curriculum**

- Art Direction and visual Language
- Art Bibles and Mood boards
- Presentation and feedback reviews
- Creating and communicating briefs for outsource design
- AI for iteration in 2d and text
- Film vs Games specific workflows - how do approaches and outputs differ?

11. **Reading list**

We are committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on our reading list pages.

12. **Contact Hours**

Private Study:100

Contact Hours: 50

Total:150

13. **Assessment methods**

Project - 75% (45 hours workload) - pass-compulsory

Retrospective - 25% (1500 words)

MODULE SPECIFICATION**14. Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)****Module learning outcomes against learning and teaching methods:**

Module learning outcome	8.1	8.2	8.3	8.4	9.1	9.2
Private Study					x	x
Studio Skill Sessions	x	x	x	x		

Module learning outcomes against assessment methods:

Module learning outcome	8.1	8.2	8.3	8.4	9.1	9.2
Project	x	x	x	x	x	x
Retrospective				x		x

15. Inclusive module design

Escape Studios recognises and has embedded 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 the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or centre(s) where module will be delivered

Escape Studios London Campus

17. Internationalisation

The Creative Industries are by their nature international disciplines, and learning resources, materials and directed learning will include resources, examples and case studies from across the world.

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18. **Partner College/Validated Institution**

Escape Studios

19. **University Division responsible for the course**

Computing, Engineering and Mathematical Sciences

DIVISIONAL USE ONLY

Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	New/Major/minor revision	Start date of delivery of (revised) version	Section revised (if applicable)	Impacts PLOs (Q6&7 cover sheet)