Module code	ADV501	Level	5
Module title	Creative & Art Direction	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Advertising	Teaching Period	Autumn

1. Module description

Larger and more complex projects demand an ability to communicate ideas to clients and external suppliers, whilst collaborating with a range of professionals from supporting industries, from Web and App developers to directors, camera crews and VFX technicians.

In this module you will explore the complexity and the possibilities of managing and executing a large-scale outcome across a variety of channels.
You will learn to use the correct terminology and produce outputs to industry standard employing tools like storyboards, wireframes, Gantt charts, shooting scripts and mock-ups. This will allow you to express complex campaign goals to project stakeholders using tried and tested industry formats and workflows.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

Innovation (MLO 02)
Analyse and develop a professional portfolio combining curiosity and creativity in accordance to industry standards.

Professional Development (MLO 03)
Develop a consistent and coherent creative vision of your place in the industry.

Digital Data & Tools (MLO 06)
Analyse and use digital tools responsibly, in relevant advertising industry contexts.

Discipline Skills (MLO 08)
Employ industry-standard techniques, and tools to generate creative and visual output

3. Learning and teaching methods

On this module, you will be presented with a series of industry-relevant projects, which will be discussed in a workshop setting. You are required to generate and discuss appropriate holistic approaches, resulting in professionally produced outcomes. These workshops will encourage you to develop 360-degree market strategies and an understanding of the creative's role. You will be based in a studio setting, where you will be researching and developing your projects alongside your peers and where your tutor gives you weekly tutorial critical feedback.

Giving feedback to your peers and acting on the feedback received from both your peers and the tutor is a key to our learning and teaching methodology. This will contribute to your

professional development by helping you to understand your work in the context of professional community.

As with all creative output on the programme, selected elements will feed into your portfolio.

Learning hours	
Directed learning	**72 hours**
Workshops/classes	48 hours
Supervised studio	24 hours
Guided/Self-guided learning	**128 hours**
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1: Reflective Report
Weight (%): 30
Word Count or Equivalent: 1200 words

You will produce a critical report reflecting on the development of your projects and the choices you have made, along with the research that ties your output in contemporary industry practice. The report will be supported by rich visual material outlining your progress and demonstrating deep understanding of the ideas and strategies you are pursuing.

Assessment 2: Portfolio
Weight (%): 70
You will create and submit an edited portfolio of projects that demonstrate your ability to communicate your ideas in formats appropriate to a range of stakeholders in response to briefs presented in class. The portfolio will be produced professionally and to an appropriate standard building on insights developed over your course of studies.

You will be provided with more detail as to the contents of the portfolio as part of your assessment brief. Typically, a portfolio can contain a combination of visual outputs and written content, but also could contain moving image, graphic design, models and artefacts.

Each summative assessment will be preceded by an opportunity for formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module				
Assessment tasks	**MLO2**	**MLO3**	**MLO6**	**MLO8**
Assessment 1: Report		x	x	
Assessment 2: Portfolio	x		x	x

5. Indicative resources

BASS, J. & KIRKHAM, P. (2011) *Saul Bass: A Life in Film & Design* (2011) Laurence King.

FLETCHER, A. (2001) *The art of looking sideways*. Phaidon. Available at: https://discovery.ebsco.com/linkprocessor/plink?id=6012ddbb-c6cd-32a2-9d53-6c228f840a01

MCCANDLESS, D. (2012) *Information is beautiful*. Collins. Available at: https://discovery.ebsco.com/linkprocessor/plink?id=213ba40b-c305-35b1-9f54-f91b1d5e7ef4

POYNOR, R. (1998) *Design without boundaries : visual communication in transition*. Booth-Clibborn. Available at: https://discovery.ebsco.com/linkprocessor/plink?id=e5d6edaf-33b2-3180-ad53-ae883bc447c0

WHITE, A.W. (2011) *The elements of graphic design : space, unity, page architecture and type*. Allworth Press. Available at: https://discovery.ebsco.com/linkprocessor/plink?id=86d5d758-8ce1-38ed-bda6-7b383f501fd0

Suggested Journals, Publications, Databases and other readings will be made available via Blackboard.