

Module code	FND312	Level	3
Module title	The Creative in Context		
Status	Core		
Teaching Period	Spring/Summer		
Courses on which the module is taught	BA (Hons) Advertising BA (Hons) Fashion Design BA (Hons) Fashion Marketing BA (Hons) Interior Design		
Prerequisite modules	None		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	Yes, to relevant exhibitions e.g. Design Museum @ approx. £25 per student		
Additional costs	Art materials @ approx. 30 per student		
Content notes	None		

Module description

This module aims to develop your understanding of the scale and breadth of contemporary forms and practices within the broader design environment and in different contexts.

The skills you will acquire are integral to your understanding of how to locate your professional and creative role in the changing landscape of contemporary design. Harnessing your visual curiosity, you will build the confidence to produce and present imaginative outcomes.

You will also gather and curate an ambitious portfolio of work, which will be updated along your professional and creative journey.

Learning Outcomes

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

Collaboration (MLO 1): determine collaboration opportunities and explore and generate ideas collaboratively using design thinking principles.

Professional Development (MLO 3)

Show the value of managing your own learning and of planning your personal and professional development through the design cycle.

Discipline Skills (MLO 8)

Explain pre-defined concepts and facts in Art & Design and how these are relevant to the task.

Interdisciplinary Perspectives (MLO 9)

Describe perspectives from a range of creative disciplines within Fashion & Design context.

3. Learning and teaching methods, and reasonable adjustments

Over the term, you will be required to undertake relevant research and progressively realise design work in response to a given project brief.

Most of your learning for the module will take place within the context of the project and, importantly, in the effective use of guided independent research and development time. At the heart of how you learn is your immersion in a variety of practical ways that you might respond to the challenge of the briefs. Teaching will be centred on the design studio and constant feedback will be provided by tutors, visiting tutors and your peers.

Initially, you will be part of a group project that will develop and present a design concept. Following this, you will explore different ways to promote and advance this concept further, individually.

Academic Language and Literacies sessions (ALL)

The module will support the development of your academic language and literacy skills to boost your chances of success and help you thrive on the foundation programme and beyond. For that purpose, you will work on a series of skills in, for example, writing different academic assignments (case studies, essays and reflective writing), delivering oral presentations of your work, structuring ideas and conducting research.

Learning hours		200
Directed learning		72
Workshops/ classes/ seminars/ lead events	Studio time	
48	24	
Guided/Self-guided learning		128

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessment, formative feedback and relative weightings

Assessment 1 – Presentation (Group)

Weight (%) - 30

Word Count or Equivalent: 10 to 12 minutes

This assessment will measure your contribution to the Collaborative Project. You will demonstrate your creative thinking, communication and organisational skills as you work together collaboratively and creatively to imagine and outline an ambitious design project within your practice.

Assessment 2: Creative artefact accompanied by a report

Weight (%): 70

Word Count or Equivalent: min 1200 words

In this assessment you will research, experiment and produce a body of individual Design. Your research material will be drawn from a wide range of relevant sources and will be accompanied by a reflective report on your decisions. It will show the ability to develop an idea from research through to concept, whilst critically analysing your practice.

Note: The assessment for this module is shared with your term 2 'Communication' module. However, the assessment criteria applied to your work on this module will be different, focusing on your ability to apply design principles and creativity as discussed in class.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment tasks	LO1	LO3	LO8	LO9
Presentation	√		√	√
Creative artefact plus report		√	√	√

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Additional discipline – specific resources will be made available on Blackboard.

Ambrose G. (2014) *Design Genius: The Ways and Workings of Creative Thinkers Basics Design 01: Format*. Bloomsbury Publishing.

Benjamin, W (2021) *The Artwork in the Age of its Technical Reproducibility*. Twenty Shelves.

Bestley, R. and Noble, I. (2016) *Visual research: an introduction to research methods in graphic design*. London: Bloomsbury Publishing.

Fletcher, K. and Tham, M. (2015) *Routledge Handbook of Sustainability and Fashion*.

Lange-Berndt, P. (2015) *Materiality (documents of contemporary art)*. London: Whitechapel Gallery. London: Routledge.

Neal, A. and Star D. (2022) *Creativity Begins With You*. London: Laurence King

Wilde, R. & Wilde, J. (2015) *The process: A new foundation in art & design*. London: Laurence King