

Short Title:	Visual Creativity APPROVED
Full Title:	Visual Creativity
Module Code:	DMED H1021
ECTS credits:	5
NFQ Level:	6
Module Delivered in	2 programme(s)
Module Contributor:	Margaret Kinsella
Module Description:	This module introduces the learner to the theory and practice of visual language. It provides them with practical experience of producing a wide range of original imagery using mixed media and printing. Learners will explore visual ways of communication and stimulate creative thinking .
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. List the elements and basic principles of design 2. Experiment with a wide variety of mixed media 3. Create visual compositions that organize and communicate information through the effective combination of visual elements 4. Use traditional and digital media as appropriate to realise visual concepts 5. Explore their own creative potential and understand how this potential can be encouraged and developed 6. Explore innovation combining creative projects and digital technologies through guest lectures, exhibitions and case studies 	

Module Content & Assessment

Indicative Content
<p>Elements of Design Form (organic, geometric, line, dot, value, surface activity). Space (positive & negative; figure & ground relationships, active & passive, white space).</p>
<p>Colour The colour wheel. Colour perception and emotions.</p>
<p>Image Composition and Image generation (drawing, painting, illustration, collage, printmaking, photography, mixed media). Image editing and Presentation techniques.</p>
<p>Creativity The creative process. Visual research & visual journals. Creativity and digital media. Relevant case studies from a broad range of the creative arts (modern art movements, architecture, photography, fashion, textiles, puppetry, animation, interior design, illustration, graphic design, comics, advertising, web design, the digital arts etc.).</p>
<p>Innovation Case studies, guest lecturers and visits to exhibitions</p>

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Independent and group practical work on this module will involve students conducting visual research through the collation, generation, examination, analysis and presentation of original imagery in traditional, mixed media and digital platforms.	3,4	100.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
<p>Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i></p>

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time

Frequency	Indicative Average Weekly Learner Workload
Once per semester	2.00
Once per semester	2.00
Every Week	45.00

Resources

Recommended Book Resources

Wilde, J. and Wilde R. 2000, *Visual Literacy: A Conceptual Approach to Graphic Problem Solving*, Watson-Guptill

Bergström, Bo. 2009, *Essentials of Visual Communication*, Laurence King Publishers

Lea, Derek 2009, *Creative Photoshop: Digital Illustration and Art Techniques*, Focal Press

Chen Design Associates 2006, *Fingerprint: The Art of Using Handmade Elements in Graphic Design*, How

Samara, Timothy 2007, *Design Elements: A Graphic Style Manual*, Rockport Publishers

This module does not have any article/paper resources

This module does not have any other resources

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDME8_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	1	Mandatory
BN_DDME8_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	1	Mandatory