

Introduction to Key Concepts in Art & Design 1A

VC1-1

MODULE DESCRIPTOR

ECTS credits¹	5	Programme	BA Applied Art BA Fine Art BA Design BA Visual Culture BA Education & Design or Fine Art
NQF level	8	School	Visual Culture
Stage	1	Module Co-ordinator	Sarah Ross
Trimester	1	Module Team	Denis Kehoe, Silvia Loeffler, Hilary O Kelly, Rachel O Dwyer, etc.
Contact	Neasa Travers, Secretary School of Visual Culture: visualculture@staff.ncad.ie		
Responsibility	The NCAD Academic Council and the School of Visual Culture Board have responsibility for this module.		

1. Introduction

The aim of this module is to provide an introduction to the images, objects and concepts that constitute key current issues in visual and material culture. The module comprises of two types of class – a series of weekly lectures and a regular weekly seminar. The lectures do not approach art or design as separate categories: instead, they explore themes and issues which impact on all areas of practice at NCAD such as gender, the ethics of the representation of others, concepts of nature / the natural, etc.

The primary purpose of the seminar is to provide students with opportunities to develop techniques of visual and textual analysis in the supportive context of a seminar. It will usually be based on a single text which the student is required to read in advance, coming to class prepared to discuss it. Some of these texts will be landmark works of critical analysis such as the work of Walter Benjamin; others will be more recent interventions such as the writings of Hito Steyerl.

The aims of this module are to:

1. Provide an introduction to techniques and approaches of object, image and textual analysis.
2. Examine the diverse contexts in which works of art and design can be approached and understood.
3. Explore how different concepts and theories can be used to interpret works of art and design.

¹ European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

2. What will I learn?

On successful completion of this module students will be able to:

1. RESEARCH: Develop the skills required to identify conceptual sources suitable for the analysis of cultural forms.
2. ANALYSE: Show a critical awareness of the influences in art, design and culture which form the foundation of visual and material production.
3. COMMUNICATE: Show initiative in managing your work and convey ideas in a range of appropriately structured and coherent forms.

Module content

Lectures and seminars will address broad themes which are of common interest to all areas of art and design practice. Students will be introduced to key concepts and theories. The lectures will be illustrated with historical and contemporary examples of practice. Typical lecture topics include:

- Social Media: Quantification & Amplification
- Fake News and True Lies
- Object Life: Material Culture and Design
- Corporate Sponsorship of the Arts: Good or Bad?
- Postcolonialism/ Race/ Difference: Photography and the Cultural Production of Race
- Art and Design as Catalyst for Change in Contemporary Ireland
- Art as Opposition - the Notion of the Avant Garde
- The Culture of Dress
- Landscape Values: Culture+Nature in Rural and Urban Art -
- You Make Me Feel Like a Natural Wo(man): On the Social Construction of Gender
- Materials / Materiality

3. How will I learn?

Classes take the form of lectures and seminars in which students will have the opportunity to test and discuss the themes in the lectures and develop the critical and analytical skills required in the assessment task, and more broadly, their studies at NCAD.

Learning tool	Hours
Lectures	10
Seminars	15
Specified Learning Activities	20
Autonomous Student Learning	55
Total Workload	100

4. What learning supports are provided?

Set readings will be supplied, as well as guidance about the techniques of close reading and image analysis. The lecture and seminar series is supported by the use of a dedicated google classroom for each seminar group featuring bibliographic references, etc.

5. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

6. How will I be assessed?

Assessment tool	% of final grade	Timing
Essay	100%	Deadline - week 11 (trimester 1)
Total	100%	

Assessment tool	Learning outcomes assessed
Essay	Learning outcomes 1, 2 and 3

7. Feedback, results and grading

The essay will be assessed using NCAD's Grade Assessment criteria. As an early piece of work in the student's programme, greater emphasis will be placed on the quality and clarity of expression (clear description and analysis of works, effective summary of concepts and ideas, etc.) rather than on significant levels of originality and invention. Feedback will be given within 20 working days of the essay submission.

8. What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1, but students will not be able to progress to the next stage of the programme until they have successfully completed all Year 2 modules, equivalent to 60 credits.

9. When and where is this module offered?

Lectures will take place in the Harry Clarke lecture theatre. Seminars in various locations.

Weeks 1-12 of trimester 1 (October - December).

10. How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the year, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook