

Introduction to Key Concepts in Art & Design 1B

VC1-2

MODULE DESCRIPTOR

ECTS credits¹	5	Programme	BA Applied Art BA Fine Art BA Design BA Education & Design/Art BA Visual Culture
NQF level	8	School	Visual Culture
Stage	1	Module Co-ordinator	Silvia Loeffler
Trimester	2	Module Team	Denis Kehoe, Hilary O Kelly, Francis Halsall, etc.
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Responsibility	NCAD Academic Council / School of Visual Culture		

1. Introduction

Like Module VC1-1, the broad aim of this module is to provide an introduction to the images, objects and concepts that constitute major current issues in visual and material culture. And, like Module VC1-1, this comprises of two types of class – a series of weekly lectures and a regular weekly seminar. After the emphasis on identity which characterises the content on module VC1-1, this series of lectures and seminars focuses on a different but parallel set of themes including sustainability, the ethics of production, and the Anthropocene.

The seminar provides opportunities for the students to develop and test techniques of visual and textual analysis in a supportive context. It will usually be based on a single text which the student is required to read in advance, coming to class prepared for discussion of it. Some of these texts will be historical works by major philosophers of modernity. Others will offer a contemporary perspective. Emphasis will be placed on the effects and legacies of modernism/modernity in the present.

Students will submit an essay at the end of the trimester which will present an opportunity to critically reflect on the works and ideas which have featured in this module.

The aims of this module are to:

- Introduce students to key current themes and debates in art and design today.
- Introduce students to techniques of visual and object analysis.
- Provide opportunities to test concepts and theories.

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: research the major underlying concepts of modernism and modernity through original and secondary sources.
2. ANALYSE: analyse the claims made by proponents of modernism about the contribution of art and design to social progress.
3. COMMUNICATE: write effectively about the concepts and practices of modernity.

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:

- Visions of Utopia and Dystopia in Art, Architecture & Design
- Tactical Media
- Imagining the End of the World: Nature, Culture, Apocalypse
- Cultural Labour
- Family Photography: Conventions and Subversions
- Utility
- Systems and Objects
- Fashion and Sustainability
- Excess
- Border Crossings: Territory / Displacement / Belonging
- Down with This Sort of Thing: Sexuality in Irish Art and Design
- Imagining the Nation

3. How will I learn?

Classes take the form of lectures followed by seminars in which students will have the opportunity to test and discuss the themes in the in the lectures. Dedicated seminars will address the assessment task of writing an essay.

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	VC1-1

6. How will I be assessed?

Assessment tool	% of final grade	Timing
Essay	100%	Deadline week 11 (trimester 2)
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 2 Feb - March

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 trimester, 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