

Project Brief: 1 Observation, Analysis and Research

Programme:	BA (Hons) Art, Design and Education
Pathway/s:	Fine Art and Design / Education/Product Design
Stage/Year:	Year 1
Project Title:	Observation, Analysis and Research
Duration:	3 Weeks app.
Issue Date:	Week 1
Interim Crits/ Tutorials:	Individual and group tutorials
Submission Date:	Friday 28 th October for Summative Assessment.
Minimum Required Output:	Research work/ Notebook Portfolio of coursework
Tutor/s:	1 st Year Tutors
Modules contributed to:	CE1-1 Studio 1A-1 Year 1 Semester 1
Learning Outcomes contributed to	
LOs	Description On successful completion of this Project you will show evidence of an ability to:
1	IDENTIFY and GATHER: Show an ability to collect and collate images, objects and texts in response to project briefs
1a	An ability to describe, record and explain from observation.
1b	An ability to research, evaluate, examine and record material in relation to topics of enquiry.
1c	An ability to present a body of work in a coherent and organised way, including evidence of independent study.
1d	An ability to respond to and apply instruction with due diligence to health and safety regulations.

- **Project aims:**

To introduce students to a range of visual investigation practices centred on observation, analysis and research appropriate to art and design disciplines.

To emphasise the importance of drawing, visual strategies and research methodologies to first year project work.

- **Reason for having the project at this point in the Programme is**

To introduce students to the practices, procedures and rationale of studio-based art and design work at third level.

To introduce students to skills, materials, media and processes within a given context as tools of practical investigation and enquiry.

To introduce and emphasise the importance of secondary and primary visual research as fundamental to all art and design practices.

- **The main methods of learning and teaching which will help achieve the learning outcomes are**

Direct observational work – drawing, painting, photographing, making and doing.

Secondary research outside the studio environment

Sequential and iterative studio tasks leading the students from each exercise to the next in a clear and contextualised process.

- **This is how the learning outcomes will be assessed**

Studio-based assessment of a portfolio of project work including notebooks.

- **This is how and at what points during the project you will be given feedback on your performance**

Feedback will be provided during the project through individual and group tutorials.

- **To achieve a pass you must**

Demonstrate engagement with and achievement of the learning outcomes.

- **Research that should be carried out for this project**

Primary – Work that is generated using your own resources to investigate subject matter through looking, drawing, photography, recording, notebook work and writing.

Secondary – Utilising existing resources to inform and direct your primary research. This should include gallery visits, artists, writers, films, websites, libraries, historians, philosophers, science etc.

- **Resources you might require to complete the project**

Library, online resources, field-work, gallery and institutional visits.

Observation, Analysis and Research

Week 1: Descriptive Drawing

- Descriptive drawing from observation using a range of monochrome materials: ink, charcoal, pencil, chalk, pen, improvised tools and materials...
- Emphasis on surface, scale, composition, proportion, line, tone, texture. Work begins from Summer project tasks
- Introduction to notebooks

Week 2: Colour

- Descriptive image-making (e.g. drawing, painting, photography, print, collage, bricolage) from observation
- Emphasis on colour and physical/surface qualities
- Introduction to contextual research through primary and secondary visual research methods

Week 3: 2D to 3D and Explanatory Drawing

- 2D to 3D drawing and image-making exercises from observation (e.g. translating ink drawings into other forms of image making – wire, card, collage, construction, bricolage etc.) covering line, tone, colour, texture, form, volume, composition)
- Explanatory drawing. Introducing worksheets as a means of ideas-generation, ideas-communication (re materials, surface qualities etc).
- Drawing as evidence of ideas-analysis, problem-solving and decision-making
- Using drawing to explain the functionality, physical and material qualities of objects
- Introduction to contextualising work in terms of art & design

Notes

- This project involves individual and group learning activities
- Students must keep and use First Year / Visual Culture Handbook on the USB key issued at registration
- Contextual visual research is a key learning activity throughout the project