

Art Akademie

visual arts higher diploma - units of study

Element.1. Visual Recording in Art and Design

Introduction

This element introduces the student to visual recording skills as a means of communicating different ideas by demonstrating an awareness of the available visual information and selecting pertinent aspects in the development of their work. Students will be guided in the importance of identifying and using primary source information to inform their practice to realise and communicate creative ideas. Today we surrounded by visual stimuli, some obvious such as books, photographs, advertising, film, video and the internet; some not so obvious such as architecture, nature and social interaction, which tend to be taken for granted. Identification and recording skills are key to the artist's ability to successfully communicate with the viewer. Visual recording then is the keystone upon which all other elements and skills are based. This element will also provide students with the opportunity to develop their own visual language skills using the formal elements - line, tone, colour, shape, pattern, surface, structure through responses to various creative projects utilizing a range of materials and techniques.

The student should:

- 1 Know how to identify sources for visual recording
- 2 Be able to record visually
- 3 Understand visual recording in others' work
- 4 Understand own visual recording
- 5 Be able to develop visual recording to produce outcomes

Element.2. Materials, Techniques and Processes in Art and Design

Introduction

A knowledge of and skills to use a range of materials, techniques and processes provides the artist with another keystone resource to support and develop their work in any number of innovative and contemporary ways. More and more creative people are seeking the opportunities provided by new technologies making some very exciting bodies of work. This particular element introduces students to materials, techniques and processes encouraging them to be resourceful and ambitious in applying the knowledge and skills in their own practice.

The students should:

- 1 Be able to explore materials, techniques and processes safely
- 2 Be able to use materials, techniques and processes
- 3 Understand the suitability of materials, techniques and processes

Element.3. Ideas and Concepts in Art and Design

Introduction

Continuing the theme of keystones to the development and success of the artist this element is essential to all practitioners. It is perhaps the most elusive because it relies on the willingness of the student to be aware of themselves as a creative individual bring together knowledge, perception, imagination, intuition, innovation and confidence. This element is closely linked to Element.4. Contextual Influences in Art & Design and assumes that the student, through analysis and investigation, is building an understanding about what influences the making of a particular pieces of work? Students will be introduced to and versed in the understanding and use of 'visual language' and associated 'visual thinking'. In addition students will be supported in developing their communication skills, which are essential to successful practice.

The student should:

- 1 Understand how ideas and concepts inform art and design work
- 2 Know how to generate ideas
- 3 Be able to generate and refine ideas in response to given briefs
- 4 Be able to communicate and present ideas and outcomes to different audiences

Element.4. Contextual Influences in Art and Design

Introduction

'Inspiration is not something you wait to happen it is something which requires information....' There is no better way for an artist to inform their own practice than to have a sound knowledge of others' creative practice regardless of field and discipline. It is therefore essential to understand the historical and contextual influences, which informed creative practice. Not only is it vital to have a knowledge of what has gone before but also contemporary practices and possible future developments. This element forms the last keystone to the student successfully establishing themselves as a confident and credible creative practitioner. is intended to form the basis of learners knowledge and understanding of contemporary and historical art, craft and design. Through a series of mini-lectures, debates, gallery and study visits the student will be introduced to the historical and contextual developments of the various creative arts providing them with a supportive resource for their own practice. They will be shown how to research primary and secondary source material, and how to use the results in resolving their own creative issues.

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The student should:

- 1 Know about key developments and influences in art, craft and design
- 2 Be able to research and record historical, contemporary and contextual information
- 3 Be able to review, produce and present outcomes from contextual sources

Element.5. Graduation project

Introduction

The graduation project is a self-determined body of work, which concludes the 2 year programme allowing the student to focus on a chosen theme, which is thoroughly researched, planned and executed, and exhibited to the public from both an aesthetic and commercial focus. The project should reflect a knowledge and execution of a range of 'making' skills supported by an academic background based on critical theory and contextual position, which relate to Elements 1 – 4 as well as personal interests.

Essentially Element.5. is a celebration of understanding, development and achievement

The student should:

- 1 Be able to research and plan a project with a clear view of the aesthetic and commercial outcomes
- 2 Be able to select practical methods suited to achieving the aims of the project in realising a completed body of work
- 3 Be able to present a body of work in an exhibition context of both aesthetic and commercial outcomes

Element.6. Self-Evaluation

Introduction

Self-evaluation is an ever present element throughout the programme, which is designed to provide students with the opportunity to recognise where they are in terms of development of practice and theory. The aim is that students become self-critical in a positive way so that they can confidently undertake projects, however, complex in order to realise successful outcomes.

The student should:

- 1 Demonstrate a clear and reflective method of self-evaluation
- 2 Be able to show clearly how they will use their self-evaluation to improve work
- 3 Be able to show in subsequent projects how they reflectively use previous self-evaluations positively

Support reading list

- Atkinson J, Harrison H and Grasdal P – *Collage Sourcebook: Exploring the Art and Techniques of Collage* (Rockport Publishers Inc, 2005) ISBN 978-1592531011
- Annink E and Schwartz I – *Bright Minds: Beautiful Ideas; Bruno Manari, Charles and Ray Eames, Marti Guixé and Jurgen Bey* (Book Industry Services, 2004) ISBN 978-9063690625
- Berger J – *Ways of Seeing* (Penguin Books/BBC, 2008) ISBN 978-0141035796
- Beverly H R – *Drawing Lessons from the Great Masters* (Watson-Guptill, 1989) ISBN 978-0823014019
- Britt D – *Modern Art Impressionism to Post Modernism* (Thames & Hudson, 2007) ISBN 978-0500238417
- Buehler et al – *Essential Art: The History of Western Art* (Herbert Press, 2007) ISBN 978-0713687866
- Campbell-Harding V – *Fabric Painting for Embroidery* (Batsford Ltd, 2001) ISBN 978-0713486094
- Chipp H – *Theories of Modern Art* (University of Californian Press, 1984) ISBN 978-0520052567
- Ching F D K – *Design Drawing* (John Wiley & Sons Inc, 1997) ISBN 978-0471286547
- Ching F D K – *Drawing: a Creative Process* (John Wiley & Sons Inc, 1989) ISBN 978-0471289685
- Clement R – *Four French Symbolists* (Greenwood Press, 1996) ISBN 978-0313297526
- Cole R – *Perspective for Artists* (Eyewitness DK, 2003) ISBN 978-0789468185
- Collings M – *This is Modern Art* (Phoenix, 2000) ISBN 978-1841881003
- Cooper D – *Drawing and Perceiving – Real-World Drawing for Students of Architecture* (John Wiley & Sons Inc, 2007) ISBN 978-0470047163
- Dabner D – *Graphic Design School: The Principles and Practices of Graphic Design* (Thames & Hudson 2004) ISBN 978-0500285268
- De Bono E – *Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas* (Harper Collins, 2005) ISBN 978-1861976741
- De Olivera N, Oxley N and Milhae P – *Installation in the New Millennium* (Thames & Hudson, 2004) ISBN 978-0500284513
- Durer A and Strauss W L – *The Complete Engravings, Etchings and Drypoints of Albrecht Durer* (Dover, 2000) ISBN 978-0486228578
- Fernandez A and Roig G M – *Drawing for Fashion Designers* (Batsford Ltd, 2008) ISBN 978-0713490756
- Fletcher A – *The Art of Looking Sideways* (Phaidon Press Ltd 2001) ISBN 978-0714834498
- Gay P – *Modernism: The Lure of Heresy – From Baudelaire to Beckett and Beyond* (Vintage, 2009) ISBN 978-0099441960
- Grey M – *From Image to Stitch* (Batsford Ltd, 2008) ISBN 978-1906388027
- Harrison C – *Art in Theory – 1900-2000 – Changing Ideas* (Blackwell Publishers, 2002) ISBN 978-0631227083
- Hart C – *Drawing Cutting Edge Anatomy – Reference Ultimate Reference Guide for Comic Book Artists* (Watson-Guptill Publications Inc US, 2004) ISBN 978-0823023981
- Harthill B and Clarke R – *Collographs and Mixed Media Printmaking* (A&C Black Ltd, 2005) ISBN 978-0713663969

Hazel H – *The Encyclopedia of Drawing Techniques* (Search Press, 2004) ISBN 978-1844480197
Heller S and Ilic M – *Handwritten – Expressive Lettering in the Digital Age* (Thames & Hudson Ltd, 2006)
ISBN 978-0500285954
Hopper E – *Drawings* (Dover Publications Inc, 2003) ISBN 978-048258546
Hopkins, D – *Dada and Surrealism* (Oxford University Press, 2004) ISBN 978-0192802545
Hopkins D – *After Modern Art 1945-2000* (Oxford University Press, 2000) ISBN 978-0192842343
Hornung D – *Colour: a Workshop for Artists and Designers* (Laurence King, 2005) ISBN 978-1856694193
Hughes A – *Interior Design Drawing* (The Crowood Press, 2008) ISBN 978-1847970169
Hughes R and Rowe M – *The Colouring, Bronzing and Patination of Metals* (Thames & Hudson, 1991)
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Hughes R – *The Shock of New* (Thames & Hudson, 1991) ISBN 978-0500275825
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Livingston A and I – *The Thames and Hudson Dictionary of Graphic Design and Designers* (Thames & Hudson,
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Muybridge E – *The Human Figure in Motion* (Dover, 2000) ISBN 978-0486202044
Noe C, et al – *Young Chinese Artists: The Next Generation* (Prestel, 2008) ISBN 978-3791341088
Peterson B – *Learning to See Creatively* (Amphoto Books; Rev. Ed Edition Oct 2003) ISBN 9780817441814
Perrella L – *Artists' Journals and Sketchbooks: Exploring and Creating Personal Pages* (Rockport Publishers Inc, 2007)
ISBN 978-1592530199
Picasso P (ed) Glimcher A B – *Je Suis Le Cahier – Sketchbooks of Picasso* (Thames & Hudson, 1996)
ISBN 978-0500279229
Poli F – *Post-Modern Art 1945 – 2008* (Collins Design, 2008) ISBN 978-0061665776
Powers A – *CINEMA 4D: The Artist's Project Source Book* (R & D, 2007) ISBN 978-0240809533
Raynes J – *The Complete Guide to Perspective* (F & W Publications, 2008) ISBN 978-1906388164

Scarfe G – *Drawing Blood* (Little, Brown, 2005) ISBN 978-0316729529
Simpson I – *Drawing, Seeing and Observation* (A&C Black, 2003) ISBN 978-0713668780
Smith R – *New Artist's Handbook* (Dorling Kindersley, 2003) ISBN 978-0789493361
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Vall R van de – *At the Edges of Vision* (Ashgate, 2008) ISBN 978-0754640738
Walsh Macario J – *Graphic Design Essentials: Skills, Software and Creative Solutions* (Laurence King, 2009) ISBN 978-1856695992
Wilk C – *Modernism Designing a New World* (V&A Publishing, 2008) ISBN 978-1851774777
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Zafran E – *Surrealism and Modernism* (Wadsworth Athenium, 2003) ISBN 979-0300102031

Journals:

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Art Review
British Journal of Photography
Crafts Magazine
Creative Review
Dazed and Confused Magazine
Design
Modern Painters

Websites:

www.artjournal.co.uk online guide to books and journals
www.craftscouncil.org.uk the national development agency for contemporary crafts in the UK
www.creativehandbook.co.uk directory of creative practitioners
www.culture24.org.uk/am30786 links to a broad range of art and design resources
www.design-council.org.uk the national strategic body for design in the UK
www.designmuseum.org website of the Design Museum, dedicated to contemporary design
www.fashion-era.com/C20th_costume_history links to resources on fashion
www.graphicdesign.about.com/arts/graphicdesign graphic design links
www.hayward.org.uk website for the Hayward gallery

www.hillmancurtis.com website for film and web based company
www.masters-of-photography.com photography links
www.nationalgallery.org.uk website for the National gallery
www.onedotzero.com digital arts organisation promoting use of moving image
www.symbols.com an online encyclopedia of Western signs and ideograms
www.tate.org.uk website for the Tate galleries
www.tate.org.uk/podcasts links to podcasts from the Tate