Liverpool John Moores University

Title:	VISUAL STUDIES 1	
Status:	Definitive	
Code:	**4503GA** (116698)	
Version Start Date:	01-08-2011	

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: St Helens College

Team	emplid	Leader
Carole Potter		Y

Academic Level:	FHEQ4	**Credit Value:**	24.00	**Total Delivered Hours:**	96.00
Total Learning Hours:	240	**Private Study:**	144		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Practical	63.000
Seminar	12.000
Tutorial	6.000
Workshop	15.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Traditional Portfolio	60.0	
Portfolio	AS2	Digital Portfolio	40.0	

Aims

1. Introduce an awareness of visual communication.
2. Encourage an understanding of traditional art techniques and drawing skills.
3. Develop personal skills of observation when exploring traditional and contemporary forms of drawing.
4. Explore the process involved with creating original concept art.
5. Translate art work from traditional drawing to digital painting.

Learning Outcomes

After completing the module the student should be able to:

1	Analyse and record visually observations from the real world.
2	Create drawn artwork using traditional techniques.
3	Visually communicate personal ideas into original concept art.
4	Apply digital techniques to enhance traditional artwork.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Traditional Portfolio	1	2
Digital Portfolio	3	4

Outline Syllabus

The module develops observational skills, visualisation process, and other communication techniques to aid the design process involved in developing Game Art. This is to build confidence in the process of mark making, in preparation in developing personal ideas through sketch books and concept sheets. The module will introduce physical and environmental observation scenarios through life drawing, motion studies and studies of light, texture and form.

Using skills learnt in the early part of the module, you will learn to import drawn art work and develop personal language when using a digital format. You will learn to go through the development process when producing concept for game art and ready to be implemented into the modelling process. These design sheets will show all aspects of development of concept, sketches, finished artwork and to blue print ready for 3D modelling.

Learning Activities

Work will be practically based to ensure the visual exploration of potential new processes and ways of thinking. A short series of workshops will introduce drawing theory and further sessions will develop your personal drawing skills. A visit by a concept artist will be supported by tutorials to stimulate group debate and critical evaluation.

References

Course Material	Book

Author	Faigin, G.
Publishing Year	2008
Title	Artist's Complete Guide to Facial Expression
Subtitle	
Edition	
Publisher	Watson-Guptill
ISBN	

Course Material	Book
Author	Hogarth, B.
Publishing Year	1996
Title	Dynamic Figure Drawing
Subtitle	A New Approach to Drawing the Moving Figure in Deep Space and Foreshortening
Edition	
Publisher	Watson-Guptil Publications
ISBN	

Course Material	Book
Author	Kaupelis, R.
Publishing Year	1992
Title	Experimental Drawing Techniques
Subtitle	
Edition	
Publisher	Watson-Guptill Publications
ISBN	

Course Material	Book
Author	Kovaks, T.
Publishing Year	2007
Title	The Drawing Book
Subtitle	
Edition	
Publisher	Black Dog Publishing
ISBN	

Notes

Developing drawing skill that will enhance the student's visual language from tradition to digital.
Formative reviews and tutorials will take place at scheduled times during the module to allow appropriate feedback.