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Confirmation that this version of the module specification has been approved by the School Learning and Teaching Committee:

……………………………………………….(date)

MODULE SPECIFICATION

1. **Title of the module**
   Creative Foundations - Project

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London / Escape Studios

3. **Start date of the module**
   September 2016

4. **The number of students expected to take the module**
   c. 60 students

5. **Modules to be withdrawn on the introduction of this proposed module and consultation with other relevant Schools and Faculties regarding the withdrawal**
   N/A

6. **The level of the module**
   Level 4

7. **The number of credits and the ECTS value which the module represents**
   30 credits (15 ECTS)

8. **Which term(s) the module is to be taught in (or other teaching pattern)**
   1, Autumn

9. **Prerequisite and co-requisite modules**
   Co-requisite: *Creative Foundations - Craft*

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10. **The programmes of study to which the module contributes**
    MArt/BA Art of Visual Effects
    MArt/BA Art of Video Games
    MArt/BA Art of Computer Animation

11. **The intended subject specific learning outcomes**
    On successful completion of this module, students will have Knowledge & Understanding (K) of…
    1. The creative process and its application in a team project
    2. Collaborative working practices in a creative environment

    On successful completion of this module, students will have Intellectual Skills (I) in…
    1. Appraising different creative solutions for a given brief
    2. Reflecting on and evaluating a creative project outcome

    On successful completion of this module, students will have Subject Specific Skills (S) in…
    1. The selection of appropriate creative processes for a given project brief
    2. The effective use of creative techniques and approaches to deliver a creative media project

12. **The intended generic learning outcomes**
    On successful completion of this module, students will have Transferable Skills (T) in…
    1. Effective communication in a team project environment
    2. The management of time and resources to deliver a creative media project

13. **A synopsis of the curriculum**
    Responding to briefs in a way that addresses the requirements of the client and shows understanding of their vision is essential to success in the creative industries. This success also requires an understanding of the planning and resources required to deliver the project successfully, on time and on budget.

    The scope of projects in this field will require a team-based approach, and so effective collaborative working is essential. The ability to work effectively in team towards shared objectives, whilst recognising individual strengths and using these to the advantage of the common goal, is the key to success in projects of all types.

    In this module, students work in small teams to develop concepts to particular briefs and then pitch these for feedback, before going on to develop the concept and deliver the final product to the client in a showcase.

Tutorials involving exercises to foster good working practices and identifying team member strengths and weaknesses help to ensure a good collaborative environment is in place at the start of the module. Creative idea generation is introduced through tutor-led activities, and formative feedback is used throughout. The final product is then assessed, with students evaluating their own performance and contribution to the team through retrospectives.

Outline syllabus:
- Understanding client briefs
- Workshopping ideas
- Concept development and pitching
- Team structures and roles

14. **Indicative Reading List**

   Recommended
   Creative Confidence: Unleashing the Creative Potential Within Us, D.Kelley, and T.Kelley, William Collins 2013
   Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas, E.De Bono, HarperCollins, 1995
   Team Leadership in the Game Industry, S.Spaulding, Course Technology CPR, 2009
   Practical Guide to Project Planning, Ricardo Viana Vargas, Auerbach Publications, 2008

   Journals
   International Journal of Design
   Oxford Journal of Design History
   Journal of Engineering, Design and Technology
   Creativity Research Journal
   The Journal of Creative Behavior

   Electronic
   - https://www.vitsoe.com/gb/about/good-design
   - http://tutsplus.com/
   - http://greyscalegorilla.com/blog/
   - http://siteinspire.net/
   - http://aisleone.net

15. **Learning and Teaching Methods, including the nature and number of contact hours and the total study hours which will be expected of students, and how these relate to achievement of the intended module learning outcomes**

   Learning and teaching takes place through four key modes of delivery. These provide a blend of technical skills training, exploration of theory and praxis, application in the studio, and self-directed study and development time. The balance differs depending on the type of module.

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As this is a Project module, the balance is skewed in favour of Studio Time, with some Skills Sessions and Tutorials to support the development of project management and leadership skills.

Skills Sessions	c. 10 hrs
Tutorials	c. 30 hrs
Studio Time	c. 160 hrs
Self-Directed	c. 100 hrs
Total	**300 hours**

16. **Assessment methods and how these relate to testing achievement of the intended module learning outcomes**

Formative assessment will be provided throughout the module, both in terms of feedback on work in progress during Skills Sessions and Tutorials.

Summative assessment will be based on a Portfolio and Retrospective, and assessed using one or more of the Assessment Types (see Programme Specification)

Concept (Formative, 0%)
For this the student will be required to produce a one-page Proposal outlining the project ambitions, to be presented as a pitch with supporting material for Studio Crit.

Progress (Formative, 0%)
For this the student will present progress on the project with details of any issues addressed and with a revised Proposal for completion, for Studio Crit.

Assignment 1: Product (75%)
The assessment will test Learning Outcomes K2, K3, S1, S2, T1, T2

This assignment requires the student to produce and deliver a project addressing the given brief and the solution outlined in their concept. They will be expected to select and use appropriate theory methods, tools and techniques to realise their concept, managing the team and resources effectively. They will then present the product and the process of their final work at a Retrospective Review.

Assignment 2: Retrospective (25%)
The assessment will test Learning Outcomes K1, I2

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The student will be required to use the learning outcomes as starting points for an enquiry into their work over the course of the module. How does their work relate to established theory and practice? How well did they do? What might they do differently next time? They will need to write their analysis, give themselves a grade based on the grading criteria, and present this as a 1-on-1 Crit for moderation and assessment.

17. **Implications for learning resources, including staff, library, IT and space**
   No implications*.*

18. **The Collaborative Partner recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching. Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the Collaborative Partner's disability/dyslexia support service, and specialist support will be provided where needed.**

19. **Campus(es) or Centre(s) where module will be delivered:**
   Pearson College London / Escape Studios

20. **Partner College/Validated Institution:**
   Pearson College London / Escape Studios

21. **University School responsible for the programme:**
   School of Engineering and Digital Arts