

Module code: MOD008090	Version: 2 Date Amended: 02/Jun/2023
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1. Module Title
Critical and Contextual Studies

2a. Module Leader
Chris Knight

2b. School
AHSS: ARU College

2c. Faculty
Faculty of Arts, Humanities and Social Sciences

3a. Level
3

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	N/A		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module is designed to provide you with a chronological framework and introduce you to key aspects of visual, contextual and cultural studies required to support a range of subjects associated with Art, Design and Architecture at Level 3/Stage 1 Undergraduate level, including:

Visual culture, context and identity; key design styles/movements and practitioners associated with Art, Design, Visual Communication and the Built Environment since 1850 to present day, and various historical and contextual aspects which have influenced creation, production and consumption.

This module is also designed to help you develop a wide range of study skills including research, critical thinking/analysis, sourcing/referencing, reflective practice, communication, visual literacy and presentation.

This module will be delivered to you via a series of live lectures followed by classroom-based research sessions which will include Q&A, discussions, group and pair work.

Your individual learner response will be evidenced through production of a series of short written/illustrated research tasks based upon each lecture; and development of a case-study based upon a chosen contemporary practitioner associated with your intended pathway subject.

6b. Outline Content

- Visual and critical analysis/researching and responding/study skills
- Introduction to Visual Culture, Context & Identity
- Industrialisation v Craft (1850 – 1900's)
- Experimentation & Avant-Garde
- Birth of the Cool: Modernism
- Consumer Culture (Advertising & Promotion)
- Image & Identity (1940's – 50's)
- Pop & Celebrity Culture
- Post-Modernism & Subversion
- Digital Culture & Technology
- Immersive & Participatory Culture in the 21st C
- Case Study Assignment

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand wide range of ideas, styles, developments, movements, theories and issues relating to historical and contemporary Art, Design and the Built Environment; and the various sources, contexts and environments which have influenced creation, production and consumption.
2	Knowledge and Understanding	Understand the roles of artist, designer, maker, producer and creative practitioner; and relationship with clients, markets, audience, consumers, industry, commerce, environment, participants and contemporaries.
3	Intellectual, practical, affective and transferrable skills	Explore and develop visual, critical and contextual referencing, research, reflection and analysis; gather and evaluate information from a wide range of sources; formulate a personal response to findings.
4	Intellectual, practical, affective and transferrable skills	Conduct active research enquiry. Communicate and present ideas and information, through written, verbal and visual forms. Contribute to group discussions, debates and presentations.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2023/4	F01CAM	Trimester 1	ARU Cambridge Campus	Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	48	1-4	4 lecture hours per week x 12 teaching weeks
Student managed learning	102	1-4	Pre and Post session preparation, research, and writing tasks as detailed in Module guide
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
2 Components (equivalent to 3000 words): Component 1 - A4 Research Journal – containing notes from all lectures in series, research/information, personal commentary/critical analysis, independent enquiry and visual material evidenced in response to full range of research tasks. Full submission should include Case Study File - research material/information to support and printed version of PowerPoint presentation. Component 2 - Case Study – research file containing all supporting information, reference material and critical analysis of subject, and PowerPoint presentation.					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Research Journal	In Person: Faculty office submission	60 (%)	All
010/2	Case Study	In Person: Faculty office submission	40 (%)	

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment of as specified above

(b) pass any pass/fail elements