Module Code | AR-1204  
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Module Title | Creative Art Technology  
Type of Module: | Major/Breadth  
Modular Credits: | 4  
Student Workload: | 8 hours per week  
Contact hours: | 2 hours per week  
Prerequisite: | AR-1201 Introduction to Visual Art  
Antirequisite: | None  
Aims/Objectives/Rationale:

The aims of this module are to:

1. make students aware of the importance of art in the creation of corporate and product identity;
2. introduce students to the theory, principles and practices of the functions of art in the corporate world;
3. introduce students to the latest multi-media methods of designing artwork for a wide range of traditional and digital media;
4. provide opportunities for students to create artwork for the corporate world.

Module Content:
This module will focus on the following stages of design and production:

- Developing a concept for corporate identity or product promotion in both traditional and new media.

Turning the concept into reality through:

- Planning
- Selection of appropriate medium or media
- Selection of appropriate tools
- Creating and editing a series of drafts
- Final production
- Presenting the concept to the client

Assessment:

| Examination: | 0 % | Coursework: Research (40%) Project (40%) Presentation (20%) | 100 % |
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Textbook(s)/References: