

*Academy of Visual Arts*  
*Bachelor of Arts (Hons) in Visual Arts Programme*

## **VART1005 Visual Arts Practice I**

**No. of units: 3**

**Duration: 52 hours**

### **Description, Content & Alignments**

#### **I.1. Course Description & Rationale:**

*'Visual Arts Practice I' & 'Visual Arts Practice II'* are required double-courses to be offered in consecutive semesters of Year 1 of the BA (Hons) In Visual Arts-programme of AVA. The course will be offered in parallel with the theory courses 'Art and its Histories I' & 'Art and its Histories II', and are intended to supplement and expand their learning by introducing fundamental practical knowledge, skills and work attitude to first-year students to train up their 'minds', 'eyes' and 'hands' for further study in various academic / artistic clusters within the BA-programme, and to familiarize them with the settings of teaching and learning at the Academy of Visual Arts.

*'Visual Arts Practice I'* focuses on initially introducing students to a selected set of practical 2D and 3D skills that enable them to start off their personal creative production, and develop a sense for a sustainable personal studio practice.

## I.2. Course Content:

	Hours	%
<b>Creative Practice</b> Work in Progress: - Visual diaries and journals; - Creativity techniques.	4	7.6
Presenting and Exhibiting: - Audio-visual presentations; - Displays and hanging.	4	7.6
<b>Narrative &amp; Representation</b> Exploring Formal Visual Elements: - Line and shape; - Form and space; - Hue and value.	8	15.4
Visual Storytelling: - Visual thinking and mapping of ideas; - Visual narration and communication.	12	23
<b>Object &amp; Meaning</b> From Idea to Production - Textures and materials; - Processes and techniques.	8	15.4
'Making' Meaning: - Designing and developing an idea; - Producing an object.	16	30.8
	52	100

## I.3. Intended Course Learning Outcomes (CILOs):

Upon successful completion of this course, students should be able to:

No.	Intended Course Learning Outcomes (CILOs)
1.	Apply basic skills in an initial selection of practical areas that may serve as starting points for future explorations;
2.	Apply basic concepts and skills of critical thinking and creative problem solving;
3.	Demonstrate an initial personal practice of appropriate studio culture;
4.	Effectively communicate creative ideas with appropriate means; and
5.	Adhere to standards of professional practice and ethos.

\* More may be added.

#### I.4. Alignment of CILOs with PILOs:

Learning Outcomes	<i>Please indicate alignment by checking '✓' the appropriate box</i>					
	CILO1	CILO2	CILO3	CILO4	CILO5	CILO6
PILO1.1						
PILO1.2	✓		✓			
PILO2.1						
PILO2.2		✓				
PILO2.3		✓		✓		
PILO3.1					✓	
PILO3.2					✓	

\*There may not be 6 CILOs, in which case, just leave columns empty.

#### I.5. Alignment of Teaching and Learning Activities with CILOs:

No.	Teaching and Learning Activities	CILOs	Hours
1.	Audio-visually supported lectures provide students with initial information about practical and theoretical knowledge of a particular area.	1, 2, 4, 5	9
2.	Integrated workshops and demonstrations introduce and exercise initial practical skills and techniques in selected areas of creative production.	1, 2, 5	11
3.	Supervised and independent studio practice will allow students to develop a personal habit of creative production.	1, 3, 5	16
4.	Group/individual tutorials will help students to develop their creative ideas through continuous critical reflection.	2, 5	8
5.	Formal presentations provide students with a platform to communicate about their creative output and to put it into a larger context.	4, 5	8

\*More may be added.

#### I.6. Assessment:

No.	Assessment Methods/Activities	Weighting	Alignment with CILOs
1.	Workshop Projects: Students have to finish two small projects in two different workshops to explore various skills and	50%	1, 3

	approaches being introduced.		
2.	Presentations: Students need to present their creative outcome in two formal settings, either as audio-visual presentation or as exhibition, and communicate their intentions and reflections.	10%	4
3.	Visual Diary: Each student is required to submit an individual visual diary to document, summarize, and critically review the learning experience and the idea development process in the course.	10%	2
4.	Professional Attitude: Professional Attitude does not necessarily define its own learning outcomes, but takes a look at 'how' the other, non-attitudinal outcomes are achieved. Assessment will always be based on direct personal contact with the student. Assessment methods include personal conversations – formal and informal –, class observation, individual and group-tutorials, and such like. Assessment evidence is continuously produced through attendance and participation class-records, public presentations, peer-reviews, evaluation of sketchbooks or visual diaries, personal notes of students and teachers, etc.  For more information, please refer to the BA (Hons) in Visual Arts' Programme Document.	30%	5

\*More may be added.

#### **I.7. References:**

Belle, Wallace. *Teaching Thinking skills Across the Early Years*. London: David Fulton, 1998.

Buza, Tony. *The Mind Map Book*. London: BBC Books, 1993.

Dombroski, Thomas W. *Creative Problem-Solving: The Door to Progress and Change*. San Jose: ToExcel, 2000.

Fobes, Richard. *Creative Problem Solver's Toolbox: A Complete Course in the Art of Creating Solutions to Problems of Any Kind*. Portland, OR: Solutions Through Innovation, 1993.

Greenwald, Nina, ed. *Readings in Creative Thinking*. Boston: University of Massachusetts, 2002.

Minsky, Marvin. *The Society of Mind*. New York: Touchstone, 1998.

Ruggiero, Vincent R. *The Art of Thinking: A Guide to Critical and Creative Thought*. London: Longman, 2006.

Shekerjian, Denise. *Uncommon Genius*. New York: Viking Penguin, 1990.

**I.8. Academic Integrity:**

Students will endeavour to only claim work that they have actually produced themselves. Claiming the work of others is considered plagiarism, and will be dealt with under the academic policies of the university.

**I.9. Health and Safety:**

Every effort will be made to comply with the intent of Hong Kong's law or acts and the University's policies to maintain a safe and healthy working environment.

**I.10. Final Note:**

The instructor reserves the right to modify the class and the syllabus or the schedule to adjust to the dynamics of the particular group or to take advantage of opportunities that may arise.