Creative Principles – Digital Art and Contemporary Contexts
PGCFAF1018

MODULE DESCRIPTOR

ECTS credits[1]	5	Programme	Professional Certificate in Digital Art and Contemporary Contexts
NQF level	9	School	Fine Art
Stage	1	Module Co-ordinator	Professor Philip Napier
Trimester	Any	Module Team	NCAD staff team (Co-ordinators, Lecturers and Technical Officers)
Contact	Joanna Crawley, CFA Administrator: crawleyj@staff.ncad.ie		
Responsibility	The NCAD Academic Council and the School of Fine Art Board have responsibility for this module.		

1. Introduction

Our contemporary world of digital and networked cultures raises issues and questions that can be purposefully addressed through Fine Art Media practices. Participants are challenged to engage critically with how meaning is made, how representations and encounters are produced, circulated, regulated and consumed in contemporary life, and act upon the ways in which value is constructed and understood by individuals and groups – in the contexts of local, national and global discourses. This Professional Certificate seeks to engage components selected from a larger hinterland of possible media practices and concerns.

The module encourages participants to integrate research, creative practice and contemporary methods, theory and contexts. The forces and themes that underpin our understanding of contexts are supported by an emergent situational awareness that offers a rich and potentially restless matrix.

The aims of this module are to:

- Support practitioners with requisite knowledge and skills to creatively contextualise their practice and imaginatively demonstrate its wider validity.

- Develop the participant's skills in research and the translation of findings into their creative practice.

- Critically evaluate and engage with contemporary debates regarding practice-based research, practice-led research and cognate creative methodologies.

- Assist participants in developing their own practice in relation to contemporary creative practice and discourse. This may be as an artist, maker, curator, educator, writer or other.

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[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

2.   What will I learn?

On successful completion of this module students will be able to:

1.   DEFINE: Demonstrate an outline knowledge and understanding of current media strategies and practices, utilised within contemporary art.

2.   CHARACTERISE: Demonstrate a working knowledge of digital strategies, processes and practices within a contemporary context.

3.   DISTINGUISH: Demonstrate the ability to undertake analysis, evaluation and synthesis of associated debates surrounding pre-production requirements and other materials as appropriate to a contemporary practice.

4.   CRITIQUE: Examine professional practices, synthesise and reflect critically and collectively on the results of one's own work, and that of peers.

Module content

This module focuses on the development of contemporary works for public consumption using digital tools. It is an opportunity to initiate research and to be guided in the creation of contemporary works to communicate, mediate and disseminate the work of creative practitioners. This module offers creative practitioners a means to consider and frame their approaches to their material within a changing landscape.

Learners will be introduced to a range of digital technologies, critical theories of technology, creative approaches to technology, and the principles of socially engaged and site-specific creative practice using lab based, studio based and experiential tools.

Learners will have the opportunity to continue with their existing creative practice or develop a new project to challenge, examine and plan for new directional opportunities within the digital realm.

This module introduces fundamental principles, working methods, skills and theories that underpin contemporary art practice, within and extending beyond the digital world. The module sets out key aspects of professional practice, and the historical, theoretical, cultural and professional contexts, to form a strong knowledge base for creative practice. This supports a range of creative methodologies and techniques for the professional development, presentation and documentation of work.

This module functions as a foundational component for potential progression to a Creative Futures Professional Diploma or MA.

3.   How will I learn?

Students will learn through a combination of set activities within a studio, in a situated environment or base or outdoor classroom, and self-directed study within and outside the College.

Learning tool	Hours
Lectures, seminars, tutorials and workshops	20
Autonomous Student Learning	80
Total Workload	**100**

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4.   What learning supports are provided?

Reading lists, suggested websites and other learning supports are included in the project briefs.

5.   Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

6.   How will I be assessed?

Assessment tool	% of final grade	Timing
Portfolio of work	80%	End of Trimester
Presentation of work	20%	End of Trimester
Total	**100%**	

Assessment tool	Learning outcomes assessed
Portfolio of work	1-4
Presentation of work	1-4

7.   Feedback, results and grading

Students will receive feedback on their progress in the form of summative assessments and informal feedback as well as feedback on summative assessments.

Students' assessments will be graded using the NCAD Grade Descriptors.

8.   What happens if I fail?

Resit Opportunities

Opportunity to submit additional resit response to meet the learning outcomes will be provided to students who do not complete all assessments within their initial trimester of study.

9.   When and where is this module offered?

NCAD Studios and Facilities

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Autumn Trimester (September to January)

Spring Trimester (January to May)

Summer Trimester (May to September)

10. How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

A student evaluation will be issued to gather students' comments about their study and the delivery of the programme on completion of studies These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, students are invited to discuss their experience on the module with their lecturers at any point during the year. Students can also relay your comments to the class student representative who will communicate their comments to the staff.

**For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook**

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