

## **Module Synopsis – Advanced Diploma in Arts and Design**

### **Appreciation of Music (45 Hrs)**

Identify and analyse different musical styles, genres, and cultural influences.

Demonstrate an understanding of music theory, including key signatures, scales, and basic musical structures.

Apply critical listening skills to evaluate and appreciate various musical compositions.

**Assessment: 100% Coursework**

### **Contemporary Arts Practice I (45 Hrs)**

Explore and experiment with a variety of art mediums, materials, and techniques.

Develop the ability to articulate personal artistic ideas and concepts.

Create original artwork that demonstrates an understanding of contemporary art movements and practices.

**Assessment: 100% Coursework**

### **Contemporary Arts Practice II (45 Hrs)**

Apply advanced artistic techniques and processes to create visually compelling artwork.

Analyse and critically evaluate contemporary art practices and their social, cultural, and political contexts.

Demonstrate proficiency in conceptualizing and executing art installations or experimental art projects.

**Assessment: 100% Coursework**

### **Creative and Collaborative Enterprise (45 Hrs)**

Develop entrepreneurial skills to plan, manage, and promote creative projects.

Collaborate effectively with team members to achieve common goals in creative ventures.

Apply marketing and branding strategies to promote creative work and reach target audiences.

**Assessment: 100% Coursework**

### **Creative Writing for Media(45 Hrs)**

Write engaging and effective scripts for film, television, or digital media platforms.

Develop storytelling skills and techniques for different media formats.

Adapt written work to suit specific media requirements while maintaining artistic integrity.

**Assessment: 100% Coursework**

### **Digital Art Design (45 Hrs)**

Utilise digital tools and software to create visually stunning and innovative digital artwork.

Understand and apply principles of composition, colour theory, and visual aesthetics in digital art.

Demonstrate proficiency in creating digital illustrations, graphic designs, or multimedia artwork.

**Assessment: 100% Coursework**

### **Ethics and Professional Practices (45 Hrs)**

Understand ethical considerations and legal obligations relevant to the arts and design industry.

Apply professional standards and practices in the creation and presentation of artwork.

Develop strategies for ethical decision-making in various professional situations.

**Assessment: 100% Coursework**

### **Form and Context of Arts I (45 Hrs)**

Analyse and interpret artworks from different historical periods and cultural contexts.

Understand key art movements, their characteristics, and their impact on artistic development.

Apply critical thinking skills to analyse and discuss the relationship between form and content in artworks

**Assessment: 100% Coursework**

### **Form and Context of Arts II(45 Hrs)**

Engage in advanced critical analysis of artworks, exploring their social, political, and cultural implications.

Evaluate and compare various art theories and critical approaches.

Synthesize historical and theoretical knowledge to inform personal artistic practice and interpretation of artworks.

**Assessment: 100% Coursework**

### **Graphics Communication (45 Hrs)**

Understand and apply principles of visual communication and graphic design.

Create visually appealing and effective graphic designs for print and digital media.

Develop proficiency in using industry-standard graphic design software.

**Assessment: 100% Coursework**

### **English Language for Arts Education (45 Hrs)**

Develop effective written and verbal communication skills specific to the arts and design field.

Write clear and concise descriptions, critiques, and analyses of artworks.

Present ideas and concepts confidently in verbal presentations and discussions related to arts education.

**Assessment: 100% Coursework**

### **Understanding Movies (45 Hrs)**

Gain a comprehensive understanding of the history, evolution, and major movements in the film industry.

Analyse and interpret films using relevant film theories and critical frameworks.

Appreciate the cultural, social, and artistic impact of movies and their role in shaping popular culture.

**Assessment: 100% Coursework**