

Glasgow School of Art Course Specification
Course Title: Creative Communication (CC1)



Misra Balkan *Untitled* 2019

Please note that this course specification is correct on the date of publication but may be subject to amendment prior to the start of the 2024-25 Academic Year.

Course Code	HECOS Code	Academic Session
		2024-25

Course Title	Creative Communication
Course Contact	Ania Rolińska (a.rolinska@gsa.ac.uk)

Credits	10 credits
SCQF Level	7
When Taught	Semester 1

Associated Programmes	International Foundation Programme
Lead School	School of Fine Art
Other Schools	N/A
Date of Approval	Programme Approval February 2024

Course Introduction

Creative Communication (CC1) focuses on developing students' communication resources and strategies and is delivered alongside Foundation Studio 1. Through critical discussions, analysis, evaluation, and reflection, the course goes beyond the understanding of language learning as proficiency in using vocabulary and grammar, and instead, supports students to develop communicative competencies to fully function in the context of an emergent creative practice. The course is designed to inform studio making and invite reflection on the activities of a practice-led studio environment.

The course uses object-based learning to help students develop skills in critical description, analysis, evaluation, and reflection. Objects provide a compelling yet comfortable and relatable starting point for honing skills in communication and critical thinking; they are tangible and can be engaged with through multiple senses, they carry stories, both personal and collective, and, through contextualisation, they link to wider historical, social, cultural and material contexts. As such, they offer a range of accessible and invaluable learning opportunities to support a practice-led studio environment that fosters the sharing of ideas and critical thinking.

Course Aims

The Creative Communication course aims to:

- develop language resources and communication strategies that facilitate confident, meaningful and fluent communication on topics related to materials and methods in the context of creative practices;
- develop research skills that support becoming a more effective communicator in the context of creative practices;

- develop critical and analytical thinking skills to support the development of communication, self-reflection and creative practices in general;
- develop independence and self-reflection as a communicator in the context of a shared studio environment.

Course Intended Learning Outcomes

By the end of this course students will be able to:

- demonstrate an ability to communicate, in speaking and writing, with a degree of fluency and precision on topics related to materiality within creative practice;
- integrate ideas from research, in form of written, video or audio sources, when relevant and necessary, in order to communicate more reflectively and analytically in the context of art and design;
- make use of interaction and communication skills and strategies, including active listening, inferring, asking questions, evaluating, reflecting, linking ideas, elaborating on ideas, in the context of group discussions;
- demonstrate independence and self-reflection as a communicator in a community of shared learning.

Indicative Content

The Creative Communication course will draw on historical and contemporary art and design practice, some critical theory and material culture to inform discussions around the student's emerging studio practice. The course will include:

- description of objects and analysis of their uses, meanings, values as well as stories they carry;
- research-based interpretation of objects in order to discuss them within a wider social, historical, cultural context;
- understanding of current issues and debates in relation to materiality and material culture, how they interact with culture and society in general and with art and design in particular;
- writing up an object analysis using precise language and summarising relevant information coming from observation and research;
- reflective thinking and writing to make sense of and consolidate an understanding of own emerging practice.

Description of Learning and Teaching Methods

The Creative Communication course will be delivered in person in the studio to facilitate closer connection between communication and studio learning and teaching. It will use a range of teaching approaches including teacher demonstrations, student presentations, group discussions around texts, both written and video/audio, related to the theme of material culture. Physical engagement with objects will play a big role as, following research into object-based learning, artefacts are believed to facilitate verbal communication among students for whom English is not the first language.

The formal classes will be delivered by the communication teacher, often in collaboration with studio staff. They will foster collaborative learning and rely on inquiry and group discussion for

refining ideas and understandings. The students will be required to do reading and research either to prepare for the classes or as follow-up to consolidate and evidence their learning.

The communication teacher will also be available in the studio at other pre-determined times, to co-teach with studio tutors and to engage in one-to-one conversations with the students to offer more personalised guidance in developing the required communication skills and strategies.

Indicative Contact Hours	Notional Learning Hours
70	100

Description of Formative Assessment and Feedback Methods

Each student keeps a portfolio of work (via an online platform such as Padlet) which includes samples of written and spoken communication on which they receive ongoing feedback in written form or during individual tutorials. These samples will provide evidence of the students' engagement with texts, both written and spoken, their level of understanding and ability to integrate the ideas into their practice. The digital platform will also be used to receive feedback on communication during group discussions and progress review sessions. Formative feedback will also be provided on the first drafts of written assignments.

Description of Summative Assessment arrangements

The course summative assessment relies on submitting written work and participating in spoken communication activities listed below. Written work and spoken communication performance will provide evidence of engagement with texts and research.

The Summative Assessment determines progress and level of attainment in relation to the Intended Learning Outcomes. Written submissions and spoken performance will be measured against these outcomes with each outcome contributing a percentage of the overall grade. Submissions will be assessed and moderated in line with the code of assessment. Reassessment opportunities where a student has not passed the course are outlined in the code of assessment.

Description of Summative Assessment Method	Weight %	Submission week
Written object analysis	15%	Week 5
Written summary of a text with a commentary	15%	Week 9
Research-based presentation	20%	Week 11
Presentation and discussion of studio work	30%	Week 13
Written reflection on becoming a creative practitioner	20%	Week 13

Exchange/Study Abroad	
Can this course be taken by Exchange/Study Abroad students?	No
Are all the students on the course taught wholly by distance learning?	No
Does this course represent a work placement or a year of study abroad?	No
Is this course collaborative with any other institutions?	No
If yes, then please provide the names of the other teaching institutions	

Reading and On-line Resources
An accessible and updated resource list can be found on our GSA Keylinks Page: https://gsa.keylinks.org/new-ui/hierarchy/list/1157