



Module Title:

**Creative Research Methods**

<i>Academic Yr</i> 11-12	<i>Level</i> Level 7	<i>Programmes on which offered</i> MA Creative Technology
<i>Credits</i> 15 Credits	<i>Duration</i> 12 weeks	

**Staff**

<i>Module Co-ordinator</i>	<i>Teaching Staff</i>	<i>Support Staff</i>
Prof. Paul Sermon	Prof. Paul Sermon	Chris Warwick

**Verification** (*external verification requires confirmation in writing [email OK] – please indicate who holds this*)

<i>Verifier</i>	<i>Name</i>	<i>Confirmation held by</i>	<i>Date</i>
Internal 1	Prof. Paul Sermon		09/09/11
Internal 2	Dr. Mathias Fuchs		09/09/11
External	Prof. Martin Rieser		

**Module Details**

**Rationale** (*from MS1*):

This module introduces and develops a range of research methods appropriate to design and creative technology practice. It facilitates and develops analytical and creative thinking via the introduction of a range of research and creativity approaches. The ways in which research can assist creative practitioners in their practice are explored. It introduces and develops research tools that can be used to inform design and creative technology, as well as ideas about how and when to deploy research tools effectively. On completion, student will have developed the ability to generate, develop, undertake and analyse research activities that inform their practice.

Aims of Module:

To introduce a range of research methods appropriate to creative practice

To develop the skills and knowledge required to utilise practice-based research and creativity techniques.

To enable students to acquire the necessary expertise to generate, analyse and interpret research data.

To enable students to manage and co-ordinate the research process.

To prepare students for self-directed project work, and/or possible higher degrees.

**Module Learning outcomes** (*from MS1*)

Knowledge and Understanding:

To utilise a number of specific methods for carrying out quantitative and qualitative research.

To demonstrate sufficient understanding to develop models and frameworks based on the interpretation of research findings.

To develop an ability to effectively communicate the purpose of a research study, its findings and background work.

To develop an ability to structure enquiry, to identify potential research sources and to apply an appropriate methodology.

To develop an ability to work independently and in group settings.

**Transferable/Key Skills and other attributes (as indicated on MS1):**

Communication  
 Managing own learning  
 Problem Solving

Working with others  
 Information Technology

**Risk Assessment:**

<i>Date completed</i>	<i>Completed by</i>	<i>Special Instructions</i>

**Module Assessment Criteria (select as appropriate)**

- |                          |  |
|--------------------------|--|
| 1) Creativity            | 6) Knowledge and understanding of subject matter |
| 2) Visual communication  | 7) Team Working                                  |
| 3) Written communication | 8) Critical judgement and analytical ability     |
| 4) Oral communication    | 9) Enquiry and use of sources                    |
| 5) Technical skills      |  |

**Teaching Details****Module Programme (content, dates, activities, Interim deadlines, lecture programme, reviews etc.):**

Mon 10 Oct (10.00 to 13.00 Media City 3.18) Introduction to Course / Overview  
 Mon 17 Oct (10.00 to 13.00 Media City 3.18) Practice based research methods for media arts  
 Mon 24 Oct (10.00 to 13.00 Media City 3.18) Workshop: Interviews and Questionnaires  
 Mon 31 Oct (10.00 to 13.00 Media City 3.18) Workshop: Case Studies  
 Mon 7 Nov (10.00 to 13.00 Media City 3.18) Conducting a practice and literature Review  
 Mon 14 Nov (10.00 to 13.00 Media City 3.18) Gallery visit  
 Mon 21 Nov (10.00 to 13.00 Media City 3.18) Writing media arts proposals and reports  
 Mon 28 Nov (10.00 to 13.00 Media City 3.18) Conducting qualitative evaluation of audience interaction  
 Mon 5 Dec (10.00 to 13.00 Media City 3.18) Presentations of case study of media art installation & evaluation  
 Mon 12 Dec (10.00 to 13.00 Media City 3.18) Presentations and hand in of reflective diary, and proposal or evaluation report (3000 words)

**Assignment Details (project outline, essay questions etc.)**

The assignment consists of the following three delivered outcomes:

- At the end of this module each student will be required to present either a research proposal for a practice-based media/interactive art work or an evaluation report on an existing media art work/ interactive installation (3000 words) to the staff and students of the module. Students will be assessed on their ability to demonstrate an in-depth knowledge of their chosen presentation and their acquisition of the relevant creative research methods.
- Throughout the module students will be required to keep a reflective research diary, illustrating and supporting the research enquiry process. This diary should reflect both the creative thinking and research methods used throughout the module in relation to the final project presentation and report/proposal. The reflective diary should be submitted together with final project report/proposal.
- Students are also required to undertake an in-depth case study of a media art installation exhibited at a gallery/museum in the Manchester regional during the module. The outcomes of this on-site practice-based analysis evaluation will form the basis of the case-study report and inform the research process and methods used for the for the final project report/proposal.

**Assessable Work**

<i>Deliverable</i>	<i>Weight</i>	<i>Deadline</i>	<i>Hand in Location</i>	<i>Specific Assess Crit</i>
Case study of media art installation and evaluation - presentation	25%	5/12/11	Turnitin/MC 3.18	

<i>Feedback available</i>	<i>Date: 16/01/12</i>	<i>Method: e.g. Blackboard, tutorials FB1</i>		
Reflective research diary		25%	12/12/11	Turnitin/MC 3.18
<i>Feedback available</i>	<i>Date:16/01/12</i>	<i>Method: e.g. Blackboard, tutorials FB1</i>		
Proposal or evaluation report (3000 words) and presentation		50%	12/12/11	Turnitin/MC 3.18
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials</i>		
		%		
<i>Feedback available</i>	<i>Date:</i>	<i>Method: e.g. Blackboard, tutorials</i>		
<b>Indicative texts and/or other learning materials/resources (please use Harvard system):</b>				
Dewdney, A. and Ride, P. (2006) New Media Handbook (Media Practice), Routledge				
Grau, O. (2007) Virtual Art: From Illusion to Immersion, Leonardo Books				
Wilson, S. (2006) Information Arts: Intersections of Art, Science, and Technology, Leonardo Books				
Gray, C. and Malins, J. (2004) Visualizing Research, Ashgate Publishing Ltd.				
Hickman R (Ed.) (2008) Research in Art and Design Education: Issues and Examples, intellect books				
McLuhan, M. (1968) The Medium is the Message,				

### **ACADEMIC GOOD CONDUCT**

The University makes awards to students that properly reflect your achievement. Unless instructed otherwise, you are expected to work on your own and to ensure that material you submit for assessment does not contain the work of others, except for properly referenced sources where appropriate. The University takes a very serious view of any attempt to gain unfair advantage from the work of others. The use of unfair means in any assessment is likely to result in severe penalties. Gaining unfair advantage can take many forms such as:

#### **a) Plagiarism**

Plagiarism involves taking the work of another person or source and using it as if it were your own, for example written work, ideas, musical compositions, computer programs, laboratory or survey results, diagrams, graphs, drawings and designs.

#### **b) Collusion**

Collusion involves working with others on tasks that should be carried out on an individual basis. Collusion should not be confused with collaborative work which is sometimes used as a means of learning. It will be clearly stated when collaborative work is permitted in an assessment. Unless advised otherwise, any work which you submit for assessment must be produced by you on an individual basis.

#### **c) Falsifying experimental or other investigative results**

This could involve a range of things that make it appear that information has been collected by scientific investigation, the compilation of questionnaire results, etc. whereas in reality it has been made up or altered to provide a more favourable result.

#### **d) Taking unauthorised material (including electronic devices) into an examination**

This involves deliberately taking in materials or electronic device of any sort, not specifically permitted, that could be used to gain advantage, whether you use it or not.

#### **e) Contracting another to write a piece of assessed work**

This involves any means whereby a person does work on behalf of another. It includes assessments done for someone else in full or in part by a fellow student, a friend or family member. It includes sitting an examination for someone else. It also covers obtaining material from Internet 'cheat sites' or other sources of work. Penalties for this type of unfair means are likely to apply both to a student who does work on behalf of another and one who has work done for him/her.

Particular care should be taken with regard to poor referencing. If you use work which has been produced by other people within an assignment you will need to ensure that you acknowledge or reference the source of the work. Marks may be deducted for poor referencing. If poor referencing is extensive throughout a piece of work it could appear that you are trying to claim credit for the work and you may be deemed to have committed plagiarism.

For further details on the University's policy of Academic Good Conduct, please refer to [www.academic.salford.ac.uk/aqa/sections/28\\_conduct\\_assessed\\_work.pdf](http://www.academic.salford.ac.uk/aqa/sections/28_conduct_assessed_work.pdf)

*Completed PA2 forms should be uploaded to the module area on Blackboard for distribution to students – for help contact the School Office*