

V.A. 3540 Second Skin (3,4,0)

Prerequisite: V.A. 2560 Wearables

Body coverings can be described as a second skin. This course investigates this notion in terms of intimacy and extimacy. "Intimacy" describes the corporeal relationship of textiles and the body whilst "extimacy" extends to the realm of luxury and display. Second Skin relates to wearables that are in intimate contact with the body; they enhance or disguise, comfort or protect us. Second Skins are three-dimensional objects that are formed through the manipulation of raw materials. The materials and techniques used in their creation are deeply interwoven with culture and tradition. This course expands the basic skills gained in V.A. 2560 Wearables adding the tools and techniques to create fabrics and textural finishes, which will be explored and combined to design and produce wearables and accessories.

Understanding the properties and structures of materials as well as the history and cultural significance of traditional techniques offers the designer a great scope for creativity. The students will be provided with technical skills to develop a fundamental understanding of textiles properties and their cultural significance necessary to produce creative products with a professional level of aesthetic and artistic integrity. Through practical demonstration of traditional and contemporary textiles techniques including a range of non-loom and loom techniques as well as various methods of texturising, colouring and embellishment, students are encouraged to embrace cross-disciplinary approaches to develop new techniques and applications for body coverings. The product outcomes will be wearables or accessories as forms of creative expression, design innovation or designs for practical applications in response to a written brief. Students will be expected to complete a range of samples and design concepts as well as a minimum of one wearable object.

V.A. 3550 Exhibits and Displays (3,4,0)

Prerequisite: V.A. 2080 Space and Site, V.A. 2120 Furniture Design, V.A. 2630 Sustainable Design or V.A. 2770 Object and Environment

Exhibition Design is potentially one of the most common, but also least recognized design-areas: despite the practice of exhibiting is found not only in museum- or gallery-exhibitions, but also in trade-fairs, showrooms, shops and various public institutions, there are not many programmes or courses dedicated to this specific area. Accordingly this course aims to equip students with the basic knowledge and skills for designing exhibits and displays for all kinds of situations, including the spatial arrangement of a site, the interior design for the space, exhibition-furniture and -graphics. However, it also intends to go beyond the professional practice of exhibit design, and explore the wider practice of exhibiting in general.

As this course aims at students who have already some experience in art-/design-related subjects, but not yet any systematic approach to Exhibit Design, the focus of the course will be on transferring knowledge, skills and personal experience from other subjects like Sculpture, Installation Art, Graphic Design and others, and to apply these in a new professional area that it sought for widely in many design-professions.

V.A. 3560 Contemporary Artefacts (3,4,0)

Prerequisite: V.A. 2080 Space and Site, V.A. 2630 Sustainable Design or V.A. 2770 Object and Environment

Design products are intended to function, but the functions considered necessary by our modern society are, arguably, no longer as straightforward as those in past generations; function can now also mean to stimulate, to excite, or to confer status and credibility. This course will explore the dynamics of contemporary approaches to product design.

The beginning of the 21st century poses a series of new challenges—political, social, and ecological—for which designers need to find adequate and unconventional solutions. Hereof, the practice of design has begun to expand beyond pre-conceived boundaries of importance and relevance.

Insights and arguments concerning the thoughts and theories behind contemporary product design will be introduced, in

conjunction with generic prototyping skills and different design methodologies, in order to enable students to contemplate and deliver function with imagery. Students will, through projects and assignments, critically evaluate specific social issues, and react appropriately through design interventions: designing contemporary artefacts that are both ethical and aesthetic.

While design remains an intimate part of our daily life, a shift in the cultural order means that contemporary product design should both be a powerful creative statement and simultaneously a provider of functional solutions. The core objective of this course is an examination of the question "What is product design?", and more importantly, "What can it be?" and "What do we want it to be?"

V.A. 3570 Museum Studies (3,3,0)

Prerequisite: V.A. 2240 Visual and Material Culture

Museums have served many functions, as repositories of antiques, temples of genuine artworks, platforms for life-long learning, and as social agents promoting civic values. How do museums balance their diverse roles and responsibilities against a backdrop of changing social agendas, commercial competition, and the global diversification of communication technologies?

Focusing on policy issues and professional concerns, this course examines organizational conventions, collection management policies, documentation systems, interpretation and communication mechanisms, and education and outreach programmes, to consider how museums can shape a new form of public life around diverse cultural resources. Through case studies, hands-on workshops, and site visits, this course offers students practical knowledge of art administration with an emphasis on operation routines, management skills, and project planning, to bring art to a wider audience. This course also examines how museums can convey standards about the value and meaning of artwork, shape public understanding of art, and become involved in the production of art and culture. Students will learn about operating mechanisms of museums and reflect on the complex relationship between museums and contemporary practices in the art world and in society. Looking into various museum practices, such as acquisition, preservation and displaying of artwork, this course explores how meanings of art would be created and thus enables students to reflect on their artistic practices. This helps bridging with many practical courses offered by AVA.

V.A. 3580 Exhibition and Art Markets (3,3,0)

Prerequisite: V.A. 2240 Visual and Material Culture

How is art effected and affected by exhibition cultures and art markets? Do exhibition define art buying patterns? Or do buying patterns define exhibition? These key questions for the understanding of the art world are the focus for the emerging artist breaking into the highly competitive art market place. From the differing perspectives of both the public and the private sectors, this course will provide navigation and assessment of the contrasts and similarities of the sectors, discussing issues of wealth and value, consumption and issues of ownership. The themes and topics will provide essential knowledge of the arts sector, reviewing the role of the public sector in the advancement of the art exhibition "blockbuster" and the commercialization of art through case studies of world leading galleries such as Tate Modern, MOMA and the Guggenheim. The changing role of art and its exhibition will be examined, in terms of traditional associations of status, education and art in an increasing commercial form as investment.

V.A. 3590 Honours Project (3,*,*)

Prerequisite: Year III standing

The Honours Project provides a keystone experience for the student in his final year in the BA (Hons) in Visual Arts programme. It gives the student an opportunity to prove his capability of solving independently and self-reliantly a self-generated assignment in the work-field of the Visual Arts. He will apply the concepts and skills gained on the programme to the investigation. In successfully doing so the student will meet academic and creative standards that allow the Academy to confer the BA (Hons) in Visual Arts degree on him.