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Nota di contenuto	Intro -- Cover -- Study Skills for Art, Design and Media Students -- Brief contents -- Contents -- Dedication -- Foreword -- How to use this book -- Acknowledgements -- Part 1 Preparing for Higher Education -- Before university - application and arrival -- Application for higher education -- Before joining -- What to expect - differences between school or college and university -- Your aspirations -- Joining instructions -- Course information -- Students with disabilities and learning difficulties -- Arriving at university -- Induction and orientation sessions -- How degree courses are organised - credit-based systems -- The university year and week -- Communication - staff and you -- How you learn -- Learning to learn -- Know yourself as a learner -- Self-evaluation: your ambitions - your choices -- My approach: my motivations -- How I work -- Ideas -- Organisation -- Time management -- Research -- Practical - making -- Communication skills -- Personal profile and action plan -- Part 2 Day-to-day studies -- Gathering information -- Lectures -- Note taking -- What you need to read and how much -- Ways to improve your reading -- Read with a purpose -- Reading to understand -- Information

sources and intellectual property -- Types of sources -- Electronic databases -- Your learning resource centre/library -- Approaches to project work -- Art, design and media work - the process -- The brief -- Break down the project requirements -- Clarify the problem -- Group work -- Ideas development - creative and critical thinking -- Brainstorming -- organisation and planning -- Project development -- Practical projects -- The practical brief -- Practical projects - where and how you work -- Technical teaching and workshops -- Equipment and materials -- Working with people -- Academic and written assignments -- Writing: why is it important?.

How to improve your writing -- Choice of language -- Writing for note and sketchbooks -- Academic writing -- Writing a good essay -- Procedure for writing an essay -- Evidence, citation, referencing, plagiarism -- Bibliography -- Writing reports -- Writing your brief -- Assessment, 'crits', presentations -- Stages in the assessment process - formative and summative -- Self and peer assessment -- Feedback - 'crits' -- Selecting work for assessment -- Learning outcomes and assessment criteria -- Levels of learning -- Making use of the assessment process -- Preparing for the future - work experience and careers -- Your degree programme and the future -- In-course professional development -- Graduate employment -- Real-life projects for outside organisations -- work experience -- work placements -- Marketing yourself -- Your creative CV - information required -- Job applications and interviews -- Part 3 An introduction to critical, cultural and contextual studies -- Critical, cultural and contextual studies -- Why critical, cultural and contextual studies? -- Starting points - looking at other people's work -- Key ideas and thinkers -- Modernism and postmodernism -- Critical approaches -- Structuralism and post-structuralism -- Theoretical and critical models -- Theoretical and critical models - applications -- Theoretical and critical models - authors and critics to research -- Theories and methods of analysis -- The theory of the sign -- Semiotic analysis -- The theory of codes -- myth -- Intertextuality -- Story telling and narrative -- Content analysis -- Content, genre, physical context -- Content and form -- Styles, movements, genre -- Physical context -- Being critical - what to look for -- A summary of the ideas that critics and academics seek to apply -- Part 4 Specialist media -- Art, design and media - meanings and differences.

Ideas, theories and applications -- Contemporary applied arts -- Ideas, theories and contexts -- Contemporary applied arts practice -- Contemporary applied arts education -- Fine art -- Ideas, theories and contexts -- Fine art practice -- Fine art education -- Graphic design and illustration -- Ideas, theories and contexts -- Graphic design and illustration practice -- Graphic design and illustration education -- Interior and spatial design -- Ideas, theories and contexts -- Interior and spatial design practice -- Interior and spatial design education -- Media -- Ideas, theories and contexts -- Media industries and practices -- Media and film studies education -- Animation industries -- Animation and games art education -- Production of a film/video/animated film -- TV production -- Digital animation -- Film -- Photography -- Ideas, theories and contexts -- Photographic practice -- Photographic education -- Photographic projects -- Product and industrial design -- Ideas, theories and contexts -- Product design and industrial design practice -- Product design and industrial design education -- Appendices -- Art, design and media glossary -- Educational glossary -- Correct English - the mechanics of language -- Tackling an essay project brief -- Essay analysis - assess these examples -- Index.

## Sommario/riassunto

A comprehensive handbook for any art, design or media student, or for those thinking about pursuing studies in this area. This accessible guide is designed for continuing use as the student prepares for and undertakes any HE A, D & M course. From choosing a course, to assessment criteria to graduate life, this book will break down the university experience for this group, providing the answers that they really need. The book will be split into two sections, the first part providing the study information that art, design and media students require and the second looking at the key concerns of specialist media such as animation, photography and 3D design. The guide will address key concepts from the particular perspective of the specialist undergraduate student in managing practical and written projects; including approaches to information gathering, exploration of ideas, and development of creative solutions to problems, presentation of work, and essay and report writing. Study Skills for Art, Design, and Media Students provides essential and practical information of what you need to know to study successfully and prepare for a career within the creative and cultural industries.

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