



BA (Hons) Fashion Design

ANNEXES

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Assignment Brief

GR1001 Aesthetics and Visual Composition

Academic Year: 2024/25

Assessment Introduction:

Course: BA (Hons) Fashion Design

Module Code: GR1001

Module Title: Aesthetics and Visual Composition

Title of the Brief: Aesthetics Across Cultures: Exploring Diversity in Visual Expression

Type of assessment: Individual Report

This assessment is worth 70% of the overall module mark.

This Assessment Pack consists of a detailed assignment brief, guidance on what you need to prepare, and information on how class sessions support your ability to complete successfully. Project brief has been launched today (17th January 2025). For any questions you may have feel free to contact the Module Leader at any time. You will also find information on this document to guide you on how, where, and when to submit your assessment. If you need additional support, please make a note of the contact information of relevant university services provided in this document.

How, when, and where to submit:

Assessment Deadline Date and time: 20.04.25, 12pm

Submit on the Blackboard space of this module through Turnitin.

Feedback on your work will be provided within 15 working days of your submission

You should aim to submit your assessment in advance of the deadline.

Note: If you have any valid mitigating circumstances that mean you cannot meet an assessment submission deadline and you wish to request an extension, you will need to officially apply online, via **MyUCLan** portal with your evidence **prior to the deadline**. Further information on Mitigating Circumstances can be found via [this link](#).

We wish you all success in completing your assessment. Read this guidance carefully, and for any questions, please talk with your Module Leader.

Additional Support available:

1. **Academic support** for this assessment will be provided by your Module Leader.
2. The **Library resources** link can be found in the library area of the Student Portal. For any other library related support you can contact CyprusLibrary@uclan.ac.uk .
3. Support with your academic skills development (academic writing, critical thinking and referencing) is available through **WISER** (Wiser@uclancyprus.ac.cy).
4. For help with Turnitin, see [Blackboard and Turnitin Support](#).
5. If you have a disability, specific learning difficulty, long-term health or mental health condition, and not yet advised us, or would like to review your support, the **Student Support** department can assist with reasonable adjustments and support. To find out more information, you can visit the Student Support page of the Student Portal or contact Student Support at CyprusStudentSupport@uclan.ac.uk.
6. For mental health and wellbeing support, please complete our online referral form, or email wellbeing@uclancyprus.ac.cy. You can also call 24694050, attend a drop-in session, or visit the UCLan Cyprus [Psychological and Wellbeing Centre](#) for more information.
7. For any other support query, please contact the **Student Support** department via CyprusStudentSupport@uclan.ac.uk.
8. For consideration of Academic Integrity, please refer to the detailed guidelines in the University's [Academic Integrity Polic and Procedure for Academic Misconduct](#). All submitted work should be genuinely your own work, and all resources used in your submission must be fully cited.

Brief Title: "Aesthetics Across Cultures: Exploring Diversity in Visual Expression"

MODULE LEARNING OUTCOMES TO BE ASSESSED:

- 1) Discuss the nature of art and what it is to be an 'artist' and an 'artwork'
- 2) Understand the branch of philosophy known as aesthetics.
- 3) Analyse and critique visually compelling compositions

INTRODUCTION:

Throughout this module, you had the opportunity to explore fundamental concepts and principles related to visual art and design, delving into the ways in which aesthetic principles, such as color theory, line and shape, balance and symmetry, and other design elements, inform visual composition. Additionally, you have been introduced to a diverse array of aesthetic theories spanning ancient, early modern, and modern periods, examining central issues such as expression in art, the nature of metaphor, the role of imagination, and the definition of 'art'. You have engaged with key philosophical thinkers including Plato, Kant, Hegel, Hume, Confucius, and others, which should have deepened your understanding of what constitutes art, beauty, and the good, and how such judgments are made.

SUBMISSION REQUIREMENTS:

Based on the knowledge received through this module, **you are required to produce a 2500 (+- 10%) words long, visually rich report** where you:

- 1) Showcase your understanding of the branch of philosophy known as aesthetics by comparing aesthetic theories from TWO distinct cultural traditions. Focus on how philosophical perspectives differ in their interpretations of art, beauty, and aesthetic experience. (LO 2)**

Cultural traditions can extend beyond national boundaries and may encompass various ethnic, religious, or regional groups within a country or across multiple countries. Therefore, you could choose cultural traditions that are not limited to specific geopolitical boundaries. Examples could be 2 of the following.

- a) Traditional Chinese art and aesthetics
- b) Maori art and aesthetics
- c) Islamic art and aesthetics.

- 2) Analyse how cultural values, beliefs, and historical contexts shape the artistic practices and aesthetic preferences within each cultural tradition studied, providing detailed analysis and visual examples. (LO 3)**

This involves analysing how specific cultural elements shape the creation, interpretation, and appreciation of artworks within a given cultural context. Examples could be:

- a) Traditional Chinese Calligraphy: Explore how the Confucian emphasis on harmony, balance, and self-expression influences the artistic practice of calligraphy in Chinese culture. Analyse

the use of brush strokes, ink, and paper in traditional calligraphy as a reflection of Confucian values and philosophical principles.

- b) **Maori Wood Carving:** Explore how Maori cultural beliefs, such as the connection to ancestors and the spiritual significance of nature, shape the artistic practice of wood carving in Maori culture. Analyse the symbolism and motifs used in Maori carving, such as the koru (spiral), which represents new life, growth, and regeneration.
- c) **Islamic Geometric Patterns:** Explore how Islamic cultural values, including the emphasis on unity, order, and spirituality, influence the creation of geometric patterns in Islamic art and architecture. Analyse the mathematical precision and intricate symmetry of Islamic geometric patterns, which reflect the Islamic concept of tawhid (unity of God) and the pursuit of beauty as a reflection of divine perfection.

3) Discuss the Impact of Cultural Diversity on the Notions of 'Artist' and 'Artwork'. (LO 1)

Discuss how cultural diversity shapes the perceptions of what it means to be an "artist" and an "artwork" in art and design, focusing on the TWO distinct cultural traditions you have analysed. Discuss how the cultural perspectives of each tradition influence these concepts, examining the varying roles and identities assigned to artists and artworks within different cultural contexts. Refer to the complexities and nuances of cultural diversity in shaping the understanding of artistic creation and expression. Examples could be:

- a) **Traditional Chinese Calligraphy:** Investigate how the Confucian emphasis on harmony, balance, and self-expression informs the role of the artist in traditional Chinese calligraphy, and how calligraphy itself is perceived as a form of artwork within Chinese culture.
- b) **Maori Wood Carving:** Examine how Maori cultural perspectives on ancestry and spiritual connection influence the conception of the artist as a guardian and transmitter of cultural heritage, and how Maori wood carvings serve as embodiments of cultural identity and collective memory.
- c) **Islamic Geometric Patterns:** Analyse how Islamic cultural perspectives on unity, order, and spirituality shape the conception of the artist as a vessel for divine inspiration, and how Islamic geometric patterns are regarded as manifestations of divine beauty and perfection.

MARKING CRITERIA FOR THIS ASSIGNMENT:

	LO 1: Discuss the nature of art and what it is to be an 'artist' and an 'artwork'	LO 2: Understand the branch of philosophy known as aesthetics	LO 3: Analyse and critique visually compelling compositions
0-19%	Fails to address the impact of cultural diversity on the notions of 'artist' and 'artwork', lacking understanding of how cultural perspectives shape perceptions of art and artistic practice.	Shows no understanding of aesthetic theory or philosophy as applied to cultural contexts, failing to compare aesthetic theories from different cultural traditions and lacking insight into how philosophical perspectives shape interpretations of art, beauty, and aesthetic experience.	Fails to analyse or critique visually compelling compositions within their cultural contexts, lacking understanding of how cultural values, beliefs, and historical contexts influence artistic practices and aesthetic preferences.
20-29%	Provides a superficial discussion of the impact of cultural diversity on the notions of 'artist' and 'artwork', demonstrating limited understanding of how cultural perspectives influence interpretations of art and the roles of artists and artworks.	Demonstrates limited understanding of aesthetic theory in cultural contexts, providing simplistic or inaccurate interpretations of aesthetic theories from different cultural traditions and offering shallow comparisons of philosophical perspectives on art, beauty, and aesthetic experience.	Provides superficial analysis or critique of compositions within their cultural contexts, offering shallow insights into how cultural values, beliefs, and historical contexts shape artistic practices and aesthetic preferences, with limited depth or insight.
30-39%	Offers a basic exploration of the impact of cultural diversity on the notions of 'artist' and 'artwork' but lacks analysis on how cultural perspectives shape perceptions of art and artistic practice.	Shows a basic understanding of aesthetic theory in cultural contexts, but lacks analysis of philosophical concepts, providing rudimentary comparisons of aesthetic theories from different cultural traditions without delving into the complexities of philosophical perspectives on art, beauty, and aesthetic experience.	Offers a basic analysis or critique of compositions within their cultural contexts, demonstrating some understanding of how cultural values, beliefs, and historical contexts influence artistic practices and aesthetic preferences, but providing limited detail or critical evaluation.
40-49%	Demonstrates some understanding of the impact of cultural diversity on the notions of 'artist' and 'artwork', providing basic analysis and examples to illustrate how cultural perspectives influence interpretations of art and the roles of artists and artworks.	Demonstrates some understanding of aesthetic theory in cultural contexts, offering basic explanations and analysis of key concepts and principles from aesthetic theories of different cultural traditions, but providing limited comparison of philosophical perspectives on art, beauty, and aesthetic experience.	Demonstrates some ability to analyse and critique compositions within their cultural contexts, applying basic understanding of how cultural values, beliefs, and historical contexts shape artistic practices and aesthetic preferences, with limited critical evaluation of visual elements.
50-59%	Provides a clear and coherent discussion of the impact of cultural diversity on the notions of 'artist' and 'artwork', supported by relevant examples and critical analysis of how cultural perspectives shape perceptions of art and artistic practice.	Provides a clear and coherent explanation of aesthetic theory in cultural contexts, supported by relevant examples and critical analysis of key concepts and principles from aesthetic theories of different cultural traditions, with a focus on comparing philosophical perspectives on art, beauty, and aesthetic experience.	Provides a clear and coherent analysis and critique of compositions within their cultural contexts, applying relevant examples and demonstrating understanding of how cultural values, beliefs, and historical contexts influence artistic practices and aesthetic preferences, with some critical evaluation of visual elements.
60-69%	Presents a well-developed analysis of the impact of cultural diversity on the notions of 'artist' and 'artwork', offering insightful interpretations and examples to demonstrate a deeper	Presents a well-developed understanding of aesthetic theory in cultural contexts, offering insightful interpretations and analysis of key concepts and principles from aesthetic theories of different cultural traditions,	Presents a well-developed analysis and critique of compositions within their cultural contexts, offering insightful examples and demonstrating a deeper understanding of how cultural values, beliefs, and

	understanding of how cultural perspectives influence interpretations of art and the roles of artists and artworks.	demonstrating a deeper understanding of philosophical perspectives on art, beauty, and aesthetic experience through comparative analysis.	historical contexts shape artistic practices and aesthetic preferences, with critical evaluation of visual elements.
70-79%	Offers a comprehensive and nuanced exploration of the impact of cultural diversity on the notions of 'artist' and 'artwork', providing sophisticated analysis and interpretation of how cultural perspectives shape perceptions of art and artistic practice, integrating multiple perspectives and theories.	Offers a comprehensive and nuanced exploration of aesthetic theory in cultural contexts, providing sophisticated analysis and interpretation of key concepts and principles from aesthetic theories of different cultural traditions, integrating multiple philosophical perspectives and theories to offer a thorough comparison of interpretations of art, beauty, and aesthetic experience.	Offers a comprehensive and nuanced analysis and critique of compositions within their cultural contexts, providing sophisticated examples and demonstrating advanced understanding of how cultural values, beliefs, and historical contexts shape artistic practices and aesthetic preferences, with advanced critical evaluation of visual elements.
80-89%	Provides an exceptional analysis of the impact of cultural diversity on the notions of 'artist' and 'artwork', demonstrating originality, depth of understanding, and the ability to critically evaluate complex concepts, theories, and perspectives related to cultural diversity in art and artistic practice.	Provides an exceptional grasp of aesthetic theory in cultural contexts, demonstrating originality, depth of understanding, and the ability to critically evaluate complex philosophical concepts, theories, and perspectives from aesthetic theories of different cultural traditions, offering profound insights into the diverse interpretations of art, beauty, and aesthetic experience.	Provides an exceptional analysis and critique of compositions within their cultural contexts, offering original insights and demonstrating exceptional understanding of how cultural values, beliefs, and historical contexts shape artistic practices and aesthetic preferences, with exceptional critical evaluation of visual elements.
90-100%	Presents an outstanding and original examination of the impact of cultural diversity on the notions of 'artist' and 'artwork', offering profound insights, innovative interpretations, and advanced critical analysis of how cultural perspectives influence interpretations of art and the roles of artists and artworks, with exceptional clarity, coherence, and depth.	Presents an outstanding and original examination of aesthetic theory in cultural contexts, offering profound insights, innovative interpretations, and advanced critical analysis of key concepts and principles from aesthetic theories of different cultural traditions, with exceptional clarity, coherence, and depth, showcasing a comprehensive understanding of the diverse philosophical perspectives on art, beauty, and aesthetic experience.	Presents an outstanding and original analysis and critique of compositions within their cultural contexts, offering profound insights, innovative interpretations, and advanced critical evaluation of visual elements, with exceptional clarity, coherence, and depth, showcasing comprehensive understanding of the influence of cultural values, beliefs, and historical contexts on artistic practices and aesthetic preferences.
LO GRADE			
FINAL GRADE			

Feedback Guidance:

Reflecting on Feedback: how to improve.

From the feedback you receive, you should understand:

- The grade you achieved.
- The best features of your work.
- Areas you may not have fully understood.
- Areas you are doing well but could develop your understanding.
- What you can do to improve in the future - feedforward.

Use the WISER: Academic Skills Development service. WISER can review feedback and help you understand your feedback.

Next Steps:

- List the steps have you taken to respond to previous feedback.
- Summarise your achievements
- Evaluate where you need to improve here (keep handy for future work):

Annex 2

Additional Equipment





