



# Diploma of Visual Arts

Course Code:	DVA -001
Qualification:	Diploma (NVQ – Level 4/5 - Applied and Pending)
Industry Area:	Art and Design
No of Modules:	5
Credits:	40
Total Hours:	1200 hrs. (600 hrs. course and 600 hrs. assignments and practical)
Duration:	One Year
Structure:	Part-time
Industry Training:	Yes at relevant private sector companies
No of Students:	Max. 20
Day and Time:	Sunday 9.00 am to 1.30 pm
Entry Qualifications:	G.C.E (A/L) minimum pass with minimum Z score minimum marks or those who with exclusive talents with GCE (O/L) pass

## Course Overview


This qualification reflects the role of individuals who combine specialized technical, creative and conceptual skills to plan and realize a body of work in one or more art forms. Drawing, illustration and painting will apply in many possible mediums which are having higher demand for employments. Visual artists may work in their own practice as an entrepreneur, or in a wide range of contexts across the arts, government, community or commercial organizations. This course, gives students fundamental drawing skills for Art and Design. Students will be taught a wide range of drawing techniques and how to develop ideas in sketchbooks, leading to an understanding of the creative process.


## Course Modules

Module 01:	DRAWING
Module 02:	COLOUR STUDY
Module 03:	PAINTING
Module 04:	ART APPRECIATION
Module 05:	ART AND ENTREPRENEURSHIP


## Module Coordinators and Resource Resource

Award winning Senior Artists, University Lecturers, International Artists / Art Lecturers / Architects and Award winning Entrepreneurs /Management Experts who are in the field of Art Management and Advertising.


<b>Module Title</b>	<b>Drawing</b>
Module Code	AWD/M1/45
Duration	150 Hrs
Module Type	Practical
Relevant Units of Competencies	5
Pre-Requisites	Learner should bring his/her Portfolio Book and or digital materials
Module Aim(s)	This unit is to equip the learner to visualize his/her expressions
Learning Outcomes	<p><b>At the end of this course unit learner will be able to;</b></p> <ul style="list-style-type: none"> <li>• Apply drawing principles</li> <li>• Recognize and improve self-style and techniques of drawing</li> <li>• Use different drawing materials, devices and technologies</li> <li>• Draw organic and inorganic structures and anatomy according to dimensions</li> <li>• Select the most appropriate techniques for applied art</li> </ul>
Learning Content / Topics	<ul style="list-style-type: none"> <li>• Drawing materials, devices and technologies</li> <li>• Elements (Lines, shapes and forms)</li> <li>• Principles (volume and perspectives)</li> <li>• Drawing Techniques and Methods</li> <li>• Drawing Styles</li> </ul>
Resource Requirement	<ul style="list-style-type: none"> <li>• Drawing studio (drawing boards and easels, human skeleton, live models, objects, and replicas)</li> <li>• Computer lab and mobile devices</li> <li>• Multimedia projectors and sound system</li> </ul>
Prescribed and Recommended References	<ul style="list-style-type: none"> <li>• Creative Illustration, 2012, by Andrew Loomis</li> <li>• Figure Drawing for Artists: Making Every Mark Count, 2016, by Steve Huston</li> <li>• Drawing Dynamic Hands, 1988, by Burne Hogarth</li> </ul>
Suggested Teaching – Learning Activities	<ul style="list-style-type: none"> <li>• Discussions, Presentations and Appreciations (30 hrs)</li> <li>• Demonstrations and Learner Exercises (80 hrs)</li> <li>• Workshop (10 hrs)</li> <li>• Outdoor studies (30 hrs)</li> </ul>
Assessment and Weightings	<ul style="list-style-type: none"> <li>• Continuous assessment (40%)</li> <li>• End of Course Practical Examination (60%)</li> </ul>
 Module Coordinator	<p><b>Mr. Sudath Abeysekara</b> (BFA) is a Senior Artist, Chairman/Executive Creative Director of Art Sense Advertising (Pvt) Ltd, Executive Director of the Academy of Visual Arts and founder Chairman of Art Way Gallery of Sri Lanka. He is an award winning Artist from Sri Lanka and from several other countries and he was able to held number of breakthrough solo exhibitions.</p>

<b>Module Title</b>	<b>Colour Study</b>
Module Code	AWD/M2/45
Duration	150 Hrs
Module Type	Practical
Relevant Units of Competencies	5
Pre-Requisites	Learner should bring his/her Portfolio Book and or digital materials
Module Aim(s)	This unit is to generate natural and live feelings from his/her expressions
Learning Outcomes	<p><b>At the end of this course unit learner will be able to;</b></p> <ul style="list-style-type: none"> <li>• Apply values and the diversity of colours</li> <li>• Apply perspectives of colours</li> <li>• Apply colours to generate moods and expressions</li> <li>• Apply colours to create organic and inorganic nature</li> <li>• Apply different colour mediums appropriately</li> </ul>
Learning Content / Topics	<ul style="list-style-type: none"> <li>• Colour Foundations (what is colour, colour systems and colour wheels, digital colour media and technology)</li> <li>• Dimensions of Colour (the dimensions of hue, value, intensity and temperature)</li> <li>• Colour in Composition (colour psychology and culture, colour and principles and elements of design, colour interactions, colour and the effects of the illumination)</li> <li>• The Influence of Colour (Colour symbolism, putting colours to use past-present and future)</li> <li>• Different medium (pastel, water colour, oil colour and acrylic colour)</li> </ul>
Resource Requirement	<ul style="list-style-type: none"> <li>• Drawing studio (drawing boards and easels, human skeleton, live models, objects, and replicas)</li> <li>• Computer lab and mobile devices</li> <li>• Multimedia projectors and sound system</li> </ul>
Prescribed and Recommended References	<ul style="list-style-type: none"> <li>• Color Studies 3rd Edition, 2014, by Edith Anderson Feisner and Ron Reed</li> <li>• Color study: a manual for teachers and students, 2015, by Anson K. Cross</li> <li>• Color Atlas of Anatomy: A Photographic Study of the Human Body 7th Edition, 2017, by Johannes W. Rohen, Elke Lütjen-Drecoll and Chichiro Yokochi</li> </ul>
Suggested Teaching – Learning Activities	<ul style="list-style-type: none"> <li>• Discussions, Presentations and Appreciations (30 hrs)</li> <li>• Demonstrations and Learner Exercises (80 hrs)</li> <li>• Workshop (10 hrs)</li> <li>• Outdoor studies (30 hrs)</li> </ul>
Assessment and Weightings	<ul style="list-style-type: none"> <li>• Continuous assessment (40%)</li> <li>• End of Course Practical Examination (60%)</li> </ul>
 Module Coordinator	<p><b>Mrs. Achala Gunawardane</b> (BFA) is the Chairperson of the Art Way Institute, Director of Art Way Gallery &amp; the Academy, Senior Artist and a Teacher. She is one of the founder Directors. She has a Bachelor of Fine Arts degree from Institute of Aesthetic Studies, University of Kelaniya. Reading MA for the same field. She is a Senior award winning Artist from national and international art competitions and exhibitions.</p>

Module Title	Painting
Module Code	AWD/M3/60
Duration	180 Hrs
Module Type	Practical
Relevant Units of Competencies	6
Pre-Requisites	Learner should bring his/her Portfolio Book and or digital materials
Module Aim(s)	This unit is to develop learner competencies on natural painting on still life, human & animal figure, portraits and landscapes)
Learning Outcomes	<p><b>At the end of this course unit learner will be able to;</b></p> <ul style="list-style-type: none"> <li>• Paint realistically organic and inorganic nature</li> <li>• Apply realistic painting for art</li> <li>• Apply realistic painting grammar for 2D and 3D animation</li> <li>• Reproduce realistic texture and material quality for fashion designing, film making and other industry requirements</li> </ul>
Learning Content / Topics	<ul style="list-style-type: none"> <li>• Still Life (Simulating shadows, Adding colours, Advance surfaces, transparent objects, metallic surfaces, advanced surfaces and manufactured objects)</li> <li>• Human and animal figures (proportions, pose, lighting, clothing, figures in a setting)</li> <li>• Portraits (shapes and forms, catching a likeness, skin tones and coloring, character identification)</li> <li>• Landscapes (indoor and outdoor studios, value relationships, specifications and massing, site selection, composition, light and colour, life of a painting and working with photographs)</li> </ul>
Resource Requirement	<ul style="list-style-type: none"> <li>• Drawing studio (drawing boards and easels, human skeleton, live models, objects, and replicas)</li> <li>• Computer lab and mobile devices</li> <li>• Multimedia projectors and sound system</li> </ul>
Prescribed and Recommended References	<ul style="list-style-type: none"> <li>• Color Studies 3rd Edition, 2014, by Edith Anderson Feisner and Ron Reed</li> <li>• Color study: a manual for teachers and students, 2015, by Anson K. Cross</li> <li>• Color Atlas of Anatomy: A Photographic Study of the Human Body 7th Edition, 2017, by Johannes W. Rohen, Elke Lütjen-Drecoll and Chichiro Yokochi</li> </ul>
Suggested Teaching – Learning Activities	<ul style="list-style-type: none"> <li>• Discussions, Presentations and Appreciations (30 hrs)</li> <li>• Demonstrations and Learner Exercises (80 hrs)</li> <li>• Workshop (10 hrs)</li> <li>• Outdoor studies (30 hrs)</li> </ul>
Assessment and Weightings	<ul style="list-style-type: none"> <li>• Continuous assessment (40%)</li> <li>• End of Course Practical Examination (60%)</li> </ul>
<div data-bbox="252 1718 437 1901" data-label="Image"> </div> <p data-bbox="183 1906 461 1937">Module Coordinator</p>	<p><b>Mr. Sanjeevee Senevirathna</b> has a Bachelor of Arts (BA) Special Honour s’ degree in Fine Arts, University of Kelaniya, Sri Lanka. He is a master watercolor artist and painting lecturer in Sri Lanka, has held several solo exhibitions locally and has participated to number of international exhibitions as well. Sanjeevee has also won several international contests.</p>

Module Title	Art Appreciation
Module Code	AWD/M4/45
Duration	150 Hrs
Module Type	Practical
Relevant Units of Competencies	5
Pre-Requisites	Learner should bring his/her Portfolio Book and or digital materials
Module Aim(s)	This unit is to explore of visual art forms and their cultural connections, including a brief study of art history, and in-depth studies of the elements, media, and methods used in creative thought and processes.
Learning Outcomes	<p><b>At the end of this course unit learner will be able to;</b></p> <ul style="list-style-type: none"> <li>• Identify and describe the elements and principles of art</li> <li>• Compare and contrast different methods, mediums, and materials artists used</li> <li>• Interpret examples of visual art using analytical skills</li> <li>• Explain the role and effect of the visual arts in societies, history, and other world cultures</li> <li>• Connect formal attributes of art with their meaning and expression</li> <li>• Articulate the political, social, cultural, and aesthetic themes and issues that artists examine in their work</li> </ul>
Learning Content / Topics	<ul style="list-style-type: none"> <li>• Definitions, Artistic Roles, and Visual Thinking</li> <li>• How Art Speaks – Finding Meaning</li> <li>• How Art Works – The Elements and Principles of Visual Language and Artistic Media</li> <li>• Our World – Nature, the Body, Identity, Sexuality, Politics, and Power</li> <li>• Other Worlds – Mortality, the Spirit, and Fantasy</li> <li>• Art in Time and Place – The Western World</li> <li>• Sri Lankan Art</li> </ul>
Resource Requirement	<ul style="list-style-type: none"> <li>• Drawing studio (drawing boards and easels, human skeleton, live models, objects, and replicas)</li> <li>• Computer lab and mobile devices</li> <li>• Multimedia projectors and sound system</li> </ul>
Prescribed and Recommended References	<ul style="list-style-type: none"> <li>• A History of Fine Art in India and Ceylon: From the Earliest Times to the Present Day, 1911, by Vincent Arthur Smith</li> <li>• Art That Changed the World, 2013, by DK India publications</li> </ul>
Suggested Teaching – Learning Activities	<ul style="list-style-type: none"> <li>• Discussions, Presentations and Appreciations (30 hrs)</li> <li>• Demonstrations and Learner Exercises (80 hrs)</li> <li>• Workshop (10 hrs)</li> <li>• Outdoor studies (30 hrs)</li> </ul>
Assessment and Weightings	<ul style="list-style-type: none"> <li>• Continuous assessment (40%)</li> <li>• End of Course Practical Examination (60%)</li> </ul>
 <p>Module Coordinator</p>	<p>Mrs. Mannada Karunatilake is a Professional Artist, She holds BA (Hons) in Archaeology and a former Lecturer, Department of Archaeology, University of Peradeniya, Sri Lanka. And she is a former exchange fellow of Hokkaido University (HUSTEP) Japan. She is very keen on teaching Art in Sinhala and English languages. Her passion for teaching art is excellent.</p>



Module Title	<b>Art and Entrepreneurship</b>
Module Code	AWD/M5/45
Duration	150 Hrs
Module Type	Theory and Practical
Units of Competencies	5
Pre-Requisites	Learner has to ready and bring his/exercise for the Art and Entrepreneurship online (or offline ) exercises
Module Aim(s)	This unit is to release entrepreneurial potentials of participants and to promote to manage their own galleries and ventures or to climb the ladder of their career with management skills.
Learning Outcomes	<p><b>At the end of this course unit learner will be able to;</b></p> <ul style="list-style-type: none"> <li>• Identify and describe the elements and principles of art</li> <li>• Compare and contrast different methods, mediums, and materials artists used</li> <li>• Interpret examples of visual art using analytical skills</li> <li>• Explain the role and effect of the visual arts in societies, history, and other world cultures</li> <li>• Connect formal attributes of art with their meaning and expression</li> <li>• Articulate the political, social, cultural, and aesthetic themes and issues that artists examine in their work</li> </ul>
Learning Content / Topics	<ul style="list-style-type: none"> <li>• Definitions, Artistic Roles, and Visual Thinking</li> <li>• How Art Speaks – Finding Meaning</li> <li>• How Art Works – The Elements and Principles of Visual Language and Artistic Media</li> <li>• Our World – Nature, the Body, Identity, Sexuality, Politics, and Power</li> <li>• Other Worlds – Mortality, the Spirit, and Fantasy</li> <li>• Art in Time and Place – rest of the world including Sri Lankan Art</li> </ul>
Resource Requirement	<ul style="list-style-type: none"> <li>• Computer lab and mobile devices</li> <li>• Multimedia projectors and sound system</li> </ul>
Prescribed and Recommended References	<ul style="list-style-type: none"> <li>• Entrepreneurship: The Practice and Mindset 1st Edition, 2017, by Heidi M. Neck, Christopher P. Neck and Emma L. Murray</li> <li>• ENTREPRENEURSHIP: The Art, Science, and Process for Success (Business Careers) 2nd Edition, 2015, by Charles Bamford and Garry Bruton</li> <li>• Arts Management: Uniting Arts and Audiences in the 21st Century 1st Edition, 2013, by Ellen Rosewall</li> <li>• The Arts Management Handbook: New Directions for Students and Practitioners, 2011, by Meg Brindle and Constance DeVereaux</li> <li>• Management of Art Galleries, 2016, by Magnus Resch</li> </ul>
Suggested Teaching – Learning Activities	<ul style="list-style-type: none"> <li>• Discussions, Presentations and Appreciations (30 hrs)</li> <li>• Brainstorming Sessions and Learner Exercises (80 hrs)</li> <li>• Workshop (10 hrs)</li> <li>• Life Challenge outdoor activities (30 hrs)</li> </ul>
Assessment and Weightings	<ul style="list-style-type: none"> <li>• Continuous assessment (40%)</li> <li>• End of Course Practical Examination (60%)</li> </ul>
 Module Coordinator	<p><b>Mr. Samantha Pathirathna</b> (PhD Fellow) - Chairman, Managing Director and the Chief Consultant of PASSAsia, Managing Director of Art Way Gallery, Institute, Academy and Art Sense Advertising (Pvt) Ltd. He is the first Sri Lankan with both The Outstanding Young Person of Sri Lanka (TOYP) award for Entrepreneurship and the United States Fulbright Scholarship for academic accomplishments together with many other awards. He add exclusive value to generate high impact business solutions. He has accumulated PhD Research Fellow, Master of Business Administration-MOT, PG Diploma in Economic Development, PG Diploma in Strategic and Corporate Finance, Dip in Mass Communication, B.Sc. Agriculture majored in Agricultural Economics.</p>

### **Language of Study**

Sinhala and English as appropriately.

### **For Whom**

Both Sri Lankan and International students those who fulfil minimum qualifications and or the exclusive ability. This is open for unemployed or employed.

### **Learning Methods**

Presentations, lectures, discussions, assignments, exhibitions, demonstrations, artist visits and industry exposure visits.

### **Learning Materials and Aids**

Course handouts, study video, PowerPoint presentations, live specimens, human models and online exercises.

### **Use of Technology**

Latest technology will be used with both online and offline sessions and practical. Physical and virtual library facilities will be provided.

### **Course Evaluation**

End of module assessments and final examination of both theory and practical test. All the evaluations will be governed by an independent study board appointed by the Academy.

### **Status of Recognition**

National Vocational Qualification (NVQ) level 4/5. Application process is in progress.

### **Industry Exposure**

Industry placements will be facilitated by the academy for those who perform well.

**Chairman of the Academic Advisory Committee and the Managing Director**

## **Art Way Academy of Visual Arts**

No. 66, Old Kesbewa Road, Nugegoda, 10250 Sri Lanka

<http://www.artgallery.lk>