

BA (Hons) Illustration Course Specification



1. General information

Title	BA (Hons) Illustration
UCAS code	W220
Awarding University	Leeds Arts University
University at which course is delivered	Leeds Arts University
Relevant QAA benchmark(s)	Art & Design (2017)
Date of most recent review/approval (for new courses)	April 2017
Date of next review	2020-21

Awards	Credits	Duration	Mode of study
BA (Hons) Illustration	360 (180 ECT)	3 years	FT
BA Illustration*	300	3 years	FT
DipHE in Illustration*	240	2 years	FT
CertHE in Illustration*	120	1 year	FT
*Exit Award only			

2. Course Aims

This course aims to provide you with:
A specialised course of study in Illustration focusing on its role within contemporary creative, professional and cultural contexts.
An honours level experience that encourages an integrated practical, conceptual and theoretical understanding of studio practice and intellectual aspects of learning.
A high quality and challenging design based education delivered in a specialist Art & Design University supported by dedicated, informed staff and industry standard facilities.
An academically rigorous course of study that encourages critical and reflective approaches to an increasingly independent creative practice in preparation for progression into industry and/or postgraduate study in a related discipline.
The opportunity to develop a professional understanding of the role of an illustrator in relation to the broader creative industries through professional links, live projects and industrial research.
The ability to develop a focussed, specialist and professionally relevant practice in Illustration through individual and collaborative engagement.
The skills and knowledge to apply, consolidate and extend their learning in a range of professional frameworks, situations and communities of creative practice in Illustration and beyond.

On successful completion of the course you will be able to:

- Employ appropriate materials, media, techniques, methods, tools, technologies and strategies associated with contemporary Illustration, with skill and imagination whilst establishing effective, professionally relevant working practices.
- Generate concepts, ideas, proposals and solutions to problems of communication through the application of visual languages, materials and processes which are common to contemporary creative practices in the field of Illustration.
- Demonstrate a practical and conceptual understanding of the applications of Illustration in relation to print and digital media, which enables the development of visual solutions to problems of communication through to material outcomes.
- Demonstrate an understanding of contemporary Illustration, technical innovation and research methodologies through individual studio practice, contextual references and academic research.
- Appreciate, question and respond positively, creatively, individually and/or collaboratively to the inherent limitations, conventions and established professional practices of the Creative Industries. Employ a range of appropriate practical and conceptual research methods to investigate aspects of the creative, critical, cultural, social and ethical contexts of contemporary illustration.
- Apply your knowledge, skills and understanding in order to initiate, plan and develop creative visual solutions in response to a range of brief led and self-initiated projects.
- Develop a body of work and studio practice that demonstrates an individually appropriate understanding of professional contexts, vocational ambitions and/or academic progression opportunities.
- Demonstrate an understanding of the professional needs and expectations of the creative industries with regards to employment, self-employment, entrepreneurial activity and broader career awareness.
- Demonstrate awareness and understanding of intellectual property, self-promotion, career development and employability skills/behaviours.

3. Distinctive Features

Distinctive features of the course:

The course is distinctive in that:

- It encourages specialism and specialist approaches to Illustration as an applied discipline. In this respect the course is aimed at individuals who have decided that they want to study Illustration as an applied specialism within broader design practices.
- It is creatively demanding and focuses from day one on developing the skills needed to respond individually, creatively and professionally to the demands of contemporary illustration and client-centred briefs.
- It is industry focussed and aims to produce commercially active and culturally sensitive independent thinkers and Illustrators, who can engage with a range of professional, ethical and philosophical debates and contexts.
- It is academically challenging and encourages the development of an increasingly specialist and deep understanding of fundamental research, image making and communication skills, including visual literacy, visual language, visual thinking and visual research.

- It is conceptually driven and engenders a flexible approach to the integration of specialist practical and intellectual skills within a range of possible contexts and applications.
- It is professionally orientated and explores the role of the Illustrator in a designer/client relationship through a specialist program of visual investigation, creative problem solving, industry standard skills development and the inclusion of professional development modules.
- It is responsive and establishes exploratory approaches to the professional nature of Illustration and in doing so aims to develop an awareness and understanding of collaboration, negotiation, appropriateness and constructive compromise, in response to a range of brief led problems and individual practice.
- It is analytical and integrates critical debate and professional awareness. It aims to challenge and look beyond current trends, dogmas and stylistic approaches, in order to prepare students for a life-long engagement with Illustration as an applied creative practice.

Collaboration is central to the course ethos. We believe that an appreciation of the relationship between individual creative concerns and the interdisciplinary nature of contemporary design practices is essential to a professional understanding of contemporary Illustration. The course will engender a willingness to engage with the broader contexts of the creative industries as an essential aid to individual future success. Through group work, collaborative briefs and group critiques students will learn how to work as part of a team and identify their individual roles within the broader design community.

Throughout the course an emphasis is placed on developing a professional understanding of Illustration as an applied specialism within broader graphic design disciplines and its role within the creative industries. In addition to developing skills in drawing, image making, industry standard software, digital media and traditional technologies, students will be supported in developing an understanding of commercial practice, professional communication and business considerations. The course encourages a vocational focus through optional work-based learning, live projects, competition briefs and supported professional research. This focus is underpinned by the systematic development of an individually appropriate but industrially relevant skills set.

4. Employability & Global Perspectives

Employability - Employability is central to the delivery, assessment and evaluation of the course. The introduction and development of professional communication skills and career awareness underpins the discipline specific professionalization of studio practice. All modules will encourage and support the investigation of increasingly individual and independent approaches to researching and critically evaluating your progress in relation to the needs, expectations and competencies of the creative industries, communities of practice and external cultural environment. The development of your individual studio practice will be informed by the commercial, ethical and entrepreneurial aspects of contemporary Illustration practices as well as the individual, collaborative and collective roles and responsibilities of a professional illustrator and creative practitioner.

- The teaching, development, assessment and evaluation of professional skills will be embedded in all modules and will be explicitly delivered through the Professional Practice modules at levels 4, 5 & 6. Core delivery will be supported by additional enhancement activities provided by the Careers, Employability & Enterprise department, live projects, internal & external networking events and individual research/engagement with professional research and external opportunities.

Global Perspectives - The course will support you in developing an understanding of the local, regional, national and international opportunities available to you as a learner and professional

Illustrator. You will develop a view of illustration as a global practice and explore it's transcultural role in visual culture, visual communication and international creative industries. Global perspectives will be introduced and embedded through core delivery and supported by additional enhancement activities. Individually identified and independent engagement with additional international activities and opportunities.

5. Course Structure

5a. Module Framework

Theory	Practice		Professionalism & Employability	
Research & Analytical Skills	Practical Skills, Technical Competencies & Problem Solving		Professional & Reflective Skills	Transferable Skills & Career Preparation
Level 4 - Introduction & Exploration				
LAUIL401 Context of Practice 1	LAUIL403 ILLUSTRATION 1 - Visual Language	LAUIL404 ILLUSTRATION 2 - Visual Communication	LAUIL402 Professional Practice 1	Additional & Enhancement Activities
20 Credits (10 ECT)	40 Credits (20 ECT)	40 Credits (20 ECT)	20 Credits (10 ECT)	
120 Credits (60 ECT)		Certificate of Higher Education (Exit Award)		
Level 5 - Production & Specialisation				
LAUIL501 Context of Practice 2	LAUIL503 ILLUSTRATION 3 - Process & Production	LAUIL504 ILLUSTRATION 4 - Applied Illustration	LAUIL502 Professional Practice 2	Additional & Enhancement Activities
20 Credits (10 ECT)	40 Credits (20 ECT)	40 Credits (20 ECT)	20 Credits (10 ECT)	
120 Credits (60 ECT)		Diploma of Higher Education (Exit Award)		
Level 6 - Professionalisation & Independence				
LAUIL601 Context of Practice 3	LAUIL603 ILLUSTRATION 5 - Extended Practice		LAUIL602 Professional Practice 3	Additional & Enhancement Activities
40 Credits (20 ECT)	60 Credits (30 ECT)		20 Credits (10 ECT)	
120 Credits (60 ECT)		BA (Hons) Illustration		

5b. Course Map / Structure

Level 4			
Level 4 focuses on the introduction, investigation and acquisition of fundamental practical skills, theoretical knowledge and contextual awareness underpinned by the development of a breadth of approaches to self-evaluation and personal reflection. Introducing and questioning relationships between individual and collaborative practice, theoretical and practical research, and the role of the Illustrator as problem solver and communicator, the course focuses from day one on helping you to identify and explore your own creative ambitions within the specialism of Illustration			
Semester One	Context of Practice 1 (LAUIL401) 20 Credits	Professional Practice 1 - Creative Practice (LAUIL402) 20 Credits	Illustration 1 - Visual Language (LAUIL403) 40 Credits
Semester Two			Illustration 2 - Visual Communication (LAUIL404) 40 Credits

Semester One - Induction & Introduction

Module Content, Briefs and Study Tasks focus on inductions into resources and the introduction of the fundamental principles, concepts and skills needed to develop an effective studio practice.

Semester Two - Investigation & Application

Module Content, Briefs and Study Tasks focus on developing an awareness of individual areas of interest in relation to content, practice and the application of what you have learned to set problems.

120 Credits (60 ECTS Credits)

**Certificate of Higher Education
(Exit Award)**

Level 5

Level 5 focuses on the development and application of a higher level and increasingly specialist set of practical, conceptual, professional and analytical skills. The delivery of specialist knowledge relating to the production, distribution and contextualisation of illustration through print and digital media encourages an industrially relevant understanding of applied illustration practices as well as the creative opportunities, industrial demands, social responsibilities and professional opportunities available to graduates. Research into the theoretical and professional contexts of individual creative practices underpins an increasingly independent approach to content development, project management and self-evaluation with a view to establishing individual concerns and creative ambitions in preparation for study at Level 6.

Semester One	Context of Practice 2 (LAUIL501) <i>20 Credits</i>		Illustration 3 - Process & Production (LAUIL503) <i>40 Credits</i>
Semester Two		Professional Practice 2 - Creative Industries (LAUIL502) <i>20 Credits</i>	Illustration 4 - Applied Illustration (LAUIL504) <i>40 Credits</i>

Semester One - Production & Distribution

Module Content, Briefs and Study Tasks focus on the development of higher level practical, technical and conceptual skills underpinned by an increasingly critical and professional approach to research and presentation.

Semester Two - Application & Contextualisation

Module Content, Briefs and Study Tasks focus on identifying and exploring developing individual areas of focus in relation to content, studio practice and the professional context of illustration

120 Credits (60 ECTS Credits)

**Diploma of Higher Education
(Exit Award)**

Level 6

Level 6 focuses on the synthesis of self-initiated practical, theoretical and professional concerns within the context of contemporary applied illustration. You will be supported in independent and strategic approaches to the research, development, resolution and evaluation of a body of work that demonstrates a deep understanding of your own creative, social, cultural, ethical and/or commercial roles in relation to self-determined areas of specialism or professional interest. Each of the three Level 6 modules should inform the other and offers the opportunity to develop an integrated and informed strategy for progression into industry and/or further study.

Semester One	Context of Practice 3 (LAUIL601) 40 Credits	Professional Practice 3 - Creative Strategies (LAUIL602) 20 Credits	Illustration 5 - Extended Practice (LAUIL603) 60 Credits
Semester Two			
<u>Semester One - Research & Negotiated Study</u>			
Module Content, Briefs and Study Tasks will focus on the development of an individually negotiated plan for the research, development and production of practical and written responses to a range of briefs and the development of your professional practice.			
<u>Semester Two - Professionalism & Presentation</u>			
Module Content will focus on the production and presentation of work that represents your individual professional practice, professional identity and progression strategy			
120 Credits (60 ECTS Credits)			BA (Hons) Illustration*
* Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree			

6. Course learning Outcomes:

Level Learning Outcomes		Module ILO Mapping
By the end of level 4 students will be able to:		
Knowledge, Understanding & Research Skills		
IL4.01	Demonstrate your awareness of the relationship between individual practice, practical skills, subject knowledge, professional competencies and external contexts of contemporary illustration.	IL4A1, IL4A3
IL4.02	Demonstrate your awareness of the basic visual language, materials, processes and skills appropriate to contemporary illustration	IL4A4, IL4A2
IL4.03	Demonstrate your awareness of basic principles of practical and theoretical research, enquiry and contextualisation in relation to the aesthetic, cultural, historical, technological, social, political contexts of contemporary illustration.	IL4A1, IL4A2, IL4A3, IL4A5
Problem Solving & Reflective Practice		
IL4.04	Demonstrate your ability to solve problems through appropriate methods of conceptual development, evaluation and documentation in response to set briefs.	IL4B1, IL4B3
IL4.05	Demonstrate your ability to evaluate individual progress, strengths and areas for improvement through appropriate methods of analysis, reflection and documentation in response to set briefs.	IL4B2, IL4B4
Discipline Specific Skills & Technical Competencies		
IL4.06	Demonstrate a range of practical approaches to investigation of drawing, image-making and illustration	IL4C1, IL4C4
IL4.07	Demonstrate your ability to visually investigate ideas through the use of media, process and production methods appropriate to contemporary illustration	IL4C3, IL4C5
IL4.08	Demonstrate your ability to apply a range of visual skills, practical approaches and technical processes in response to set briefs and creative problems	IL4C2, IL4C3
Transferable Skills & Professional Communication		

IL4.09	Demonstrate your ability to record practical and conceptual development opinions, observations and evaluations through appropriate methods of practical, visual and written documentation.	IL4D2, IL4D3
IL4.10	Demonstrate your ability to communicate individual ideas, opinions and reflections through appropriate methods of written, verbal and visual presentation	IL4D1, IL4D4
By the end of level 5 students will be able to:		
Knowledge, Understanding & Research Skills		
IL5.01	Demonstrate the ability to identify, select and apply specific subject knowledge, professional practices, contextual information and external expectations that locate individual practice within the professional context of contemporary illustration	IL5A1, IL5A2, IL5A3
IL5.02	Demonstrate an understanding of a range of methods of practical and theoretical research, enquiry and contextualisation in relation to the aesthetic, cultural, historical, technological, social, political contexts of contemporary illustration.	IL5A2, IL5A4, IL5A5
Problem Solving & Reflective Practice		
IL5.03	Demonstrate the ability to solve problems through appropriate methods of conceptual development, evaluation and documentation in response to set briefs.	IL5B1, IL5B2, IL5B4
IL5.04	Demonstrate the ability to evaluate individual progress through appropriate methods of analysis, reflection and documentation in response to set briefs.	IL5B3, 5B5
Discipline Specific Skills & Technical Competencies		
IL5.05	Demonstrate a critical understanding of the visual language, materials, processes and skills appropriate to contemporary illustration.	IL5C3, IL5C6
IL5.06	Demonstrate the ability to independently investigate ideas through the use of media, process and production methods appropriate to contemporary applied illustration.	IL5C1, IL5C2
IL5.07	Demonstrate the ability to apply practical and conceptual approaches to individual and collaborative responses to set problems, competition briefs and projects and external opportunities and self-directed projects	IL5C4, IL5C5
IL5.08	Demonstrate the ability to independently record opinions, observations and evaluations through appropriate methods of practical, visual and written documentation	IL5C1, IL5C2, IL5C4, IL5C6
Transferable Skills & Professional Communication		
IL5.09	Document effective project and workload management through responses to set problems, opportunities for external engagement, live projects, professional skills development and career preparation.	IL5D2, IL5D4
IL5.10	Demonstrate the ability to communicate individual ideas, opinions and creative ambitions through professionally appropriate methods of written, verbal and visual presentation.	IL5D1, IL5D2, IL5D3
By the end of level 6 students will be able to:		
Knowledge, Understanding & Research Skills		
IL6.01	Demonstrate an independent and individual critical understanding, specific subject knowledge and specialist understanding of the professional and commercial expectations of their practice in relation to a range of external contexts	IL6A1, IL6A2, IL6A3, IL6A4

IL6.02	Demonstrate an informed understanding and application of a range of methods of practical and theoretical research, investigation and contextualisation in relation to the aesthetic, cultural, historical, technological, social, political contexts of contemporary illustration.	IL6A1, IL6A2, IL6A3
Problem Solving & Reflective Practice		
IL6.03	Demonstrate a synthesis of your knowledge and understanding to generate effective creative solutions to a range of negotiated briefs, projects and creative problems appropriate to your individual creative practice, professional concerns and progression strategy.	IL6B1, IL6B2, IL6B3
IL6.04	Demonstrate your ability to independently evaluate individual progress and critically analyse information, source material, technical processes and practical outcomes through effective reflection and documentation	IL6B1, IL6B3
Discipline Specific Skills & Technical Competencies		
IL6.05	Demonstrate individual and independent practical research into visual, creative and thematic concerns relevant to clearly identified areas of professional practice	IL6C1, IL6C3
IL6.06	Demonstrate high-level of practical, technical and conceptual skills that evidence a critically informed understanding of production methods and distribution formats appropriate to your creative concerns in contemporary illustration.	IL6C2, IL6C3
IL6.07	Demonstrate your ability to independently record critically informed opinions, observations and evaluations consistently through appropriate methods of practical, visual and written documentation	IL6C1, IL6C2
Transferable Skills & Professional Communication		
IL6.08	Demonstrate a coherent career strategy that has been informed by individual and/or collaborative engagement with opportunities for external engagement, live projects, professional skills development and career preparation.	IL6D2, IL6D3
IL6.09	Demonstrate your ability to communicate disciplinary focus, creative ambitions, professional competencies and career preparation through professional level methods of written, verbal and visual presentation	IL6D1, IL6D2, IL6D3

7. Learning, Teaching and Assessment Strategies

LECTURES / PRESENTATIONS: To introduce and explore key practices, principles and theories relating to module content, study tasks and the broader concerns of the discipline.

SEMINARS: To introduce, discuss and embed key practices, principles and theories relating to module content, study tasks and the broader concerns of the discipline.

BRIEFINGS: To provide key information, approaches and expectations relating to module content, specific briefs, study tasks and assessment requirements.

WORKSHOPS: To provide a structured approach to practical, conceptual and professional skills development in response to set module content, set briefs and study tasks.

CENTRAL RESOURCE INDUCTIONS/WORKSHOPS: To introduce, develop and support individual technical skills, practical knowledge and production skills.

PEER REVIEWS: To introduce, develop and support peer led formative feedback, reflective practice and communication skills relating to module content, individual practice and assessment requirements

GROUP CRITIQUES / TUTORIALS: To provide Tutor lead group discussions, critical reflection and formative feedback at key stages within the module and in response to module content, set briefs and study tasks.

INDIVIDUAL TUTORIALS: To provide an opportunity for individual discussion, formative feedback, workload management and action planning in response to module content, set briefs and study tasks.

STUDIO / WORKSHOP DEVELOPMENT: To provide timetabled opportunities for independent practical development, studio/workshop access, collaboration and individual research activities in response to set briefs and study tasks.

INDEPENDENT STUDY: To individual and autonomous approaches to research, development and the professional understanding of individual creative concerns, technical skills and module content.

8. Indicative Learning Resources

Lecture Theatre & Seminar Rooms - will provide spaces for introducing and discussing the practices, principles and theories relating to module content and professional practices.

Studio Practice Activities - will provide space and resource to support individual and collaborative development of practical work in response to briefs and study tasks.

Central Resources & Workshops - will introduce and support the development of the core practical skills and technical competencies required to successfully meet the requirements of each module. Structured workshops aligned to module content will be supported by independent access as part of individual independent study.

The University Library/Learning Resources Centre - will provide access to required / recommended reading materials - books, journals, online archives and research facilities.

eStudio - Module information, Studio Briefs, Study Tasks, assessment details and timetable information will be accessed online via eStudio. Supporting learning materials, reading lists and resources for research and independent study will be available online via eStudio and in the learning resource centre.