BA (Hons) Illustration Course Specification

1. General information

<table>
<thead>
<tr>
<th>Title</th>
<th>BA (Hons) Illustration</th>
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<tbody>
<tr>
<td>UCAS code</td>
<td>W220</td>
</tr>
<tr>
<td>Awarding University</td>
<td>Leeds Arts University</td>
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<tr>
<td>University at which course is delivered</td>
<td>Leeds Arts University</td>
</tr>
<tr>
<td>Programme Directorate</td>
<td>Communication Design</td>
</tr>
<tr>
<td>Relevant QAA benchmark(s)</td>
<td>Art &amp; Design (2017)</td>
</tr>
<tr>
<td>Date of most recent review/approval (for new courses)</td>
<td>April 2017</td>
</tr>
<tr>
<td>Date of next review</td>
<td>2020-21</td>
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<table>
<thead>
<tr>
<th>Awards</th>
<th>Credits</th>
<th>Duration</th>
<th>Mode of study</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Illustration</td>
<td>360 (180 ECT)</td>
<td>3 years</td>
<td>FT</td>
</tr>
<tr>
<td>BA Illustration*</td>
<td>300</td>
<td>3 years</td>
<td>FT</td>
</tr>
<tr>
<td>DipHE in Illustration*</td>
<td>240</td>
<td>2 years</td>
<td>FT</td>
</tr>
<tr>
<td>CertHE in Illustration*</td>
<td>120</td>
<td>1 year</td>
<td>FT</td>
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*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 based practice and intellectual aspects of studio based 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, studio visits, live projects and industrial research.

The ability to develop a focused, specialist and professionally relevant practice in Illustration through individual and collaborative studio 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. Relationship to Other Courses & Awards

The BA (Hons) Illustration course delivered within the Communication Design Directorate and shares an aligned curriculum structure with:

- BA (Hons) Animation
- BA (Hons) Creative Advertising
- BA (Hons) Graphic Design

The framework of modules is designed to ensure a level of consistency and parity of experience, encourage and facilitate cross-disciplinary collaboration and identify opportunities for cross course resourcing. The aim of the directorate is to provide specialist courses and disciplinary focus whilst acknowledging the need to develop a cross-disciplinary awareness of individual specialist practice.
4. 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.

5. 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. Activities that will support the development of professional understanding, skills and practices will include:

- Visiting professionals programme.
- Professional research / studio visits.
- Work placements, Internships, live projects, external events and/or other forms of work-based learning
- Post Graduate applications for further study
- Intellectual property, business awareness and legal responsibilities
- Career preparation
- Promoting your employability skills
- Enterprise, business start up and professional skills development

**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 that will include opportunities engage with:

- International visiting professionals
- International competitions, projects and events
- Engagement with partner universities through Erasmus during Level 5 of the curriculum
- Exchange opportunities and/or collaborative projects with international partner universities.
- Organised international visits and research activities.

Individually identified and independent engagement with additional international activities and opportunities.

6. **Course Structure**

6a. **Module Framework**

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<tr>
<th>Theory</th>
<th>Practice</th>
<th>Professionalism &amp; Employability</th>
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<tbody>
<tr>
<td>Research &amp; Analytical Skills</td>
<td>Practical Skills, Technical Competencies &amp; Problem Solving</td>
<td>Professional &amp; Reflective Skills</td>
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<td>Transferable Skills &amp; Career Preparation</td>
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Level 4 - Introduction & Exploration
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 programme 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

**Semester Two**
- **Professional Practice 1** - Creative Practice
  - (LAUIL402)
  - 20 Credits

**Illustration 1** - Visual Language
- (LAUIL403)
  - 40 Credits

**Illustration 2** - Visual Communication
- (LAUIL404)
  - 40 Credits

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

**Semester One**
- **Context of Practice 2** (LAUIL501)
  - 20 Credits

**Semester Two**
- **Professional Practice 2**
  - 40 Credits

**Illustration 3** - Process & Production
- (LAUIL503)
  - 40 Credits

**Illustration 4** - Applied Illustration
- (LAUIL504)
  - 40 Credits

Level 6

Level 6 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.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Context of Practice 2 (LAUIL501) 20 Credits</th>
<th>Illustration 3 - Process &amp; Production (LAUIL503) 40 Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester Two</td>
<td>Professional Practice 2 - Creative Industries (LAUIL502) 20 Credits</td>
<td>Illustration 4 - Applied Illustration (LAUIL504) 40 Credits</td>
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**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.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Context of Practice 3 (LAUIL601) 40 Credits</th>
<th>Professional Practice 3 - Creative Strategies (LAUIL602) 20 Credits</th>
<th>Illustration 5 - Extended Practice (LAUIL603) 60 Credits</th>
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<tr>
<td>Semester Two</td>
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**Semester One - Research & Negotiated Study**

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.

**Semester Two - Professionalism & Presentation**
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

7. Course learning Outcomes:

<table>
<thead>
<tr>
<th>Level Learning Outcomes</th>
<th>Module ILO Mapping</th>
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<tbody>
<tr>
<td><strong>By the end of level 4 students will be able to:</strong></td>
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<tr>
<td><strong>Knowledge, Understanding &amp; Research Skills</strong></td>
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<tr>
<td>IL4.01</td>
<td>Demonstrate your awareness of the relationship between individual practice, practical skills, subject knowledge, professional competencies and external contexts of contemporary illustration.</td>
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<tr>
<td>IL4.02</td>
<td>Demonstrate your awareness of the basic visual language, materials, processes and skills appropriate to contemporary illustration</td>
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<tr>
<td>IL4.03</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Problem Solving &amp; Reflective Practice</strong></td>
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<tr>
<td>IL4.04</td>
<td>Demonstrate your ability to solve problems through appropriate methods of conceptual development, evaluation and documentation in response to set briefs.</td>
</tr>
<tr>
<td>IL4.05</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Discipline Specific Skills &amp; Technical Competencies</strong></td>
<td></td>
</tr>
<tr>
<td>IL4.06</td>
<td>Demonstrate a range of practical approaches to investigation of drawing, image-making and illustration.</td>
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<tr>
<td>IL4.07</td>
<td>Demonstrate your ability to visually investigate ideas through the use of media, process and production methods appropriate to contemporary illustration.</td>
</tr>
<tr>
<td>IL4.08</td>
<td>Demonstrate your ability to apply a range of visual skills, practical approaches and technical processes in response to set briefs and creative problems.</td>
</tr>
<tr>
<td><strong>Transferable Skills &amp; Professional Communication</strong></td>
<td></td>
</tr>
<tr>
<td>IL4.09</td>
<td>Demonstrate your ability to record practical and conceptual development opinions, observations and evaluations through appropriate methods of practical, visual and written documentation.</td>
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<tr>
<td>IL4.10</td>
<td>Demonstrate your ability to communicate individual ideas, opinions and reflections through appropriate methods of written, verbal and visual presentation</td>
</tr>
<tr>
<td><strong>By the end of level 5 students will be able to:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Knowledge, Understanding &amp; Research Skills</strong></td>
<td></td>
</tr>
<tr>
<td>IL5.01</td>
<td>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</td>
</tr>
</tbody>
</table>
### 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 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.

**STUDIO 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.

Course Studios - will provide the space and resources 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.