

# COURSE SPECIFICATION

## BA (Hons) Comic and Concept Art



### 1. General information

Course Title	BA (Hons) Comic and Concept Art
UCAS code	W223
Course / Award Title	BA (Hons)
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	N/A
Relevant QAA Benchmark(s)	Art & Design 2019

Awards	Credits	Duration	Mode of study
BA (Hons) Comic and Concept Art	360 (180 ECTS)	3 years	FT
BA Comic and Concept Art *	300 (150 ECTS)	3 years	FT
DipHE in Comic and Concept Art *	240 (120 ECTS)	2 years	FT
CertHE in Comic and Concept Art *	120 (60 ECTS)	1 year	FT
*Exit award only			

### 2. Course Aims

#### This course aims to provide you with:

- a learning experience that facilitates the exploration and development of specialist skills relevant to comic art, concept art, and broader entertainment design contexts.
- a stimulating environment which encourages experimentation and collaboration to challenge and grow your comic and concept art practice.
- a systematic understanding of comic and concept art theory, practice, and its intersection with global, cultural, societal, and ethical contexts.
- a space to cultivate transferrable employability skills with simulation of industry contexts, engagement with live briefs, and interaction with industry professionals.
- a framework for rigorous and critical engagement with and evaluation of your practice, the industry, and the impact on comic and concept art audiences and stakeholders.
- a robust underpinning to engender the confidence to be resilient, independent, informed, and innovative comic and concept artist practitioners.

### 3. Distinctive Features

#### Distinctive features of the course:

This course brings together comic and concept art as a transdisciplinary exploration of these two subjects. Every module is taught in an holistic way meaning there are no comic art or concept art specific modules to choose from. This creates a space for you to discover your individual specialism whether that's as a comic artist, a concept artist, or anywhere in between.

Comic art and concept art is brought together because of their shared fundamental skills but also for the potential to gain a deeper understanding of each through exploring the other. A concept artist will benefit from the visual storytelling skills of a comic artist, and in turn a comic artist will benefit from the design drawing skills of a concept artist. This facilitates a collaborative learning experience throughout the course.

We celebrate equality, diversity, and inclusivity throughout every dimension of this course. We introduce you from the very first year to the diverse and global nature of the comic and concept art industries through the taught sessions. We also encourage cultural sensitivity through the briefs you respond to. Most importantly, we deliver a student-centred curriculum where you learn with and from your diverse peers and have increasing autonomy over your learning journey.

As a student of this course, you will have the opportunity to become what we like to call a Versatile Specialist. This means that you have the specialist skills to become, for example, an environment designer but also the opportunity to do this across film, games, animation, and comics industries. We also encourage exploration of how you can use these skills to contribute to industries beyond entertainment design, such as designing theme parks or SciArt and Sci-comm collaborations.

At the heart of the course is drawing, worldbuilding, and storytelling. The course ethos is centred around developing three associated skillsets; visual storytelling and collaboration; ethical and sustainable practice; and resilience and entrepreneurship. These will be facilitated through the teaching, learning, and assessment strategy. Each module revisits these skillsets through their aims.

Employability is built into the course through your iterative development of your specialism and your flexibility within that to explore a diverse career. Every part of the course is designed to give you the space to explore your practice on a personal and professional level. The learning experiences framed by each module are designed to simulate industry in some way, facilitating the development of your employability skills while having the support and space to experiment and collaborate.

Being based in Leeds we are uniquely placed to engage with and have developed a fruitful partnership with Thought Bubble festival. As a student, you will have opportunities to engage with the festival.

We support development of your enterprise and entrepreneurship skills through our ability to provide access to live briefs and visiting professionals throughout your time on the course. We welcome a diverse range of professionals to speak to you about their unique perspectives and career journeys from the spectrum of comic art specialisms and from all over the world.

## 4. Course Structure

### 4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUCCA411 Visualisation	60	30	600
LAUCCA412 Storytelling	60	30	600
Level 5	Credit Points	ECTS	Learning Hours
LAUCCA511 Worldbuilding	60	30	600
LAUCCA512 Specialisation	60	30	600
Level 6	Credit Points	ECTS	Learning Hours
LAUCCA611 Development	60	30	600
LAUCCA612 Production	60	30	600

### 4b. Course Map / Structure

Level 4	
Semester One	<b>Visualisation (LAUCCA411)</b> <i>60 credits</i>
Semester Two	<b>Storytelling (LAUCCA412)</b> <i>60 credits</i>
120 credits (60 ECTS credits) <span style="float: right;">Certificate of Higher Education (Exit Award)</span>	

Level 5	
Semester One	<b>Worldbuilding (LAUCCA511)</b> <i>60 credits</i>
Semester Two	<b>Specialisation (LAUCCA512)</b> <i>60 credits</i>
120 credits (60 ECTS credits) <span style="float: right;">Diploma of Higher Education (Exit Award)</span>	

Level 6	
Semester One	<b>Development</b>

	(LAUCCA611) 60 credits
Semester Two	Production (LAUCCA612) 60 credits
120 credits (60 ECTS credits)	
BA (Hons) Comic and Concept Art (Exit Award)	
*Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.	

## 5. Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at level 4, through development of skills and ideas at level 5, progressing to application and synthesis of skills, originality, and theory in practice at level 6 as indicated by the FHEQ qualification descriptors.

Course Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

### Level 4 (CertHE)

Level Learning Outcomes	Modules
<i>By the end of Level 4, you will be expected to:</i>	
CCA4.1 Analyse the underlying concepts of your creative practice within the context of comic and concept art.	LAUCCA411 & 412
CCA4.2 Evaluate source material and develop lines of enquiry within comic and concept art.	LAUCCA411 & 412
CCA4.3 Investigate creative problem-solving methods associated with comic and concept art.	LAUCCA411 & 412
CCA4.4 Identify and begin to develop the qualities and transferable skills for employment in comic and concept art.	LAUCCA411 & 412

### Level 5 (DipHE)

Level Learning Outcomes	Modules
<i>By the end of Level 5, you will be expected to:</i>	
CCA5.1 Evaluate the well-established principles of comic and concept art and the way in which those principles have developed.	LAUCCA511 & 512
CCA5.2 Apply underlying creative concepts and principles outside the context in which they were first studied.	LAUCCA511 & 512
CCA5.3 Appraise the appropriateness of different approaches to solving problems in comic and concept art.	LAUCCA511 & 512

CCA5.4 Identify the limits of your knowledge of comic and concept art and how you have analysed and interpreted that knowledge.	LAUCCA511 & 512
CCA5.5 Further develop the qualities and transferable skills necessary for employment in the comic and concept art industries.	LAUCCA511 & 512

## Level 6 (BA Hons)

Level Learning Outcomes	Modules
<i>By the end of Level 6, you will be expected to:</i>	
CCA6.1 Analyse and evaluate key aspects of comic and concept art knowledge informed by practices at the forefront of comic and concept art specialisms.	LAUCCA611 & 612
CCA6.2 Evaluate and apply accurately established techniques of analysis and enquiry within comic and concept art.	LAUCCA611 & 612
CCA6.3 Justify sound arguments and resolve complex creative problems at the forefront of comic and concept art theories and practices.	LAUCCA611 & 612
CCA6.4 Explain the uncertainty, ambiguity, and limits of knowledge within comic and concept art.	LAUCCA611 & 612
CCA6.5 Direct your own learning and research, critically evaluating primary and secondary sources of information appropriate to comic and concept art.	LAUCCA611 & 612
CCA6.6 Establish the qualities and transferable skills necessary for employment within comic and concept art and broader related industries.	LAUCCA611 & 612

## 6. Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Higher Education teaching & learning at Leeds Arts University](#).

### 6a. Teaching and Learning

#### Level 4

In the first semester, you'll focus on fundamental design and visualisation techniques for comic and concept art. This includes perspective drawing, analytical figure drawing, iterative design, digital painting, and 3D workflows. You'll apply these skills to design people, places, and props to populate your narrative worlds, progressing through stages of fundamentals, iteration, and realisation. Practical responses to set briefs will enhance your skills and help you develop your artistic voice. Academic writing skills are introduced as an integral part of your studies through engaging with historical and contextual comic and concept art discourse.

The second semester builds on your visualisation skills to bring in knowledge and understanding of visual storytelling for diverse audiences and specific production contexts across the breadth of comic and concept art disciplines. Practical responses to set narrative briefs will showcase your visual storytelling abilities. You'll engage in a collaborative project exploring global storytelling techniques, fostering brief analysis, role identification, and cultural sensitivity. You'll further explore comic and concept art discourse through developing an essay. The year ends with reflection on your evolving creative and industry focus.

## Level 5

In the first semester, you'll practice believable and culturally aware worldbuilding through reinterpreting narratives within the public domain for new genres, new audiences, and challenging stereotypes in representation. This visual development project includes broadening primary and secondary sources for inspiration and reference, developing art direction pillars, and reflective approaches to worldbuilding. This supports you in developing a sustainable practice aligned with a specific production and industry context. You'll further develop your written critical voice through engaging with contemporary comic and concept art analysis.

In the second semester, you'll refine your specialisation by working on various curated briefs, enhancing professional and employability skills including client communication, collaboration, and deadline management. The selected briefs contribute to a developing portfolio aligned with your specialisation and production context, emphasising real-world problem-solving and sustainability awareness. You'll also focus on improving your online presence, self-marketing, and collective network. You'll have the opportunity to consider your transferable skills through a simulated job application and a reflective career action plan to prepare for your final year.

## Level 6

In the first semester, you'll have the time and structure to analyse your creative and professional practice and devise a series of briefs to address and enhance particular skills identified for improvement. You'll develop an extended written output exploring a critical theme in depth from your considerations on comic and concept art. Reinforced by the skill building stage, you'll produce a proof-of-concept mini output to experience completing a self-determined project cycle from conception to production. Underpinned by the learnings from your reflective practice, you'll present a proposal to your peers detailing your approach to the second semester.

During the second semester, you'll continue developing your portfolio in line with your career goals, ethos, and specialisation. You'll also incorporate an external, sustainable, and ethical element into your project. Building on the proposal from the first semester, you'll create a body of work showcasing your ability to design, self-manage, and share your practice with peers and external audiences. Emphasis will be placed on identifying and participating in collaborative opportunities, and you'll have the chance to deliver a reflective presentation highlighting your professional portfolio, evolving ethos, and both individual and collaborative career prospects.

### 6b. Assessment

The aim of assessment is to inform you of your individual progress as you work through the course. Feedback is an essential element of assessment and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the briefs that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

Your creative output, therefore, is the application of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as 'what you are expected to learn' in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically according to the undergraduate Assessment Criteria and Marking Scheme. These criteria are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design.

## 6c. Feedback

Tutors will provide feedback, both in support of your ongoing development, as well as in direct response to your work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is demonstrated through frequent and ongoing discussions between staff and students.

### Formative

You will receive formative feedback on your progress throughout the module in a number of ways. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive ongoing formative feedback from the teaching staff and peers. All the modules on this course contain formal formative feedback sessions where you will receive feedback on your progress to meet this developmental aim.

Examples of formative feedback include (without being limited to):

- Peer Reviews
- Group Tutorials
- Individual Progress Tutorials

### Summative

At the end of the module, you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand how you performed on the module, clarify your strengths and identify areas for further consideration.