

PROGRAMME SPECIFICATION

BA (HONS)
ILLUSTRATION

This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

ARTS UNIVERSITY AT BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Illustration** course, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found within this Handbook and the online Unit Information, which is available on your course blog.

<u>Key Course Information</u>	
Final Award	BA (Hons)
Course Title	Illustration
Award Titles	BA (Hons) Illustration BA (Hons) Illustration (Animation) BA (Hons) Illustration (Printmaking)
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of: <i>Contact details:</i> Telephone number Email	Art, Design and Architecture 01202 363354 foada@aub.ac.uk
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design
UCAS code	W220
Language of study	English
External Examiner for course	Mark Manning Manchester School of Art and Design <i>*Please note that it is not appropriate for students to contact external examiners directly.</i>
Date of Validation	2000
Date of most recent review	2013
Date programme specification written/revised	Revised September 2013

Contact hours

Contact hours include all scheduled teaching sessions, but also supervised time in the workshop or studio. In line with national guidance, we include in our calculation of contact hours all the time which is scheduled in the studio for independent study which is also supported by staff (either academic staff, or technicians).

<i>Contact hours</i>	
Year 1 (% time)	54
Year 2 (% time)	53
Year 3 (% time)	55

The information provided below gives the proportion of your study time which constitutes contact hours. Where there are optional routes through the course, we have used the figures for the most popular option.

Assessment

The figures below set out the proportion of your assessment which will be coursework or written exams and, where appropriate, practical assessment (such as a performance) or placement. Where there are optional routes through the course, we have used the figures for the most popular option.

% coursework assessment	100
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Course Description

This course promotes an expansive notion of illustration, recognising and embracing the potential for it to be seen as a wild frontier. It is positioned perfectly to explore the synergy of the contemporary blurring of boundaries across disciplines. It challenges and interrogates preconceptions and defines illustration as a way of seeing and understanding the world, connecting and communicating with the emotional, psychological, cultural, socio-political and historical. This course believes that illustration is a subject without conceptual boundaries and it places itself at the forefront of the debate and discussion engendered by the question 'what is Illustration?'

Introduction to the Course Experience

The course proposes a dynamic learning experience based upon critical discourse within a vibrant creative studio environment. Individual development is supported and nurtured through experimentation, exploration, innovation, and risk-taking. The progressive structure of the course promotes the development of visual thinking and autonomous individual learning. The course offers the opportunity for you to explore diverse outcomes, based upon a reflective and critical understanding of the historical and contemporary contexts in which illustration continues to evolve. The broad based ethos of the course does not prohibit specialism however, and you are encouraged to understand and locate your practice within a range of contexts. This breadth of practice is essential for an exciting dialogue that emerges from the more traditional ideas of illustration through to the newer emergence of challenging and exciting hybrid forms.

Individual units are designed to be adaptive to the changing nature of contemporary practice and developing theoretical positions. You are supported in the development of a broad and diverse response to a range of strategies, processes and techniques. You will build an appropriate portfolio of skills for the development of your individual practice, potentially including drawing, printmaking, photography, animation, utilising both digital and analogue approaches. The curriculum acknowledges that the creative process is informed and nourished by your development as an independent, critically self-reflective learner. The Course Team consists of a range of active practitioners and this enhances the currency of the learning experience. Visiting lecturers and industry liaison members also place considerable emphasis on the realities of working within the professional environment and the wider creative community.

You will graduate with the knowledge, professional skills and creative agility necessary to develop your individual practice. You will also be equipped with the necessary skills, knowledge and differentiated modes of learning that will enable you to pursue postgraduate study or related forms of employment within the creative industries. The course recognises that in order to remain alert to the ever changing demands of a dynamic subject area, you are required to be flexible, inclusive, proactive, reflexive and progressive practitioner, graduating from the course fully equipped to be a pioneer within your chosen field.

Course Aims

The Course Aims to develop creative individuals who embrace the breadth and diversity of the discipline. You will be equipped to engage with practice, some of which will be at the forefront of your chosen field, and you will be able to interrogate and challenge the nature of illustration. You will be critically reflective and able to learn independently in preparation for professional environments or postgraduate study. You will be confident in working within the creative industries, able to utilise a broad range of creative processes, and realise outcomes that effectively communicate in specified contexts.

Course Outcomes

By the end of the course you will be able to:

1. Relate the specialist knowledge and skills that you have developed to contemporary practice.
2. Make coherent visual statements integrating observation, analysis, interpretation, and speculation.
3. Develop and refine arguments through a continuing engagement with cultural, social, environmental, theoretical and historical contexts.
4. Use research skills with an understanding of relevant protocols. Provide reasoned solutions, recognising the uncertainty and limits of knowledge.
5. Critically evaluate discourses and practices, making informed judgments using an appropriate range of sources from both within and beyond the field of illustration.

6. Apply transferable skills, exercise initiative and personal responsibility.
7. Extend your academic learning as an independent, self-reflective and creative practitioner, fully prepared for professional environments or postgraduate study.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: *Art and Design*
 - Framework for Higher Education Qualifications (FHEQ)
- AUB Regulatory Framework and Undergraduate Assessment Regulations
AUB Creative Learning Plan
AUB Strategic Plan
AUB Employability Framework

Employability Skills

The BA (Hons) Illustration course supports you in developing excellent presentation skills, in terms of visual, verbal and written articulation. This ability to present allows you to confidently embrace a whole range of employment opportunities within the creative industries and beyond. Possible employment may include working as a freelance illustrator, art director, animator, studio assistant, teacher, curator, graphic designer, web designer, etc. It is the course's aim to enable you to develop strong organisational skills, the facility to work to deadlines and be a professional practitioner able to work in collaboration with others as well as independently. On concluding the course you will have constructed a professional and relevant portfolio in preparation for the next stage in your career development.

Learning and Teaching Strategies

Learning is through intellectual enquiry, research and practice. The course outcomes are met by deploying a wide variety of teaching and learning methods supervised by members of the team, visiting support staff, practitioners and consultants from industry. In consultation with the Course Leader, Level Leaders are responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery according to subject matter and the student experience.

Importance is placed upon you acquiring the skills to be able to learn independently and to develop a critical awareness. This is facilitated through a variety of learning and teaching methods such as tutorials, group critiques, discussion groups, peer learning activity, projects, lectures, workshops, seminars, study visits, demonstrations, skills based workshops, educational visits, on-site learning, 'live projects', learning agreements, exhibition and group presentation.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the course. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

Theoretical, contextual, studio and professional practices are embedded within all units. This integration dissolves the artificial barriers between these forms of engagement, such as recognising theory in making, allowing you to fully realise your potential and truly understand the rich relationship between these elements of practice.

An outline of learning and teaching strategies

- **Demonstrations** offer practical experience and you will be introduced to new and relevant skills that will enhance your practice.
- **Individual tutorials** provide an opportunity to discuss your individual progress within a unit and the course generally. They are used to air specific issues raised through the work, provide critical observation and recommend new direction and research strategies.
- **Group tutorials** offer the opportunity for you to discuss your work, approach and ideas regarding the unit that you are involved with tutors and your fellow students.
- **Workshops** include you in activities that develop creative strategies and outcomes through short one or two day projects.
- **Group critiques** involve all students and form a distinctive learning and teaching point within the unit. You are encouraged to discuss your work and respond to feedback within a group of students and tutors.
- **Individual and group presentations** offer you the opportunity to prepare and present to a group of peers. It enables you to develop and improve your presentation skills.
- **Lectures** are used as oral and visual presentations intended to present information in a formal context to a large group of students.
- **Seminars** are important opportunities for generating discussion. They explore issues related to practice in context, give an opportunity for you to test and develop your ideas
- **Independent study** encourages you to become a self-directed autonomous learner able to manage your time in relation to the unit of study. Each level has regular independent study days so that you can plan your working week.

A proportion of assessment takes place during group critiques of work whereby a small group of students and two members of the staff team critically engage the students during an open discussion. The staff write up their notes and agree upon a mark following this session. The use of the group critique as a means of assessment allows you to develop your ability to verbally articulate your individual practice. It also offers an opportunity for you to see fellow students work and discuss it. This assessment approach is transparent and promotes assessment as part of the learning within the unit of study for the full range of learners. You will learn not only from the assessment and discussion relating to your own work but also from that of your peers. This approach will enable you to understand how your work is assessed.

Educational Trips

Educational visits are organised to occur throughout the academic year. At least one trip to London or other UK cultural centre is offered per term. These are subsidised to ensure maximum participation. Bournemouth's proximity to London enables you to easily arrange visits to galleries and museums in the capital to support your studies. Primary research is fundamental to your development as practitioners.

Trips empower you and encourage independence and can offer possibilities for your future career and personal development. Any added costs are notified in advance of the visit.

Learning Agreements

Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the course. Within the Learning Agreement you will indicate why and how you are going to fulfil the unit aims and outcomes. This allows you to vary the work you produce according to your own personal and professional aspirations whilst meeting the specified aims and learning outcomes of the unit.

Course Content

The curriculum is informed by a student centred approach. The progressive structure of the course promotes the development of individual learning. The course structure provides the opportunity for you to develop expertise in a particular area of illustration, or a broader approach that may combine a number of disciplines. You are encouraged throughout the course to work collaboratively, across courses and externally on an informal basis, and more formally at Level 6. The course is structured in a way that builds systematically, with the content of the individual units relating not only to others within the level but also linked with units in the later levels of the course.

The Illustration course supports the integration of theory and practice through the unitary structure by allowing you to understand how theory underpins, frames and informs practice. Theory is not presented as an abstract set of ideas or practices set apart from studio based work. You will engage with theory through practice.

Cross course activities including life drawing, open access to printmaking, locational visits and drawing workshops are available. There is also an exciting and lively Guest Lecture program open to all students. Diverse and often early career practitioners are invited in to talk about their work and discuss their experiences of the creative industries.

Illustration specific professional information – pricings, copyright, agency practice, etc is embedded within the units. The Course Team have suitable experience within industry to support and provide you with a range of business and entrepreneurial skills. You are encouraged to join the Association of Illustrators and utilise staff advice, particularly in relation to live projects and collaborations. You will be supported and encouraged to engage with work experience opportunities such as commissions, internships, competitions, art events and exhibitions.

Each level operates within three terms over a period of thirty weeks. Each unit has its, own aims, learning outcomes, assessment components and assessment criteria. The positive nature of progressive assessment is made clear throughout the experience. Units are self-contained, but build upon previously acquired knowledge and skills. The assessment process summarises what has been achieved previously within the unit and identifies developmental strategies, enabling you to build a portfolio of knowledge, an ability to articulate your practice verbally and specific skills appropriate to the subject and your practice.

Level 4

At Level 4 the emphasis is on creative experimentation and risk taking. Units at this level provide you with a sound intellectual and practical base for your academic study of Illustration. Emphasis is placed on learning through practical experience and critical reflection in order to establish your own particular visual vocabulary.

Workshops are delivered by a dynamic group of tutors from the Course Team as well as visiting lecturers selected for their specialist expertise in particular areas. An appropriate amount of independent learning is timetabled to enable you to develop ideas and outcomes through a personal and on-going studio practice. Ideas are tested and discussed through tutorials and group critiques, with formative feedback provided at regular intervals throughout the level.

Unit introductions in the form of briefings are used to outline the flavour of each unit, clearly defining aims and learning outcomes and explaining the assessment components. You are encouraged to undertake independent research and are equipped with the necessary skills to evaluate and analyse findings in relation to your Illustration practice.

Level 5

At Level 5 the emphasis is on exploration, context and the development of an increasingly independent and critically reflective practice. The ability to apply diverse outcomes to a wider range of contexts is also fostered through the development of critical understanding of key concepts and principles. You will be required to identify and define your study proposal through a prepared presentation (Pecha Kucha).

Level 5 units will provide an opportunity to extend the eclectic nature of image-making and explore the synergy between traditional and digital modes. You are encouraged to define and challenge the parameters of your Illustration practice through the attainment of wider contextual knowledge and an engagement with the world.

You will be involved in considering the nature of your practice and have the option of articulating your ideas through animation or printmaking with the possibility of graduating with a specialist named award at the end of Level 6. Your decision to select a named award will be arrived at by the demonstration of your subject specialism within the 'Narrative' or 'Convergence/Divergence' units and through discussion with your Level Leader and Course Leader.

Units explore specific evolving contexts for Illustration, and the acquisition of professional skills and knowledge provide a foundation for the development of independent, entrepreneurial practitioners prepared for Level 6 study.

Level 6

At Level 6 the emphasis is on professionalism, ambition and innovation. You will be increasingly encouraged to manage your own practice and you will have a mature appreciation of the uncertainty, ambiguity, and limits of knowledge. Some of this will be at, or informed by practice and research considered to be at the forefront of the discipline.

Through the 'Pre- Major Project' and the 'Investigative Study' you will identify your concerns, subject matter and selected context/s that informs and positions your practice. These findings will then be developed, tested and refined within the 'Major Project and Professional Practice' units. You will have decided at Level 5, which named award is most suited to your practice and future career plans and will therefore produce outcomes to support this decision.

Your research and learning is related to the professional context of Illustration and you are encouraged to consider your professional potential beyond graduation. You will build a portfolio of work appropriate and relevant to your aspirations that will prepare you for career opportunities within the creative industries.

Named Awards

The BA (Hons) Illustration course offers you the opportunity to gain a named award in your chosen specialist pathway. The specialist awards, which are available are:

BA (Hons) Illustration (Animation) **BA (Hons) Illustration (Printmaking)**

You can opt to take a named award in either Animation or Printmaking by demonstrating your practice in either of these disciplines at Level 5 through the 'Narrative' or 'Convergence/ Divergence' units. You will choose to undertake a named award if this is appropriate to your practice and future career aspirations. This will then prepare you for the 'Pre-Major', 'Major Project' and 'Professional Practice' units at Level 6. It will be through demonstration and conversation that you decide to select either named award. Most students will decide to select the BA (Hons) Illustration route.

Course Units

Unit Code	Unit Title	Credit Weighting
Level 4		
ILL456	Introductory Studies	40
ILL457	Visual Thinking	40
ILL458	Locating Practice	40
Level 5		
ILL550	Interpretation of Text	40
ILL551	Narrative	40
ILL552	Convergence/Divergence	40
Level 6		
ILL650	Investigative Study	20
ILL651	Pre-Major Project	20
ILL652	Major Project	60
ILL653	Professional Practice	20

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included. Further information on the structure of each unit will be included in the online Unit Information which is available on your course blog.

Level 4																															
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
	Autumn Term												Spring Term												Summer Term						
Induction week	ILL456 Introductory Studies (weeks 1-12) (40 credits)												ILL457 Visual Thinking (weeks 11-22) (40 credits)												ILL458 Locating Practice (weeks 21-30) (40 credits)						

Level 5																															
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
	Autumn Term												Spring Term												Summer Term						
	ILL550 Interpretation of Text (weeks 1-12) (40 credits)												ILL551 Narrative (weeks 11-22) (40 credits)												ILL552 Convergence/Divergence (weeks 21-30) (40 credits)						

Level 6																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Autumn Term												Spring Term												Summer Term						
ILL650 Investigative Study (weeks 1-12) (20 credits)												ILL652 Major Project (weeks 11-30) (60 credits)																		
ILL651 Pre-Major Project (weeks 1-12) (20 credits)												ILL653 Professional Practice (weeks 11-30) (20 credits)																		