



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Word and Image		
Module Code	UADAWC-30-2	Level	2
For implementation from	<i>September 2017</i>		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Design
Department	Art & Design		
Contributes towards	<i>BA (Hons) Illustration</i>		
Module type:	<i>Project</i>		
Pre-requisites	<i>None</i>		
Excluded Combinations	<i>None</i>		
Co- requisites	<i>None</i>		
Module Entry requirements	<i>None</i>		

Part 2: Description
<p><b>Syllabus outline:</b></p> <p>The module is project based, where each brief presents a new set of literary propositions and problems to be solved through visual translation. Students engage with a methodology that recognises the need for research, exploration and experimentation in the translation of ideas and concepts for an audience. Evidence of the implementation of this methodology, together with the realised outcomes, form the basis for the final assessment.</p> <p>Students study a series of selected texts as the starting point for the consideration of the illustrator as the interpreter of literary meaning. Through the exploration and examination of viable examples and case studies, students gain knowledge and understanding of their antecedents and of the contemporary world of illustration. This study is considered invaluable in helping students to understand and contextualise the depth and range of the subject discipline and its exponents.</p> <p>A range of workshops introduce practical skills and techniques which build on and consolidate the needs and experience of the group. Students are encouraged to experiment with these skills and techniques in the development and realisation of their project work.</p>

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### **Teaching and learning methods:**

The module is designed to encourage experimentation and exploration of the role of the illustrator as reader and interpreter. Group seminars engage students in the discussion and analysis of texts together with the presentation and consideration of selected case studies. All students are expected to work in the studio and to share ideas and experiences in an informal context to compliment the formal critiques, seminars and lectures.

Lectures introduce key concepts and practices critical to illustration and its many applications. Weekly critiques monitor the progress of the student work. Students receive feedback on individual projects as they progress through the module in order to allow for critical evaluation, reflection and personal development.

Practical workshops introduce new skills and techniques which students are then encouraged to exploit within their project work.

### **Part 3: Assessment**

Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

- Presentation and participation in studio-critique
- Poster presentation
- Group and individual visual presentations
- Group and individual verbal presentations
- Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing
- Group critiques
- Peer and self-assessment
- Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved

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Identify final timetabled piece of assessment (component and element)			
% weighting between components A and B (Standard modules only)		<b>A:</b>	<b>B:</b>
<b>First Sit</b>			
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>	
Body of developmental work, individual summative critique, documentation of work		100%	
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>	
1.			
2.			
<b>Resit (further attendance at taught classes is not required)</b>			
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>	
Body of developmental work, individual summative critique, documentation of work		100%	
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>	
1.			
2.			
<b>Part 4: Teaching and Learning Methods</b>			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> <li>. i) reflect on the role of the illustrator through the study of the relationship between literary meaning and visual interpretation;</li> <li>. ii) investigate individual approaches to the role of illustrator as translator and interpreter</li> </ul> <p>Intellectual skills</p> <ul style="list-style-type: none"> <li>. iii) analyse texts and synthesise practical skills in the realisation of a series of 'visual equivalents';</li> </ul>		



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annually.

Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period.

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First CAP Approval Date	21 March 2017			
Revision CAP Approval Date		Version	1	<a href="#">Link to RIA</a>