Module Specification

Word and Image

Version: 2023-24, v2.0, 19 Dec 2022

Contents

Part 1: Information

Module title: Word and Image

Module code: UADAWC-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Design

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: 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.

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.

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.

Part 3: Teaching and learning methods

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

A1 Reflect on the role of the illustrator through the study of the relationship between literary meaning and visual interpretation

A2 Investigate individual approaches to the role of illustrator as translator and interpreter

B1 Analyse texts and synthesise practical skills in the realisation of a series of 'visual equivalents'

B2 Consider the nature of reading and textual analysis as a key skill for illustrators

B3 Visually articulate the relationship between text and image as an effective form of visual communication

C1 Generate a range of ideas, concepts and solutions in response to given texts

C2 Synthesise practical skill and experimentation with creative intention in the realisation of a body of work

D1 Identify key elements of a problem communicate ideas clearly and effectively

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/uadawc-30-2.html

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Portfolio (First Sit)
Description: Body of developmental work, individual summative critique, documentation of work
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: A1, A2, B1, B2, B3, C1, C2, D1

Portfolio (Resit)
Description: Body of developmental work, individual summative critique, documentation of work
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: A1, A2, B1, B2, B3, C1, C2, D1

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Illustration [Bower] BA (Hons) 2022-23

Illustration {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2021-22

Illustration [Sep][PT][Bower][6yrs] BA (Hons) 2021-22