MODULE SPECIFICATION

Part 1: Information			
Module Title	Preparation for Extended Study in Illustration		
Module Code	UADNC4-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Arts, Creative Industries and Education	Field	Arts
Department	Art and Design		
Contributes towards	BA (Hons) Illustration BA (Hons) Illustration WFY		
Module type:	Project		
Pre-requisites	N/A		
Excluded Combinations	UADAQ3-30-3 Preparation for Extended Study in illustration		
Co- requisites	UA1AVJ-30-3 Independent research Project		
Module Entry requirements	N/A		

Part 2: Description
This module is designed to give students the opportunity to define a programme of study on a self-initiated basis in preparation for a major 60 credit module of self- directed study. Students learn through experience how to identify and articulate personal aims and how to plan and manage a period of self-directed work. The emphasis of the module is upon the further development and evaluation of a personal illustration methodology and the contextualisation of their practice within the creative industries. Students initiate their own brief/s and respond to external briefs and competitions. Their choices and programme of study in the module are negotiated with tutors and the module leader according to the requirements of the learning outcomes and assessment criteria. This is done through the development of a short written Study Proposal generated by the student with staff guidance. At this level, students are expected to use appropriate processes and techniques in the development and realisation of their ideas. For assessment, students are required to present their developmental work and a portfolio of outcomes. Students evaluate the outcome of the module in relation to the initial proposal of work, and use this to identify, in discussion

with tutors, a suitable programme of study for the ongoing development of their practice in Illustration, which aims to test and extend their visual language to an appropriate level.

Teaching and Learning Methods

The teaching and learning methods of this module are aimed at supporting the student in developing a personal creative methodology in relation to professional contemporary illustration practices. Students are expected to develop a Study Proposal based on their individual research interests. The approach to learning is centred around an appropriate level of sustained individual practice.   Progress is monitored through key individual tutorials that also serve to offer interim goals to support students' progress and time management, and studio practice presentations that monitor student progress and enable professional communication of ideas. Students are expected to contextualise their practice throughout the module; this is supported by tutorials, lectures, visiting speakers, seminars and group and individual critiques.

Students are fully supported in accessing faculty Technical Centres and workshops to further develop their practical skills and realise their work. Students are also expected to negotiate their own access to Faculty Centres as part of the planning and proposal process.

Part 3: Assessment: Strategy and Details

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.

Identify final timetabled piece of assessment (component and element)	*Body of Work*	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	

Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
Body of work (including learning agreement, live presentation/summative group critiques, development work (including research and contextual information)).	*100%*
Component B **Description of each element**	**Element weighting (as % of component)**

Resit (further attendance at taught classes is not required)	

Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
Body of work (including learning agreement, AV presentation, development work (including research and contextual information).	**100%**
Component B **Description of each element**	**Element weighting (as % of component)**

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to:

1. Demonstrate the implementation of a personal methodology in the research and development of a cohesive body of work appropriate for a 15 credit preparatory module.

2. Contextualise their practice within the wider context of the Creative Industries.

3. Negotiate a personal programme of study based on the identification and articulation of individual interests, technical specialisms within the parameters of an identified area of illustration practice.

4. Demonstrate the implementation of a creative methodology in the development of a body of work.

5. Produce work which demonstrates individual innovation and imagination through the synthesis of intention, process, outcome, context and dissemination.

6. Study independently, set goals, manage their own workloads in accordance to pre-determined deadlines;

7. Successfully communicate their ideas; visually, verbally and/or in writing.

8. Analyse experiences and formulate independent judgements through reflection, review and evaluation.

9. Develop a personal visual language that prepares them for engaging with visual communication problems.

All assessed by Component A

Key Information Sets Information (KIS)	**Key Information Set - Module data** *Number of credits for this module* 15

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114		150

Contact Hours	UWE guarantees a minimum of 12 contact hours (this may be averaged for particular modes of delivery) across all learning activities throughout the Illustration programme. Scheduled contact hours include lectures, seminars and tutorials, studio-based sessions, work-based learning and project supervision. These are delivered throughout the module to a regular weekly schedule week.

Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:		
Written exam assessment percentage		0%
Coursework assessment percentage		100%
Practical exam assessment percentage		0%
		100%

Reading List	Recommended

AOI Survive - The Illustrator's Guide to a Professional Career London The Association of Illustrators (2005)

AOI Rights - The Illustrator's Guide to Professional Practice London The Association of Illustrators (2005)

Eggert, M The perfect interview London The Association of Illustrators (2005) Heller, S Arisman, M., (eds) The Education of an Illustrator London: Random House

(2003) Houston, K Winning Cvs for the first-time job hunters. Richmond Trotman (2004)

Kress, G. and Van Leeuwen, T. Multimodal discourse: the modes and media of contemporary communication London: Arnold (2001)

McBride, P. CVs and applications – how to present yourself creatively Trowbridge: Trotman (2002)

Rankin, I Writers' and Artists' Yearbook 2007 (2006) Widmer, J. (ed) The Art and Design Directory 2005 Camberley: ISCO (2005)

Journals

illustrated ape 3x3 Varoom Creative Review Eye Magazine Modern Painters Tate Magazine Computer Arts Blue Print

Art Monthly Baseline Artists and illustrators Artists Newsletter

Websites

http://www.prospects.ac.uk

Graduate Prospects (2005) Prospects – the official graduate careers website. (Internet) Manchester: Graduate prospects. Available from http://www.a-n.co.uk/ a-n (Artists newsletter) which can be used within and outside the university (needs Athens if outside):

www.dexigner.com

Design Portal for information and opportunities

www.theaoi.com

The association of Illustrators. Resource for illustrators, events competitions and opportunities www.societyillustrators.org The American version of the association of Illustrators. Resource for illustrators, events competitions and opportunities.

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First CAP Approval Date	Date of first approval			
Revision CAP Approval Date *Update this row each time a change goes to ASQC*		Version	1	*Link to RIA 12602*