University of the
West of England
BRISTOL

ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	University of the West of England, Bower Ashton
Faculty responsible for programme	ACE
Department responsible for programme	Creative Industries
Modular Scheme Title	
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA (Hons) Illustration
Default Award Title	
Fall-back Award Title	
Interim Award Titles	BA Illustration, Dip HE Illustration, Cert HE Illustration
UWE Progression Route	
Mode(s) of Delivery	FT / PT
Codes	**UCAS: W214** **JACS:**
	ISIS2:W214 **HESA:**

Part 2: Educational Aims of the Programme

Broad aims of the Programme

- to prepare students for professional creative practice within a chosen field of study;
- to provide an experience of higher education in art, media and design that offers student's choice and independence in determining their own abilities and ambitions within a subject discipline;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give students the confidence to develop informed independent judgments with critical and intellectual rigour;
- to ensure that the development of key/transferable skills is an integrated part of the curriculum;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

Specific aims of the Programme
- explore personal creativity, innovation and imagination through the study of Illustration;
- understand the function of illustration and the role of the illustrator in contemporary art and design practice;

Part 2: Educational Aims of the Programme

- locate their practice through the exploration and application of ideas across a range of contexts and disciplines relevant to illustration;
- develop the intellectual, critical, technical and key/transferable skills (necessary) to work in either a professional environment or to undertake further study;
- develop their understanding of narrative structures and strategies for both hardcopy and digital outcomes;
- develop sustainable personal illustration practice through the application of a methodology based on the understanding of problematisation, research, development, realisation and dissemination;

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

The course will enable students to explore the changing nature of illustration within the creative industries. Aimed at students with high levels of drawing ability and an interest in narrative, editorial and screen-based work, this course focuses on students understanding and developing a personal visual language. Through experimentation, exploration and continual practice students are encouraged to develop their individual voice, methods and language in preparation for the professional arena.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Learning Outcomes:	UADAPU-45-1	UADAPU-45-1	UADAPU-45-1	UADAPU-45-1	UADAPW-45-2	UADAPY-15-2	UA1APS-15-2	UADAQ3-30-3	UADAQ4-60-3	UADAQ5-15-3	UA1APT-15-3	UA1APR-45-2	UADAPX-45-2
A) Knowledge and understanding of:													
The purpose and nature of Illustration as a subject discipline concerned with the translation and interpretation of ideas, concepts and narratives to a third party	x	x	x	x	x	x	x	x	x	x	x	x	x
The context of the practice of illustration through the study and understanding of related historical, theoretical, critical and cultural reference points	x	x	x	x	x	x	x	x	x	x	x	x	x
An understanding of the broad vocational context within which illustration resides and the range of professional practices and relationships that impact on the development of the discipline within the workplace	x	x	x	x	x	x	x	x	x	x	x	x	x
(B) Intellectual Skills													
Students analyse visual communication issues, identify opportunities for illustration and apply imaginative and innovative solutions	x	x	x	x	x	x	x	x	x	x	x	x	x
Students evaluate work and learning in relation to identified aims and objectives that include consideration of	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 3: Learning Outcomes of the Programme													
communication and the requirements of identified audiences and/or markets													
Source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources	x	x	x	x	x	x	x	x	x	x	x	x	x
Students synthesise intention, process, outcome, context and method of dissemination in the development of set and personally negotiated work	x	x	x	x	x	x	x	x	x	x	x	x	x
(C) Subject/Professional/Practical Skills													
Students generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity	x	x	x	x	x	x	x	x	x	x	x	x	x
Students employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making	x	x	x	x	x	x	x	x	x	x	x	x	x
Students select, test and implement appropriate use of materials, processes and environments	x	x	x	x	x	x	x	x	x	x	x	x	x
Students develop concepts through to material outcomes through the implementation of appropriate methodologies, strategies, skills and techniques	x	x	x	x	x	x	x	x	x	x	x	x	x
(D) Transferable skills and other attributes													
Students study independently, set goals, manage their own workloads and meet deadlines	x	x	x	x	x	x	x	x	x	x	x	x	x
Students anticipate and accommodate change and uncertainty in the exploration and development of creative, innovative illustration practice	x	x	x	x	x	x	x	x	x	x	x	x	x
Students analyse information and experiences, formulate independent judgements and articulate reasoned arguments through reflection, review and evaluation	x	x	x	x	x	x	x	x	x	x	x	x	x
Students articulate ideas and information comprehensibly in a variety visual, oral and written formats	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 4: Regulations
A: Approved to University Regulations and Procedures

Part 5: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student**, including: level and credit requirements, interim award requirements, module diet, including compulsory and optional modules

ENTRY

	Compulsory Modules	Optional Modules	Interim Awards
Year 1	UADAWA-30-1 Introduction to Illustration UADAWE-30-1 Narrative and Sequence UADAPT-15-1 Professional Practice and Work Experience in Illustration 1 UA1APQ-15-1 Critical Perspectives UADAWF-30-1 Visual Essay	If credit is required: UA1ASC-5-1 Negotiated Presentation 1 or UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1	CertHe Illustration (120 credits)

	Compulsory Modules	Optional Modules	Interim Awards
Year 2	UADAWC-30-2 Word and Image UADAWB-30-2 Process and Practice UADAPY-15-2 Professional Practice and Work Experience in Illustration 2 UA1APS-15-2 Creative Analysis UADAWD-30-2 Developing Visual Narratives	UA1APR-45-2 International Exchange And if credit is required: UA1ASD-5-2 Negotiated Presentation 2 or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 And/or UA1ASK15-2 Professional Practice (International)	DipHE Illustration (240 credits)

	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UADAQ3-30-3 Preparation for Extended Study in Illustration UADAQ4-60-3 Extended Study in Illustration	If credit is required: UA1ASE-5-3 Negotiated Presentation 3 Or UA1ASH-10-3	

| | | | Negotiated Presentation and Reflective Statement 3 | Interim award: BSc Illustration (300 credits) |
| | | UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3 UA1APT-15-3 Independent Research Project | | |

GRADUATION

| **Part time:** |
| The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student.** |

| | | UA1APS-15-2 Creative Analysis 2.1 | | |
| | | UADAPY-15-2 Professional Practice and Work Experience in Illustration 2 2.2 | | |

		Compulsory Modules	Optional Modules	Interim Awards
	Year 3	UADAQ3-30-3 Preparation for Extended Study in Illustration 3.1	If credit is required UA1ASE-5-3 Negotiated Presentation 3 Or UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3 3.1 or 3.2	
		UA1APT-15-3 Independent Research Project 3.1		
		UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3 3.2		
		UADAQ4-60-3 Extended Study in Illustration 3.2		Other requirements:

GRADUATION

| **Part 7: Entry Requirements** |
| The University's Standard Entry Requirements apply with the following additions/exceptions*: |
| *For UG programmes the following statement should be included* |

Part 7: Entry Requirements

The University's Standard Entry Requirements apply

Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database.

All applicants invited for interview must produce a portfolio of work.

Part 8: Reference Points and Benchmarks

QAA UK Quality Code for HE
      -Framework for higher education qualifications (FHEQ)
      -Subject benchmark statements
      -Qualification characteristics for Foundation degrees
Strategy 2020
University policies

The programme structure, curriculum content, professional skills and industry engagements have been successfully scrutinised by professionally engaged external examiners and HE Teaching, Learning and Assessment in Creative Practices specialists.

This scrutiny has been further enhanced by the regular professional engagement of industry practitioners, the success of the course in national and international open professional awards including the V&A, Folio Society, Ligatura, Macmillan, D&AD, Lloyds Bank, The National Student Illustration Awards and Penguin publishers. The course continually reassesses its professional currency via outward engagement, live commissions and industry events

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First CAP Approval Date	22 August 2012			
Revision CAP Approval Date	21 March 2017	Version	8	Link to RIA
Next Periodic Curriculum Review due date				
Date of last Periodic Curriculum Review				