



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, City Campus	
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;
- locate their practice through the exploration and application of ideas across a range of contexts

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Part 2: Educational Aims of the Programme
<p>and disciplines relevant to illustration;</p> <ul style="list-style-type: none"> 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)
<p>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.</p>

Part 3: Learning Outcomes of the Programme																																																																																																																
<p>The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:</p>																																																																																																																
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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](#)

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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	If credit is required: UA1ASC-5-1 Negotiated Presentation 1	CertHe Illustration (120 credits)
		UADAWE-30-1 Narrative and Sequence	or UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1	
		UADAPT-15-1 Professional Practice and Work Experience in Illustration 1		
		UA1APQ-15-1 Critical Perspectives		
		UADAWF-30-1 Visual Essay		
	Year 2		UA1APR-45-2 International Exchange	DipHE Illustration (240 credits)
		UADAWC-30-2 Word and Image	And if credit is required: UA1ASD-5-2 Negotiated Presentation 2	
		UADAWB-30-2 Process and Practice	or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2	
		UADAPY-15-2 Professional Practice and Work Experience in Illustration 2	And/or UA1ASK15-2 Professional Practice (International)	
		UADAWD-30-2 Developing Visual Narratives		
	> φ	Compulsory Modules	Optional Modules	Interim Awards

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	<p>UADAQ4-60-3 Extended Study in Illustration</p> <p>UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3</p> <p>Plus either</p> <p>UADAQ3-30-3 Preparation for Extended Study in Illustration and UA1APT-15-3 Independent Research Project</p>	<p>If credit is required: UA1ASE-5-3 Negotiated Presentation 3</p> <p>Or</p> <p>UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3</p>	<p>Interim award: BSc Illustration (300 credits)</p> <p>Highest Target Award BA (Hons) Illustration (360 credits)</p>
	<p>OR</p> <p>UA1AVJ-30-3 Independent research Project and UADNC4-15-3 Preparation for Extended Study in Illustration</p>		

GRADUATION

Part time:

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

	<p>UA1APS-15-2 Creative Analysis</p> <p>2.1</p>		
	<p>UADAPY-15-2 Professional Practice and Work Experience in Illustration 2</p> <p>2.2</p>		

	Compulsory Modules	Optional Modules	Interim Awards
Year 3	<p>UADAQ3-30-3 Preparation for Extended Study in Illustration</p> <p>3.1</p>	<p>If credit is required</p> <p>UA1ASE-5-3 Negotiated Presentation 3</p>	

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	UA1APT-15-3 Independent Research Project 3.1 OR UA1AVJ-30-3 Independent research Project and UADNC4-15-3 Preparation for Extended Study in Illustration 3.1	Or UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3 3.1 or 3.2	Other requirements:
	UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3 3.2		
	UADAQ4-60-3 Extended Study in Illustration 3.2		

GRADUATION

Part 7: Entry Requirements
<p>The University's Standard Entry Requirements apply with the following additions/exceptions*:</p> <p><i>For UG programmes the following statement should be included</i> The University's Standard Entry Requirements apply</p> <p>Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database.</p> <p>All applicants invited for interview must produce a portfolio of work.</p>

Part 7: Entry Requirements

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
	30May 2018		9	Link to RIA
Next Periodic Curriculum Review due date				
Date of last Periodic Curriculum Review				