



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	UWE Frenchay and City Campus
Study abroad / Exchange / Credit recognition	ACE
Faculty responsible for programme	Creative Industries
Department responsible for programme	
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA (Hons) Illustration
Default Award Title	
Interim Award Titles	BA Illustration Dip HE Illustration Cert HE Illustration
UWE Progression Route	
Mode of Delivery	With Foundation route - FT / PT
ISIS code/s	UCAS: W214 W20H (FT/PT)
For implementation from	September 2017

Part 2: Description*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 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;

The Foundation year is a period of study that enables students to be inquisitive and experimental, reflective and evaluative, in which fertilisation between disciplines is encouraged. Students will work together on sequential practical, studio based, modules to develop the divergent thinking necessary for study in Art & Design. As the year progresses students will increasingly focus on their chosen pathway. Their academic thinking and writing skills will be developed through a contextual study component that runs alongside these modules that is linked to the students' emerging creative identities.

Foundation year Aims:

The Foundation year will enable the student to:

Develop a contextual awareness of a range of approaches to making and thinking in Art & Design;

Develop the skills necessary to progress their work and their learning in Art & Design;

Make safe and appropriate use of methods, materials and tools to create works in response to ideas;

Solve creative problems through the application of theoretical and technical understanding;

Develop creative solutions through visual and textual research and analysis;

Evaluate the successes of their progress and outcomes;

Effectively present themselves and their work.

Foundation year Learning outcomes:**A Knowledge and understanding of:**

Some key theories, issues and debates associated with Art & Design Practice;

Range of contexts for the production and consumption of Art & Design;

Basic principles of Art & Design and how these have developed;

The main methods of enquiry appropriate to Art & Design and their pathway or destination programme;

Identification of personal creative influences.

B Intellectual Skills:

Development of evaluative skills in relation to Art & Design, and to approaches to solving problems within their chosen discipline;

Effective use of research to develop ideas and lines of argument and to engage in discussion and debate.

Part 2: Description**C Subject/Professional/Practical Skills:**

Acquire competences that will enable them to progress onto their destination programme;
Use a range of techniques to produce an imaginative and creative body of work;
Awareness of health, safety and environmental issues relevant to materials and processes used.

D Transferable skills and other attributes:

Apply research skills and strategies to develop individual interests and support personal views;
Write, document, and communicate ideas;
Be self-motivated;
Exhibit time-management.

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.

Regulations

Approved to [University Regulations and Procedures](#)

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 communication and the requirements of identified audiences and/or markets	X	X	X	X	X	X	X	X	X	X	X	X	X
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
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
(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

Part 3: Learning Outcomes of the Programme

(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	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	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	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	x

Part 4: 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
	Level 0	UAAAWN-30-0 Drawing and Making UAAAWP-30-0 Developmental Project: Building a Creative Identity UAAAWQ-30-0 Academic Skills UAAAWR- 30-0 Foundation Project	None	120 credits at Level 0 Successful completion of all level 0 modules required to permit progression to level 1.
	Level 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		CertHe Illustration Credit Requirements: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0 :
	Level 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 UACASK15-2 Professional Practice (International)	DipHE Illustration Credit requirements: 360 credits At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.

	Compulsory Modules	Optional Modules	Interim Awards
Level 3	UADAQ4-60-3 Extended Study in Illustration UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3 Plus either UADAQ3-30-3 Preparation for Extended Study in Illustration And UA1APT-15-3 Independent Research Project OR UA1AVJ-30-3 Independent Research Project And UADNC4-15-3 Preparation for Extended Study in Illustration	If credit is required: UA1ASE-5-3 Negotiated Presentation 3 Or UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3	BA Illustration Credit requirements: 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0. Highest Target Award Credit requirements: 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.

GRADUATION

Part time:

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

	Compulsory Modules	Optional Modules	Interim Awards
Level 0	UAAAWN-30-0 Drawing and Making 1.1 UAAAWP-30-0 Developmental Project: Building a Creative Identity 1.1 UAAAWQ-30-0 Academic Skills 1.2 UAAAWR- 30-0 Foundation Project 1.2		120 credits at Level 0 Successful completion of all level 0 modules required to permit progression to level 1.

Level 1	<p>UADAWA-30-1 Introduction to Illustration 2.1</p> <p>UADAWE-30-1 Narrative and Sequence 2.1</p> <p>UADAPT-15-1 Professional Practice and Work Experience in Illustration 1 2.2</p> <p>UA1APQ-15-1 Critical Perspectives 2.2</p> <p>UADAWF-30-1 Visual Essay 2.2</p>		<p>CertHe Illustration Credit Requirements: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0</p>
Level 2	<p>UA1APS-15-2 Creative Analysis 3.1</p> <p>UADAWC-30-2 Word and Image</p> <p>UADAWB-30-2 Process and Practice</p> <p>UADAPY-15-2 Professional Practice and Work Experience in Illustration 2 3.2</p> <p>UADAWD-30-2 Developing Visual Narratives</p>		<p>DipHE Illustration Credit requirements: 360 credits At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.</p>

Level 3	<p>UADAQ3-30-3 Preparation for Extended Study in Illustration 4.1 And UA1APT-15-3 Independent Research Project 4.1</p> <p>OR UA1AVJ-30-3 Independent Research Project 4.1 And UADNC4-15-3 Preparation for Extended Study in Illustration 4.1</p> <p>Plus</p> <p>UADAQ4-60-3 Extended Study in Illustration 4.2</p> <p>UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3 4.2</p>	<p>If credit is required</p> <p>UA1ASE-5-3 Negotiated Presentation 3</p> <p>Or</p> <p>UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3</p> <p>4.1 or 4.2</p>	<p>BA Illustration Credit requirements: 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.</p> <p>Highest Target Award Credit requirements: 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.</p>
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Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions:

Applicants should normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject

Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).

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

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

Part 6: 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	21 March 2017 link to RIA		
Revision CAP Approval Date	30/5/2018	Version	2 Link to RIA
Next Periodic Curriculum Review due date	September 2018		
Date of last Periodic Curriculum Review			