



## SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
<b>Highest Award</b>	BA (Hons) Illustration
<b>Interim Award</b>	BA Illustration
<b>Interim Award</b>	DipHE Illustration
<b>Interim Award</b>	CertHE Illustration
<b>Awarding Institution</b>	UWE Bristol
<b>Teaching Institution</b>	UWE Bristol
<b>Delivery Location</b>	Bower Ashton Campus
<b>Study Abroad / Exchange / Credit Recognition</b>	Placement X Sandwich Year X Credit Recognition X Year Abroad X
<b>Faculty Responsible For Programme</b>	Faculty of Arts Creative Industries & Education
<b>Department Responsible For Programme</b>	ACE Dept of Art & Design
<b>Apprenticeships</b>	
<b>Mode of Delivery</b>	Full-time
<b>ENTRY REQUIREMENTS</b>	UCAS Tariff Points:  For the current entry requirements see the UWE public website.
<b>For Implementation From</b>	1 Sep 2020
<b>ISIS Code/s</b>	Programme Code W214-SEP-FT-BA-W214  Other codes: JACS Illustration HECoS 100000: Undefined UCAS SLC

## SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

<b>PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES</b>	
<b>1. (Programme) Overview (c. 400 words)</b>	
<p>The broad aims of the BA (Hons) Illustration programme are:</p> <p>To prepare students for professional creative practice within a chosen field of study;</p> <p>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.</p>	
<b>2. Educational Aims (c. 4-6 aims)</b>	
<p>Specific aims of the programme are:</p> <p>To explore personal creativity, innovation and imagination through the study of Illustration;</p> <p>To understand the function of illustration and the role of the illustrator in contemporary art and design practice;</p> <p>To locate their practice through the exploration and application of ideas across a range of contexts and disciplines relevant to illustration;</p> <p>To develop the intellectual, critical, technical and key/transferrable skills (necessary) to work in either a professional environment or to undertake further study;</p> <p>To develop their understanding of narrative structures and strategies for both hardcopy and digital outcomes;</p> <p>To develop sustainable personal illustration practice through the application of a methodology based on the understanding of problematisation, research, development, realisation and dissemination.</p>	
<b>3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)</b>	
<b>Programme (Learning) Outcomes (POs)</b>	
<b>Knowledge and Understanding</b>	
A1	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
A2	The context of the practice of illustration through the study and understanding of related historical, theoretical, critical and cultural reference points
A3	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
<b>Intellectual Skills</b>	
B1	Students analyse visual communication issues, identify opportunities for illustration and apply imaginative and innovative solutions

**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**

- B2 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
- B3 Source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources
- B4 Students synthesise intention, process, outcome, context and method of dissemination in the development of set and personally negotiated work

**Subject/Professional Practice Skills**

- C1 Students generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as selfinitiated activity
- C2 Students employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making
- C3 Students select, test and implement appropriate use of materials, processes and environments
- C4 Students develop concepts through to material outcomes through the implementation of appropriate methodologies, strategies, skills and techniques

**Transferable Skills and other attributes**

- D1 Students study independently, set goals, manage their own workloads and meet deadlines
- D2 Students anticipate and accommodate change and uncertainty in the exploration and development of creative, innovative illustration practice
- D3 Students analyse information and experiences, formulate independent judgements and articulate reasoned arguments through reflection, review and evaluation
- D4 Students articulate ideas and information comprehensibly in a variety visual, oral and written formats

**PART B: Programme Structure****1. Structure****Year 1**

The student must take 120 credits from the modules in Year 1.

### Year 1 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Code	Module Title	Credit	Type
UA1APQ-15-1	Critical Perspectives 2020-21	15	Compulsory
UADAWA-30-1	Introduction to Illustration 2020-21	30	Compulsory
UADAWE-30-1	Narrative and Sequence 2020-21	30	Compulsory
UADAPT-15-1	Professional Practice and Work Experience in Illustration 1 2020-21	15	Compulsory
UADAWF-30-1	Visual Essay 2020-21	30	Compulsory

### Year 1 Optional Modules Exchange

Modules are available if credit is required by the Exchange student.

Code	Module Title	Credit	Type
UA1ASC-5-1	Negotiated Presentation 1 2020-21	5	Optional
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2020-21	10	Optional

## Year 2

The student must take 120 credits from the modules in Year 2.

### Year 2 Compulsory Modules

The student must take 105 credits from the modules in Compulsory Modules.

Code	Module Title	Credit	Type
UA1APS-15-2	Creative Analysis 2021-22	15	Compulsory
UADAWD-30-2	Developing Visual Narratives 2021-22	30	Compulsory
UADAWB-30-2	Process and Practice 2021-22	30	Compulsory
UADAWC-30-2	Word and Image 2021-22	30	Compulsory

**Year 2 Optional Modules**

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UAADB3E-15-2	Collaborate 2021-22	15	Optional
UADAPY-15-2	Professional Practice and Work Experience in Illustration 2 2021-22	15	Optional

**Year 2 Optional Modules Exchange**

Modules are available if credit is required by the Exchange student.

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UA1APR-45-2	International Exchange 2021-22	45	Optional
UA1ASD-5-2	Negotiated Presentation 2 2021-22	5	Optional
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2021-22	10	Optional
UA1ASK-15-2	Professional Practice (international) 2021-22	15	Optional

**Year 3**

The student must take 120 credits from the modules in Year 3.

**Year 3 Compulsory Modules**

The student must take 75 credits from the modules in Compulsory Modules.

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UADAQ4-60-3	Extended Study in Illustration 2022-23	60	Compulsory
UADAQ5-15-3	Professional Practice and Work Experience in Illustration 3 2022-23	15	Compulsory

**Year 3 Compulsory Modules Choice**

The student must take 45 credits from the modules in Compulsory Modules Choice from 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

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UA1APT-15-3	Independent Research Project 2022-23	15	Compulsory
UA1AVJ-30-3	Independent Research Project 2022-23	30	Compulsory
UADAQ3-30-3	Preparation for Extended Study in Illustration 2022-23	30	Compulsory
UADNC4-15-3	Preparation for Extended Study in Illustration 2022-23	15	Compulsory

**Year 3 Optional Modules Exchange**

Modules are available if credit is required by the Exchange student.

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UA1ASE-5-3	Negotiated Presentation 3 2022-23	5	Optional
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2022-23	10	Optional

**PART C: Higher Education Achievement Record (HEAR) Synopsis**

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 D: EXTERNAL 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

**PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS**

## 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 and A, Folio Society, Ligatura, Macmillan, D and 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.

**PART E: REGULATIONS**

Approved to University Regulations and Procedures.