Programme Specification

Illustration [Bower]

Version: 2022-23, v0,

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Illustration [Bower]

Highest award: BA (Hons) Illustration

Interim award: BA Illustration

Interim award: DipHE Illustration

Interim award: CertHE Illustration

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: ACE Dept of Art & Design, Faculty of Arts Creative Industries & Education

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time, Part-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2021

Programme code: W21400

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The broad aims of the BA (Hons) Illustration programme are:

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.

Educational Aims: Specific aims of the programme are:

To explore personal creativity, innovation and imagination through the study of Illustration;

To understand the function of illustration and the role of the illustrator in contemporary art and design practice;

To locate their practice through the exploration and application of ideas across a range of contexts and disciplines relevant to illustration;

To develop the intellectual, critical, technical and key/transferable skills (necessary) to work in either a professional environment or to undertake further study;

To develop their understanding of narrative structures and strategies for both hardcopy and digital outcomes;

To develop sustainable personal illustration practice through the application of a methodology based on the understanding of problematisation, research, development, realisation and dissemination.

Programme Learning Outcomes:
On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

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

Intellectual Skills

B1.   Students analyse visual communication issues, identify opportunities for illustration and apply imaginative and innovative solutions

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

Year 1
Part Time students must take 60 credits from the modules in Year 1.
Full Time students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full Time)
Full time students must take 120 credits from the modules in Compulsory Modules (Full time).

Module Code	Module Title	Credit
UA1APQ-15-1	Critical Perspectives 2022-23	15
UADAWA-30-1	Introduction to Illustration 2022-23	30
UADAWE-30-1	Narrative and Sequence 2022-23	30
UADAPT-15-1	Professional Practice and Work Experience in Illustration 1 2022-23	15
UADAWF-30-1	Visual Essay 2022-23	30

Year 1 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADAWA-30-1	Introduction to Illustration 2022-23	30
UADAWE-30-1	Narrative and Sequence 2022-23	30

Year 1 Optional Modules Exchange

Modules are available if credits is required by the exchange student.

Module Code	Module Title	Credit
UA1ASC-5-1	Negotiated Presentation 1 2022-23	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2022-23	10

Year 2

Part Time students must take 60 credits from the modules in Year 2.
Full Time students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full Time)

Full time students must take 105 credits from the modules in Compulsory Modules (Full time).

Module Code	Module Title	Credit
UA1APS-15-2	Creative Analysis 2023-24	15
UADAWD-30-2	Developing Visual Narratives 2023-24	30
UADAWB-30-2	Process and Practice 2023-24	30
UADAWC-30-2	Word and Image 2023-24	30

Year 2 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADAPT-15-1	Professional Practice and Work Experience in Illustration 1 2023-24	15
UA1APQ-15-1	Visual Culture 1 2023-24	15
UADAWF-30-1	Visual Essay 2023-24	30

Year 2 Optional Modules (Full Time)

Full time students must take 15 credits from the modules in Optional Modules (Full time).

Module Code	Module Title	Credit
UADB3E-15-2	Collaborate 2023-24	15
UADAPY-15-2	Professional Practice and Work Experience in Illustration 2 2023-24	15

Year 2 Optional Modules Exchange (Full Time)

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

Module Code	Module Title	Credit
UA1APR-45-2	International Exchange 2023-24	45
UA1ASD-5-2	Negotiated Presentation 2 2023-24	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2023-24	10
UA1ASK-15-2	Professional Practice (international) 2023-24	15

Year 2 Optional Modules Exchange (Part Time)

Modules are available if credits is required by the exchange student.

Module Code	Module Title	Credit
UA1ASC-5-1	Negotiated Presentation 1 2023-24	5

| UA1ASF-10-1 | Negotiated Presentation with Reflective Statement 1 2023-24 | 10 |

Year 3

Part Time students must take 60 credits from the modules in Year 3.
Full Time students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules (Full Time)

Full time students must take 75 credits from the modules in Compulsory Modules (Full time).

Module Code	Module Title	Credit
UADAQ4-60-3	Extended Study in Illustration 2024-25	60
UADAQ5-15-3	Professional Practice and Work Experience in Illustration 3 2024-25	15

Year 3 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADAWB-30-2	Process and Practice 2024-25	30
UADAWC-30-2	Word and Image 2024-25	30

Year 3 Compulsory Modules Choice (Full Time)

Full time students must take 45 credits from the modules in Compulsory Module Choice (Full time) 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

Module Code	Module Title	Credit
UA1APT-15-3	Independent Research Project 2024-25	15
UA1AVJ-30-3	Independent Research Project 2024-25	30
UADAQ3-30-3	Preparation for Extended Study in Illustration 2024-25	30
UADNC4-15-3	Preparation for Extended Study in Illustration 2024-25	15

Year 3 Optional Modules Exchange (Full Time)
Modules are available if credit is required by the Exchange student.

Module Code	Module Title	Credit
UA1ASE-5-3	Negotiated Presentation 3 2024-25	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2024-25	10

Year 3 Optional Modules Exchange (Part Time)
Modules are available if credits is required by the exchange student.

Module Code	Module Title	Credit
UA1APR-45-2	International Exchange 2024-25	45
UA1ASD-5-2	Negotiated Presentation 2 2024-25	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2024-25	10
UA1ASK-15-2	Professional Practice (international) 2024-25	15

Year 4
Part time students must take 60 credits from the modules in Year 4.

Year 4 Compulsory Modules (Part Time)

Part time students must take 45 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADAWD-30-2	Developing Visual Narratives 2025-26	30
UA1APS-15-2	Visual Culture 2 2025-26	15

Year 4 Optional Modules (Part Time)

Part time students must take 15 credits from the modules in Optional Modules (Part time).

Module Code	Module Title	Credit
UADB3E-15-2	Collaborate 2025-26	15
UADAPY-15-2	Professional Practice and Work Experience in Illustration 2 2025-26	15

Year 4 Optional Modules Exchange (Part Time)

If credit required: UA1ASD-5-2, or UA1ASG-10-2 and/or UA1ASK-15-2

Module Code	Module Title	Credit
UA1APR-45-2	International Exchange 2025-26	45
UA1ASD-5-2	Negotiated Presentation 2 2025-26	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2025-26	10
UA1ASK-15-2	Professional Practice (international) 2025-26	15

Year 5

Part time students must take 45 credits from the modules in Year 5.

Year 5 Compulsory Module Choice (Part Time)
Part time students must take 45 credits from the modules in Compulsory Module Choice (Part time) 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

Module Code	Module Title	Credit
UADNC4-15-3	Preparation for Extended Study in Illustration 2026-27	15
UADAQ3-30-3	Preparation for Extended Study in Illustration 2026-27	30
UA1AVJ-30-3	Visual Culture 3 2026-27	30
UA1APT-15-3	Visual Culture 3 2026-27	15

Year 5 Optional Modules Exchange (Part Time)
Modules are available if credits is required by the exchange student.

Module Code	Module Title	Credit
UA1ASE-5-3	Negotiated Presentation 3 2026-27	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2026-27	10

Year 6
Part time students must take 75 credits from the modules in Year 6.

Year 6 Compulsory Modules (Part Time)
Part time students must take 75 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
UADAQ4-60-3	Extended Study in Illustration 2027-28	60
UADAQ5-15-3	Professional Practice and Work Experience in Illustration 3 2027-28	15

Year 6 Optional Modules Exchange (Part Time)
Modules are available if credits is required by the exchange student.

Module Code	Module Title	Credit
UA1ASE-5-3	Negotiated Presentation 3 2027-28	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2027-28	10

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

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.