



Module Specification

Professional Practice in Illustration

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Part 1: Information

Module title: Professional Practice in Illustration

Module code: UADBCA-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Design

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module will enable students to question and challenge existing structures and behaviour of the illustration/design industry. It will help them identify personal career aspirations, develop strategies for graduation and progression to employment or further study.

Features: Not applicable

Educational aims: Students will gain a contextual and practical understanding of the illustration/design industry. By considering illustration in connection to personal career aspirations and the opportunities offered, directly and indirectly, students will develop strategies to support a sustainable career.

Students will reference material from internal and external sources to enable reflection and evaluation to state their own point of view. Intention, persuasion, influence, power, value and ethics will help students find a balance between thinking and doing.

Outline syllabus: During the module, students will engage with the illustrator's relationship to audience and client to help locate and develop a range of knowledge and skills required to support the development of their practice, and expand their contextual understanding of the subject. Working as an individual, within groups, and with internal and external organisations in relevant fields will introduce students to issues of professionalism within the subject and allow them to develop awareness of key transferable skills, and how they might be used in a wider context. Students are encouraged to articulate their own interests within the range of disciplines encompassed by their subject, building on the development and exploration of these themes earlier in the programme.

A series of workshops, seminars and practical exercises will develop and extend knowledge and skills in relation to such topics as:

Costing time and work

Future of work

Exploitation in the workplace

Ethics

Sustainable career development

Self-employment, employment and "portfolio" careers

Postgraduate study

Graduate placement schemes

UWE Careers Service support for and beyond graduation

Refining their personal promotion materials and preparing for interviews

Portfolio reviews / design networks

Work-based learning opportunities, including placements, live briefs, and volunteering

Industry experience could be made up of an internship, placement or working on live briefs in a relevant area as set by the programme.

Students will produce a designed evaluative process document (module file) which will evidence responses to the workshop tasks, research and critical analysis of chosen aspects of contemporary professional practice and an evaluation of their own strengths and career aspirations. A career exit strategy including promotional material and online presence will be required.

Part 3: Teaching and learning methods

Teaching and learning methods: This module will align to the School's Teaching and Learning strategy via the methods below.

Lectures, workshops, tutorials and seminars underpin the learning process by delivering factual information and setting out issues to be considered. These offer examples and critiques of existing working practices.

Visiting speakers are also invited to demonstrate examples of professional working practice, and provide case studies of evolving career paths. Employer forums and portfolio surgery events are offered within and across programmes.

Support and guidelines for effective research builds on the skills introduced earlier in the course. Key headings/questions help students to focus their research into professional contexts and use a range of research methods and approaches. Primary research, through links to professional contexts is particularly encouraged. This activity is monitored and supported through group tutorials where the sharing of information is encouraged.

UWE Careers continues to be available to all students at this stage, in relation to recruitment fairs, individual support, etc. These and other initiatives are available within and across subject areas. Students are expected to make full use of these opportunities, and evidence engagement in their assessment submissions.

Presentations, tutorial and seminar discussions allow the students to develop greater confidence in this aspect of key/transferable and professional skills. Students will give a visual / screen presentation to their tutors and tutor group mid-way through the module. Students present their practice and research methods and give a short presentation to include question and answer. Students should have examples of their recent work and appropriate research material (such as examples of other artists/designers/media practitioners' work) to refer to. The presentation and subsequent discussion with the student group and tutors is an opportunity for students to review, contextualise and critically reflect upon their practice alongside that of their peers.

Scheduled learning includes tutorials, group crits, lectures, seminars, site visits / field trips, studio-based sessions, inductions, workshops, field work, work-based learning, supervised time in studio/workshop.

Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, Virtual Learning Environments (VLEs) and other technology-aided means. It can also take place in a work-based setting.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Integrate diverse perspectives and ideas from various fields, demonstrating an in-depth understanding of the complexities within your discipline.

MO2 Deliver convincing and impactful presentations to audiences, demonstrating skill in presentation techniques and effectively conveying information.

MO3 Critically evaluate own work and creative processes, demonstrating self-awareness and a commitment to continuous improvement and professional development.

MO4 Effectively manage complex workloads, prioritise competing demands and meet deadlines, demonstrating skilled time management skills.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/D03B8474-660F-A989-0ED7-CEE2C996BDD0.html?lang=en-GB) via the following link <https://rl.talis.com/3/uwe/lists/D03B8474-660F-A989-0ED7-CEE2C996BDD0.html?lang=en-GB>

Part 4: Assessment

Assessment strategy: This module will align to the School's assessment strategy via the methods below.

This module will be assessed as a numerical grading

Portfolio of work including:

Designed online presence and promotion material

For assessment, students are required to produce a designed evaluative process document (module file) which will evidence responses to the workshop tasks, research and critical analysis of chosen aspects of contemporary professional practice and a written evaluation of their own strengths and career aspirations. A career exit strategy including promotional material and online presence will be required.

Formative feedback and summative assessments are designed to provide the

opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students.

Resit assessments will match the first-sit.

Formative feedback and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in these sessions forms part of the assessed content of the module because of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Assessment tasks:**Portfolio (First Sit)**

Description: Portfolio of work including

Designed evaluative Process Document (Module File)

Online presence and related career strategy material

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio of work including

Designed evaluative Process Document (Module File)

Online personal presence

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Illustration [Bower] BA (Hons) 2025-26

Illustration {Foundation}[Bower] BA (Hons) 2024-25