University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Illustration		
Module Code	UADAWA-30-1	Level	1
For implementation from	*September 2017*		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Design
Department	Art & Design		
Contributes towards	*BA (Hons) Illustration*		
Module type:	*Project*		
Pre-requisites	*None*		
Excluded Combinations	*None*		
Co- requisites	*None*		
Module Entry requirements	*None*		

Part 2: Description

Syllabus outline:

Students undertake a series of introductory projects designed to introduce the core skills and activities of the programme of study. The introductory module introduces new approaches and techniques in drawing, painting and printmaking at the same time as building on the skills students already displayed at the point of admission to the course. The introductory module works on the development of a peer-group dynamic at the same time as orientating students to the faculty through introductory workshops, seminars and critiques. Students are introduced to the Faculty Fabrication Areas and all students are certificated to use the central workshop areas of print, digital image generation, photography, wood and metal. Issues related to health and safety are addressed throughout the module.

Introductory projects focus on the development of drawing skills and techniques as a means of
interpreting concepts and ideas. This project work is complemented by a series of exercises designed to develop visual vocabulary through observational drawing in a variety of different contexts and environments. The use of sketchbooks is central to the development of approaches to drawing and visual problem-solving.

All students present a case study of a selected practitioner as a means of gaining greater group understanding of the depth and range of the subject discipline. Students are encouraged to further investigate practitioners whose work particularly interests them and to consider the criteria for their selection.

The above activities culminate in the development of a body of work through which, students explore their individual approaches to drawing, image-making and ideas generation. Students are encouraged in the selection and manipulation of source material. This work forms the basis for the module assessment.

Teaching and learning methods:

Introductory projects are tutor lead and designed to introduce and consolidate a range of different concepts, skills and techniques. During this module students establish themselves within the studio and orientate themselves towards working within this commonly held workspace. The dynamics of the studio are central to the teaching and learning strategy of the programme and most introductory critiques and tutorials are held here to encourage students to understand the potential and nature of the space. Students are encouraged to assume responsibility for their space within the studio, to work and to engage with the staff and their peer group on a regular basis.

Projects allow students to work individually or collaboratively according to the nature of the work being proposed. Weekly critiques focus on peer group interaction and the monitoring of individual and group development. These weekly meetings allow students to consider the advice given by peers and staff and to assimilate this advice with their own critical reflection on the development of their project work. At this stage 'the project' allows for the parallel development of critical, conceptual and practical skills. Workshops introduce new skills and techniques which, are then explored and implemented when applied to pre-determined tasks (projects).

The case study presentation requires the whole group to individually research and present a practitioner. This process increases group knowledge and understanding and allows individuals to develop research, organisation, editing and presentation skills. This presentation builds on the weekly discussions and debates taking place in the studio throughout the module.

Part 3: Assessment

Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative 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. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

- Presentation and participation in studio-critique
- Poster presentation
- Group and individual visual presentations
- Group and individual verbal presentations
- Written Assignments – forms of writing relevant to the creative industries, including academic/essay and

     industry focused/report writing
- Group critiques
- Peer and self-assessment
- Evaluative and reflective outcomes, including visual, verbal and written

Formative 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 and attendance at these sessions forms part of the assessed content of the module as a result 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.

Identify final timetabled piece of assessment (component and element)		

	A:	**B**:
% weighting between components A and B (Standard modules only)		

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
Body of developmental work, individual summative critique, documentation of work	*100%*
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.	
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
Body of developmental work, individual summative critique, documentation of work	*100%*
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.	

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to: ***Knowledge and Understanding:*** i) investigate the potential of 'illustration' as a subject discipline; ii) investigate the role of drawing as a means of developing practice in illustration; ***Intellectual skills*** iii) reflect on, and critically evaluate the outcome of negotiated project work through discussions with peers and tutors in the development of creative work; ***Subject/Practical Skills*** iv) develop skills in drawing, image-making and ideas generation; v) engage with the development and implementation of a range of processes and techniques applicable to illustration; ***Transferable Skills*** vi) access and utilise a range of teaching and learning resources; vii) begin to take responsibility for own learning with appropriate support;
Key Information Sets Information (KIS) Contact Hours Total Assessment	. **Key Information Set - Module data** *Number of credits for this module* 30

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

ACADEMIC SERVICES

| Reading List | All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.

Any essential reading is available in the Bower Ashton Library and will be indicated clearly in the module brief. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually.

Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period. |
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ACADEMIC SERVICES

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First CAP Approval Date	*21 March 2017*			
Revision CAP Approval Date		Version	*1*	Link to RIA