



Module Specification

Introduction to Illustration

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Part 1: Information

Module title: Introduction to Illustration

Module code: UADAWA-30-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Bower Ashton Campus

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: 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 will be introduced to central workshops and technical areas. 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.

Part 3: Teaching and learning methods

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.

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

- A1** Investigate the potential of 'illustration' as a subject discipline
- A2** Investigate the role of drawing as a means of developing practice in illustration
- B1** Reflect on, and critically evaluate the outcome of negotiated project work through discussions with peers and tutors in the development of creative work
- C1** Develop skills in drawing, image-making and ideas generation
- C2** Engage with the development and implementation of a range of processes and techniques applicable to illustration
- D1** Access and utilise a range of teaching and learning resources
- D2** Begin to take responsibility for own learning with appropriate support

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uadawa-30-1.html) via the following link <https://uwe.rl.talis.com/modules/uadawa-30-1.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Portfolio (First Sit)

Description: Body of developmental work, individual summative critique, documentation of work

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, B1, C1, C2, D1, D2

Portfolio (Resit)

Description: Body of developmental work, individual summative critique, documentation of work

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, B1, C1, C2, D1, D2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Illustration {Foundation}[Bower] BA (Hons) 2022-23