



Programme Specification

Illustration [SHAPE]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Illustration [SHAPE]

Highest award: BA (Hons) Illustration

Awarding institution: UWE Bristol

Affiliated institutions: School for Higher and Professional Education

Teaching institutions: School for Higher and Professional Education

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CATE School of Arts, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time

Entry requirements: For students registering on the top-up BA (Hons) Illustration programme at SHAPE, the first 2 years (240 credits) of the ECE programme will be obtained from Higher Diploma (HD) and Professional Diploma (PD) programmes delivered at VTC. These programmes have been mapped by UWE to its own to level 1 and 2 learning outcomes to ensure that the learning experience at VTC is at an appropriate level and provides sufficient coverage of underpinning knowledge to adequately prepare the applicant for modules to be studied in the top-up programme. The mapped VTC HDs are:

PD in Creative Multimedia Illustration (DE424129D)

Higher Diploma in Illustration (DE114112)

Higher Diploma in Visual Communication (DE114106) - Pathways DE114106A and DE114106F

In addition to the recognised VTC feeder HD programmes, applicants with non-feeder qualifications will be considered on a case by case basis by UWE. In such cases, applicants will be expected to

(1) Hold a relevant post-secondary qualification (such as a Higher Diploma or Associate Degree awarded by an educational institution in Hong Kong); and

(2) Meet the English language requirements:

- a. At least an overall IELTS score of 6.5 with 5.5 in each component;
- b. OR an overall IELTS score of 6.0 with 6.0 in each component;
- c. OR equivalent.

Applicants holding post-secondary qualifications taught and assessed in English will be considered to have met the English language requirements for entry to the top-up programme. VTC HD graduates are considered to have met the English language requirements of the top-up programme in Hong Kong.

For implementation from: 01 September 2028

Programme code: W20K13

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

students choice and independence in determining their own abilities and ambitions within a subject discipline.

Features of the programme:

Educational Aims:

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

- PO1. Visual Communication and Expression: Effectively utilise visual languages to investigate, analyse, interpret, articulate, and develop ideas and information.
- PO2. Idea Generation and Development: Independently generate ideas in response to set briefs, workshop or studio challenges and through self-initiated activity. Develop those ideas into tangible outcomes, demonstrating the ability to select, problem solve, and utilise appropriate materials, processes, and environments.
- PO3. Critical and Contextual Understanding: Demonstrate knowledge and understanding of the critical and contextual dimensions of illustration, including relevant theories, historical and contemporary practices, and ongoing debates.
- PO4. Research and Inquiry: Apply research methods and investigative skills to explore and record source material, effectively using a range of learning resources.
- PO5. Technical Proficiency: Demonstrate mastery of materials, media, techniques, methods, technologies, and tools relevant to illustration while adhering to safe and ethical working practices.
- PO6. Professional Awareness: Understand the role and responsibilities of the illustrator within professional and social contexts, including relationships with audiences, clients, markets, communities and the impact of intellectual property.
- PO7. Presentation and Dissemination: Develop and refine presentation skills, effectively communicating and documenting ideas visually, verbally, and in written formats, considering appropriate methods for dissemination.

PO8. Technological Integration: Critically engage with and adapt to key subject specific developments and emerging trends in media and technologies related to illustration – through traditional, hybrid, and digital processes.

Assessment strategy: Level 6 summative assessments: students receive a numerical grading mark for each module – with written and/or verbal feedback clearly indicating their levels of achievement and areas for further development.

Feedback at formative and summative assessment points (verbal and/or in writing) is regarded as a positive learning tool that provides students with a clear understanding of the level of their achievement, their progress and advice about how this can be improved.

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.

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:

Portfolio of work including:

Designed outcomes and supporting work

Designed evaluative Process Document

For assessment, students are required to present their outcomes for the briefs, a body of developmental work and an evaluative Process Document/s (Module File),

which will include reflective evaluation of the work, detailing their process and decision-making, in relation to the outcomes produced and related contemporary design practice/practitioner research.

Resit assessments will match the first-sit.

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.

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

Weekly ongoing tutorials

Presentation and participation in studio-critique

Group and individual visual presentations

Group and individual verbal presentations

Group critiques

Peer and self-assessment

Evaluative and reflective outcomes, including visual, verbal and written.

Assessment methods used are varied and focused on feeding forwards.

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 and attendance at these sessions therefore forms part of the assessed content of the module.

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.

Student support: Programme and Module leaders

Student support for overarching academic and professional concerns is provided by

Programme Leaders; all issues relating to the content, delivery and assessment of modules is provided by Module Leaders.

Part B: Programme 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.

Module Code	Module Title	Credit
UA1B9U-30-3	Design Research Project 2028-29	30
UADBCA-30-3	Professional Practice in Illustration 2028-29	30
UADAQ4-60-3	Independent Study in Illustration 2028-29	60

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.