



## PROGRAMME SPECIFICATION

Part 1: Information	
<b>Awarding Institution</b>	University of the West of England
<b>Teaching Institution</b>	University of the West of England
<b>Delivery Location</b>	University of the West of England, Bower Ashton
<b>Study abroad / Exchange / Credit recognition</b>	ACE
<b>Faculty responsible for programme</b>	Creative Industries
<b>Department responsible for programme</b>	
<b>Professional Statutory or Regulatory Body Links</b>	
<b>Highest Award Title</b>	BA (Hons) Illustration
<b>Default Award Title</b>	
<b>Interim Award Titles</b>	BA Illustration Dip HE Illustration Cert HE Illustration
<b>UWE Progression Route</b>	
<b>Mode of Delivery</b>	With Foundation route - FT / PT
<b>ISIS code/s</b>	<b>UCAS: W214</b> W20H (FT/PT)
<b>For implementation from</b>	September 2017

## Part 2: Description

### *Broad aims of the Programme*

- 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;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give students the confidence to develop informed independent judgments with critical and intellectual rigour;
- to ensure that the development of key/transferable skills is an integrated part of the curriculum;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

### *Specific aims of the Programme*

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

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

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

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

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

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

The Foundation year is a period of study that enables students to be inquisitive and experimental, reflective and evaluative, in which fertilisation between disciplines is encouraged. Students will work together on sequential practical, studio based, modules to develop the divergent thinking necessary for study in Art & Design. As the year progresses students will increasingly focus on their chosen pathway. Their academic thinking and writing skills will be developed through a contextual study component that runs alongside these modules that is linked to the students' emerging creative identities.

### **Foundation year Aims:**

The Foundation year will enable the student to:

Develop a contextual awareness of a range of approaches to making and thinking in Art & Design;

Develop the skills necessary to progress their work and their learning in Art & Design;

Make safe and appropriate use of methods, materials and tools to create works in response to ideas;

Solve creative problems through the application of theoretical and technical understanding;

Develop creative solutions through visual and textual research and analysis;

Evaluate the successes of their progress and outcomes;

Effectively present themselves and their work.

### **Foundation year Learning outcomes:**

#### **A Knowledge and understanding of:**

Some key theories, issues and debates associated with Art & Design Practice;

Range of contexts for the production and consumption of Art & Design;

Basic principles of Art & Design and how these have developed;

The main methods of enquiry appropriate to Art & Design and their pathway or destination programme;

Identification of personal creative influences.

#### **B Intellectual Skills:**

Development of evaluative skills in relation to Art & Design, and to approaches to solving problems within their chosen discipline;

Effective use of research to develop ideas and lines of argument and to engage in discussion and debate.

**Part 2: Description**

**C Subject/Professional/Practical Skills:**

Acquire competences that will enable them to progress onto their destination programme;  
Use a range of techniques to produce an imaginative and creative body of work;  
Awareness of health, safety and environmental issues relevant to materials and processes used.

**D Transferable skills and other attributes:**

Apply research skills and strategies to develop individual interests and support personal views;  
Write, document, and communicate ideas;  
Be self-motivated;  
Exhibit time-management.

**Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)**

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.

**Regulations**

Approved to [University Regulations and Procedures](#)



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**Part 3: Learning Outcomes of the Programme**

<b>(D) Transferable skills and other attributes</b>														
Students study independently, set goals, manage their own workloads and meet deadlines	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Students anticipate and accommodate change and uncertainty in the exploration and development of creative, innovative illustration practice	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Students analyse information and experiences, formulate independent judgements and articulate reasoned arguments through reflection, review and evaluation	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Students articulate ideas and information comprehensibly in a variety visual, oral and written formats	x	x	x	x	x	x	x	x	x	x	x	x	x	x

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**Part 4: Programme Structure**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Level 0	UAAAWN-30-0 Drawing and Making  UAAAWP-30-0 Developmental Project: Building a Creative Identity  UAAAWQ-30-0 Academic Skills  UAAAWR- 30-0 Foundation Project	None	None
	Level 1	UADAWA-30-1 Introduction to Illustration  UADAWE-30-1 Narrative and Sequence  UADAPT-15-1 Professional Practice and Work Experience in Illustration 1  UA1APQ-15-1 Critical Perspectives  UADAWF-30-1 Visual Essay		CertHe Illustration (120 credits)  :
	Level 2	UADAWC-30-2 Word and Image  UADAWB-30-2 Process and Practice  UADAPY-15-2 Professional Practice and Work Experience in Illustration 2  UA1APS-15-2 Creative Analysis  UADAWD-30-2 Developing Visual Narratives	UA1APR-45-2 International Exchange  And if credit is required: UA1ASD-5-2 Negotiated Presentation 2  or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2  And/or UACASK15-2 Professional Practice (International)	DipHE Illustration (240 credits)

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	Compulsory Modules	Optional Modules	Interim Awards
Level 3	UADAQ3-30-3 Preparation for Extended Study in Illustration  UADAQ4-60-3 Extended Study in Illustration  UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3  UA1APT-15-3 Independent Research Project	If credit is required:  UA1ASE-5-3 Negotiated Presentation 3  Or  UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3	BSc Illustration (300 credits)

## GRADUATION

### Part time:

The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student**.

Level 0	UAAAWN-30-0 Drawing and Making 1.1 UAAAWP-30-0 Developmental Project: Building a Creative Identity 1.1 UAAAWQ-30-0 Academic Skills 1.2 UAAAWR- 30-0 Foundation Project 1.2		
Level 1	UADAWA-30-1 Introduction to Illustration 2.1 UADAWE-30-1 Narrative and Sequence 2.1 UADAPT-15-1 Professional Practice and Work Experience in Illustration 1 2.2 UA1APQ-15-1 Critical Perspectives 2.2 UADAWF-30-1 Visual Essay 2.2		

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Level 2	<p>UA1APS-15-2 Creative Analysis 3.1</p> <p>UADAWC-30-2 Word and Image</p> <p>UADAWB-30-2 Process and Practice</p> <p>UADAPY-15-2 Professional Practice and Work Experience in Illustration 2 3.2</p> <p>UADAWD-30-2 Developing Visual Narratives</p>	
Level 3	<p>UADAQ3-30-3 Preparation for Extended Study in Illustration 4.1</p> <p>UA1APT-15-3 Independent Research Project 4.1</p> <p>UADAQ5-15-3 Professional Practice and Work Experience in Illustration 3 4.2</p> <p>UADAQ4-60-3 Extended Study in Illustration 4.2</p>	<p>If credit is required</p> <p>UA1ASE-5-3 Negotiated Presentation 3</p> <p>Or</p> <p>UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3</p> <p>4.1 or 4.2</p>

### Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions:

Applicants should normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject

Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).

All applicants invited for interview must produce a portfolio of work.

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).



**Part 6: 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&A, Folio Society, Ligatura, Macmillan, D&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

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First CAP Approval Date	21 March 2017 <a href="#">link to RIA</a>		
Revision CAP Approval Date		Version	2 <i>Link to RIA</i>
Next Periodic Curriculum Review due date	September 2018		
Date of last Periodic Curriculum Review			