



SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) Illustration
Interim Award	BA Illustration
Interim Award	DipHE Illustration
Interim Award	CertHE Illustration
Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	Bower Ashton Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Arts Creative Industries & Education
Department Responsible For Programme	ACE Dept of Art & Design
Apprenticeships	
Mode of Delivery	Part-time
ENTRY REQUIREMENTS	UCAS Tariff Points: For the current entry requirements see the UWE public website.
For Implementation From	1 Sep 2020
ISIS Code/s	Programme Code W214-SEP-PT-BA-W214 Other codes: JACS Illustration HECoS 100000: Undefined UCAS SLC

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES	
1. (Programme) Overview (c. 400 words)	
<p>The broad aims of the BA (Hons) Illustration programme are:</p> <p>To prepare students for professional creative practice within a chosen field of study;</p> <p>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.</p>	
2. Educational Aims (c. 4-6 aims)	
<p>Specific aims of the programme are:</p> <p>To explore personal creativity, innovation and imagination through the study of Illustration;</p> <p>To understand the function of illustration and the role of the illustrator in contemporary art and design practice;</p> <p>To locate their practice through the exploration and application of ideas across a range of contexts and disciplines relevant to illustration;</p> <p>To develop the intellectual, critical, technical and key/transferrable skills (necessary) to work in either a professional environment or to undertake further study;</p> <p>To develop their understanding of narrative structures and strategies for both hardcopy and digital outcomes;</p> <p>To develop sustainable personal illustration practice through the application of a methodology based on the understanding of problematisation, research, development, realisation and dissemination.</p>	
3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)	
<p>Programme (Learning) Outcomes (POs)</p> <p>Knowledge and Understanding</p> <p>A1 The purpose and nature of Illustration as a subject discipline concerned with the translation and interpretation of ideas, concepts and narratives to a third party</p> <p>A2 The context of the practice of illustration through the study and understanding of related historical, theoretical, critical and cultural reference points</p> <p>A3 An understanding of the broad vocational context within which illustration resides and the range of professional practices and relationships that impact on the development of the discipline within the workplace</p> <p>Intellectual Skills</p>	

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

- | | |
|----|---|
| B1 | Students analyse visual communication issues, identify opportunities for illustration and apply imaginative and innovative solutions |
| B2 | Students evaluate work and learning in relation to identified aims and objectives that include consideration of communication and the requirements of identified audiences and/or markets |
| B3 | Source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources |
| B4 | Students synthesise intention, process, outcome, context and method of dissemination in the development of set and personally negotiated work |

Subject/Professional Practice Skills

- | | |
|----|--|
| C1 | Students generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as selfinitiated activity |
| C2 | Students employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making |
| C3 | Students select, test and implement appropriate use of materials, processes and environments |
| C4 | Students develop concepts through to material outcomes through the implementation of appropriate methodologies, strategies, skills and techniques |

Transferable Skills and other attributes

- | | |
|----|--|
| D1 | Students study independently, set goals, manage their own workloads and meet deadlines |
| D2 | Students anticipate and accommodate change and uncertainty in the exploration and development of creative, innovative illustration practice |
| D3 | Students analyse information and experiences, formulate independent judgements and articulate reasoned arguments through reflection, review and evaluation |
| D4 | Students articulate ideas and information comprehensibly in a variety visual, oral and written formats |

PART B: Programme Structure

1. Structure

Year 1

The student must take 60 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 60 credits from the modules in Compulsory Modules.

Code	Module Title	Credit	Type
UADAWA-30-1	Introduction to Illustration 2020-21	30	Compulsory
UADAWE-30-1	Narrative and Sequence 2020-21	30	Compulsory

Year 1 Optional Exchange Modules

Modules are available if credits is required by the exchange student.

Code	Module Title	Credit	Type
UA1ASC-5-1	Negotiated Presentation 1 2020-21	5	Optional
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2020-21	10	Optional

Year 2**Year 2 Compulsory Modules**

Code	Module Title	Credit	Type
UA1APQ-15-1	Critical Perspectives 2021-22	15	Compulsory
UADAPT-15-1	Professional Practice and Work Experience in Illustration 1 2021-22	15	Compulsory
UADAWF-30-1	Visual Essay 2021-22	30	Compulsory

Year 2 Optional Exchange Modules

Modules are available if credits is required by the exchange student.

Code	Module Title	Credit	Type
UA1ASC-5-1	Negotiated Presentation 1 2021-22	5	Optional
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2021-22	10	Optional

Year 3

The student must take 60 credits from the modules in Year 3.

Year 3 Compulsory Modules

The student must take 60 credits from the modules in Compulsory Modules.

Code	Module Title	Credit	Type
UADAWB-30-2	Process and Practice 2022-23	30	Compulsory
UADAWC-30-2	Word and Image 2022-23	30	Compulsory

Year 3 Optional Modules Exchange

Modules are available if credits is required by the exchange student.

Code	Module Title	Credit	Type
UA1APR-45-2	International Exchange 2022-23	45	Optional
UA1ASD-5-2	Negotiated Presentation 2 2022-23	5	Optional
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2022-23	10	Optional
UA1ASK-15-2	Professional Practice (international) 2022-23	15	Optional

Year 4

The student must take 60 credits from the modules in Year 4.

Year 4 Compulsory Modules

The student must take 45 credits from the modules in Compulsory Modules.

Code	Module Title	Credit	Type
UA1APS-15-2	Creative Analysis 2023-24	15	Compulsory
UADAWD-30-2	Developing Visual Narratives 2023-24	30	Compulsory

Year 4 Optional Modules

The student must take 15 credits from the modules in Optional Modules.

Code	Module Title	Credit	Type
-------------	---------------------	---------------	-------------

UADB3E-15-2	Collaborate 2023-24	15	Optional
UADAPY-15-2	Professional Practice and Work Experience in Illustration 2 2023-24	15	Optional
Year 4 Optional Modules Exchange			
If credit required: UA1ASD-5-2, or UA1ASG-10-2 and/or UA1ASK-15-2			
Code	Module Title	Credit	Type
UA1APR-45-2	International Exchange 2023-24	45	Optional
UA1ASD-5-2	Negotiated Presentation 2 2023-24	5	Optional
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2023-24	10	Optional
UA1ASK-15-2	Professional Practice (international) 2023-24	15	Optional
Year 5			
The student must take 45 credits from the modules in Year 5.			
Year 5 Compulsory Modules Choice			
The student must take 45 credits from the modules in Compulsory Modules Choice from either:			
UADAQ3-30-3 Preparation for Extended Study in Illustration AND UA1APT-15-3 Independent Research Project			
OR			
UA1AVJ-30-3 Independent Research Project AND UADNC4-15-3 Preparation for Extended Study in Illustration			
Code	Module Title	Credit	Type
UA1APT-15-3	Independent Research Project 2024-25	15	Compulsory
UA1AVJ-30-3	Independent Research Project 2024-25	30	Compulsory
UADAQ3-30-3	Preparation for Extended Study in Illustration 2024-25	30	Compulsory

UADNC4-15-3	Preparation for Extended Study in Illustration 2024-25	15	Compulsory
Year 5 Optional Modules Exchange			
Modules are available if credits is required by the exchange student.			
Code	Module Title	Credit	Type
UA1ASE-5-3	Negotiated Presentation 3 2022-23	5	Optional
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2022-23	10	Optional
Year 6			
The student must take 75 credits from the modules in Year 6.			
Year 6 Compulsory Modules			
The student must take 75 credits from the modules in Compulsory Modules.			
Code	Module Title	Credit	Type
UADAQ4-60-3	Extended Study in Illustration 2025-26	60	Compulsory
UADAQ5-15-3	Professional Practice and Work Experience in Illustration 3 2025-26	15	Compulsory
Year 6 Optional Exchange Modules			
Modules are available if credits is required by the exchange student.			
Code	Module Title	Credit	Type
UA1ASE-5-3	Negotiated Presentation 3 2025-26	5	Optional
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2025-26	10	Optional

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

PART C: Higher Education Achievement Record (HEAR) Synopsis

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.