



Programme Specification

Illustration {Foundation}[Bower]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Illustration {Foundation}[Bower]

Highest award: BA (Hons) Illustration

Interim award: BA Illustration

Interim award: DipHE Illustration

Interim award: CertHE Illustration

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: Yes

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: ACE Dept of Art & Design, Faculty of Arts Creative Industries & Education

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2021

Programme code: W20H00

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 student's choice and independence in determining their own abilities and ambitions within a subject discipline.

Educational Aims: Specific aims of the programme are:

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

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

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

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

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

To 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 and 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 and Design;

Develop the skills necessary to progress their work and their learning in Art and 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.

Programme Learning Outcomes:

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

Knowledge and Understanding

- 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
- A2. The context of the practice of illustration through the study and understanding of related historical, theoretical, critical and cultural reference points
- 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

Intellectual Skills

- 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

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 |
|--------------------|--|---------------|
| UAAAWQ-30-0 | Academic Skills 2023-24 | 30 |
| UAAAWP-30-0 | Developmental Projects: Building a Creative Identity 2023-24 | 30 |
| UAAAWR-30-0 | Foundation Project 2023-24 | 30 |
| UAAAF-30-0 | Observation and Making 2023-24 | 30 |

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

| Module Code | Module Title | Credit |
|--------------------|--|---------------|
| UADAWA-30-1 | Introduction to Illustration 2024-25 | 30 |
| UADAWE-30-1 | Narrative and Sequence 2024-25 | 30 |
| UADAPT-15-1 | Professional Practice and Work Experience in Illustration 1 2024-25 | 15 |
| UA1APQ-15-1 | Visual Culture 1 2024-25 | 15 |
| UADAWF-30-1 | Visual Essay 2024-25 | 30 |

Year 2 Optional Exchange Modules

If additional credit is needed

| Module Code | Module Title | Credit |
|--------------------|--|---------------|
| UA1ASC-5-1 | Negotiated Presentation 1 2024-25 | 5 |
| UA1ASF-10-1 | Negotiated Presentation with Reflective Statement 1 2024-25 | 10 |

Year 3

The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules

The student must take 105 credits from the modules in Compulsory Modules.

| Module Code | Module Title | Credit |
|--------------------|--------------------------------------|---------------|
| UA1APS-15-2 | Creative Analysis 2025-26 | 15 |
| UADAWD-30-2 | Developing Visual Narratives 2025-26 | 30 |
| UADAWB-30-2 | Process and Practice 2025-26 | 30 |
| UADAWC-30-2 | Word and Image 2025-26 | 30 |

Year 3 Optional Modules

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

| Module Code | Module Title | Credit |
|--------------------|---|---------------|
| UADB3E-15-2 | Collaborate 2025-26 | 15 |
| UADAPY-15-2 | Professional Practice and Work Experience in Illustration 2 2025-26 | 15 |

Year 3 Optional Modules Exchange

Please select from following modules if additional credit is required by the exchange student.

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)

| Module Code | Module Title | Credit |
|--------------------|---|---------------|
| UA1APR-45-2 | International Exchange 2025-26 | 45 |
| UA1ASD-5-2 | Negotiated Presentation 2 2025-26 | 5 |
| UA1ASG-10-2 | Negotiated Presentation with Reflective Statement 2 2025-26 | 10 |
| UA1ASK-15-2 | Professional Practice (international) 2025-26 | 15 |

Year 4

The student must take 120 credits from the modules in Year 4.

Year 4 Compulsory Modules

The student must take 75 credits from the modules in Compulsory Modules.

| Module Code | Module Title | Credit |
|--------------------|--|---------------|
| UADAQ4-60-3 | Extended Study in Illustration 2026-27 | 60 |

| | | |
|-------------|--|----|
| UADAQ5-15-3 | Professional Practice and Work Experience in Illustration 3 2026-27 | 15 |
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Year 4 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

OR

UA1AVJ-30-3

AND

UADNC4-15-3 Preparation for Extended Study in Illustration

| Module Code | Module Title | Credit |
|-------------|---|--------|
| UADAQ3-30-3 | Preparation for Extended Study in Illustration 2026-27 | 30 |
| UADNC4-15-3 | Preparation for Extended Study in Illustration 2026-27 | 15 |
| UA1APT-15-3 | Visual Culture 3 2026-27 | 15 |
| UA1AVJ-30-3 | Visual Culture 3 2026-27 | 30 |

Year 4 Optional Modules Exchange

Modules available if credit is required by the Exchange student.

| Module Code | Module Title | Credit |
|-------------|--|--------|
| UA1ASE-5-3 | Negotiated Presentation 3 2026-27 | 5 |
| UA1ASH-10-3 | Negotiated Presentation with Reflective Statement 3 2026-27 | 10 |

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.