**Programme Specification**

# Illustration {Foundation}[Bower]

Version: 2022-23, v1.0, 31 Jan 2024

## Contents

## 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

**Teaching institutions:** UWE Bristol

**Study abroad:** Yes

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

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

**Professional, statutory or regulatory bodies:** Not applicable

**Modes of delivery:** Full-time

**Entry requirements:**

**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.

**Features of the programme:**

**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

**Assessment strategy:** The assessment strategy has been designed to test the programme learning outcomes. and reflects the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

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

At Level 0 summative assessments Students receive a Pass/ Fail – with written and / or verbal feedback clearly indicating their levels of achievement and areas for further development.

The Pass / Fail Assessment Strategy for Level 0 has been designed to

1. Establish a more authentic and subject appropriate approach to the assessment process, placing greater emphasis on assessment as learning, rather than an assessment of learning – which is more aligned to the iterative nature of creative practice.

2. Establish a less marks driven approach to assessment, particularly during the

early stages of a student's journey will provide students with an opportunity to build confidence and develop individual approaches to iterative practice and creative risk-taking without the perceived pressure / punitive nature of a marks driven culture.

3. Remove the emphasis from final marks, making explicit the role of feedback in students future learning and progression. Greater emphasis on assessment feedback will enable staff and students to establish a broader shared language and understanding of assessment away from the granular detail of marks.

4. Signal a more holistic, inclusive approach to assessment and would align with the University's wider priorities of inclusivity and accessibility.

**Student support:**

**Part B: Programme Structure**

**Year 1**
The student must take 120 credits from the modules in Year 1.

**Year 1 Compulsory Modules A**
The student must take 90 credits from the modules in Compulsory Modules A.

| Module Code | Module Title | Credit |
| --- | --- | --- |
| UAAAWP-30-0 | Developmental Projects: Building a Creative Identity 2022-23 | 30 |
| UAAAWR-30-0 | Foundation Project 2022-23 | 30 |
| UAAAFT-30-0 | Observation and Making 2022-23 | 30 |

**Year 1 Compulsory Modules B**
Students must take 30 credits from the modules in Compulsory Modules B. International students who have not attained IELTS 6 must take UAAAU8-30-0. All other students must take UAAAWQ-30-0.

| Module Code | Module Title | Credit |
|---|---|---|
| UAAAWQ-30-0 | Academic Skills 2022-23 | 30 |
| UAAAU8-30-0 | Academic Skills for International Students 2022-23 | 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 2023-24 | 30 |
| UADAWE-30-1 | Narrative and Sequence 2023-24 | 30 |
| UADAPT-15-1 | Professional Practice and Work Experience in Illustration 1 2023-24 | 15 |
| UA1APQ-15-1 | Visual Culture 1 2023-24 | 15 |
| UADAWF-30-1 | Visual Essay 2023-24 | 30 |

### Year 2 Optional Exchange Modules
If additional credit is needed

| Module Code | Module Title | Credit |
|---|---|---|
| UA1ASC-5-1 | Negotiated Presentation 1 2023-24 | 5 |
| UA1ASF-10-1 | Negotiated Presentation with Reflective Statement 1 2023-24 | 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 | Visual Culture 2 2024-25 | 15 |
| UADAWD-30-2 | Developing Visual Narratives 2024-25 | 30 |
| UADAWB-30-2 | Process and Practice 2024-25 | 30 |
| UADAWC-30-2 | Word and Image 2024-25 | 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 2024-25 | 15 |
| UADAPY-15-2 | Professional Practice and Work Experience in Illustration 2 2024-25 | 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 2024-25 | 45 |
| UA1ASD-5-2 | Negotiated Presentation 2 2024-25 | 5 |
| UA1ASG-10-2 | Negotiated Presentation with Reflective Statement 2 2024-25 | 10 |

| UA1ASK-15-2 | Professional Practice (international) 2024-25 | 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 2025-26 | 60 |
| UADAQ5-15-3 | Professional Practice and Work Experience in Illustration 3 2025-26 | 15 |

## 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 2025-26 | 30 |
| UADNC4-15-3 | Preparation for Extended Study in Illustration 2025-26 | 15 |
| UA1APT-15-3 | Visual Culture 3 2025-26 | 15 |
| UA1AVJ-30-3 | Visual Culture 3 2025-26 | 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 2025-26 | 5 |
| UA1ASH-10-3 | Negotiated Presentation with Reflective Statement 3 2025-26 | 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.