

BA (Hons) Illustration at Hereford College of Arts



UNIVERSITY OF GLOUCESTERSHIRE VALIDATED DEGREE SCHEME Programme Specification

1. Qualification	2. Programme Title
BA (Hons)	Illustration

3. Programme Type
Modularised

4. UCAS Code
Route A: W220 Route B: E220

5. Main Purpose and Distinctive Features of the Programme

Main purpose:

The BA (Hons) Illustration course aims to equip the graduate with the necessary level of advanced skills, knowledge and understanding needed to develop a personal critical practice and gain employment as a professional illustrator within the graphic design, media and communication industries.

Special features:

This course aims to develop creative practitioners who are able to produce innovative outcomes across a range of formats within the traditional and emerging Media Arts industries

Course Aims

The BA (Hons) Illustration Course aims to equip students with the necessary skills, knowledge and understanding needed to enter the profession

It will do this by providing students with opportunities to develop and demonstrate:

1. The development of an individual direction for advanced personal practice informed by theoretical and critical understanding.
2. The ability to undertake critical analysis and demonstrate an informed understanding of theoretical, historical and critical debates.
3. Development of a range of oral and written communication skills and the ability to work effectively in a group.
4. Further development of a range of advanced skills from which the student will be able to make an independent and informed selection, acting autonomously with minimal direction within agreed guidelines.
5. Awareness of personal responsibility and professional codes of conduct within contemporary illustration practice, and the ability to incorporate a critical ethical dimension into a major body of work.

Learning Outcomes

Students graduating with a BA (Hons) Illustration will be able to:

1. Demonstrate that they have developed an individual direction for advanced personal practice in illustration, informed by theoretical and critical understanding.
2. Show that they can undertake critical analysis and evaluation and can demonstrate an informed understanding of theoretical, historical and critical debates in relation to illustration.
3. Show that they have acquired a range of oral and written communication skills.
4. Demonstrate development of a range of advanced skills from which they will be able to make an independent and informed selection, acting autonomously with minimal direction within agreed guidelines.
5. Demonstrate awareness of personal responsibility and professional codes of conduct within contemporary illustration practice, and the ability to incorporate a critical ethical dimension into a major body or bodies of work.

6. What a Graduate should know and be able to do on Completion of the Programme

To gain the qualification the student will have demonstrated i) subject knowledge and understanding ii) cognitive skills iii) discipline-related practical and professional skills and iv) other general skills and capabilities specified in the learning outcomes for modules within the programme.

<p>i) Knowledge and understanding in the context of the subject</p> <ul style="list-style-type: none"> • Demonstrate a good understanding of visual language and creative principles and be able to apply this knowledge appropriately and with confidence. • Demonstrate a good understanding of a range of historical and contextual issues specific to the specialist subject. 	<p>ii) Cognitive skills</p> <ul style="list-style-type: none"> • Generate a range of appropriate responses to a diverse range of subject specific creative problems. • Use a range of ideas generating techniques appropriately. • Gather and analyse information using a variety of sources and references. • Construct informed opinions about subject specific contextual issues. 	<p>iii) Subject-specific practical/professional skills</p> <ul style="list-style-type: none"> • Use the creative process appropriately and effectively in a variety of subject specific situations. • Use visual language in order to communicate appropriately in a variety of situations, to a range of different audiences. • Use a range of subject specific software and hardware devices confidently and appropriately • Demonstrate an understanding of a range of reproduction techniques/technological implications appropriate to the specialist area. 	<p>iv) General/transferrable skills</p> <ul style="list-style-type: none"> • The ability to communicate clearly and effectively in a range of different professional situations. • The ability to work both individually with minimal supervision. • The ability to complete work using a limited financial budget, and to a deadline. • Use a range of hardware and software devices confidently and appropriately. • Evaluate their own strengths and weaknesses and make informed judgements on how to improve them further.
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7. Qualities, Skills and Capabilities Profile

The educational and training goals of the programme seek to promote and demonstrate the following qualities, skills, capabilities and values in the student:

A. Intellectual

- The ability to analyse, develop, design, produce and evaluate creative responses to visual and subject specific problems.
- The ability to research, analyse, contextualise and produce informed responses and opinions about a range of historical and contextual issues.
- The ability to think laterally and use a variety of ideas generating techniques appropriately.

B. Practical

- The ability to design, produce and present illustration work to professional standards.
- The ability to produce creative outcomes using a range of industry standard software and hardware devices.
- The ability to use a diverse range of subject specific materials, techniques and processes to produce creative outcomes.

C. Personal and Social

- The ability to work effectively as an individual.
- The ability to present information clearly and effectively to a range of different audiences.
- The ability to plan, prioritize and work effectively to a deadline.
- The ability to understand and follow subject specific health and safety guidelines.
- The ability to understand and follow subject specific legal, moral and ethical guidelines, including equal opportunities.
- The ability to research, analyse, understand and make informed judgements about a number of contextual issues.

8. Main Subjects, Levels, Credits and Qualifications

Level 1

Cultural Studies 1	20 credits
Media Arts Discourse	20 credits
Introduction to Creative Practice	20 credits
Drawing Methodologies	20 credits
Narrative & Sequence	20 credits
Creative Imagemaking	20 credits

Successful completion of 120 credits resulting in the award of Certificate of Higher Education and progression to level 2

Level 2

Cultural Studies 2	20 credits
Discourse & Professional Studies	20 credits
Personal Identity	20 credits
Book Arts	20 credits
Illustration Application	20 credits
Illustration Futures	20 credits

Successful completion of 120 credits resulting in the award of Diploma of Higher Education and progression to level 3

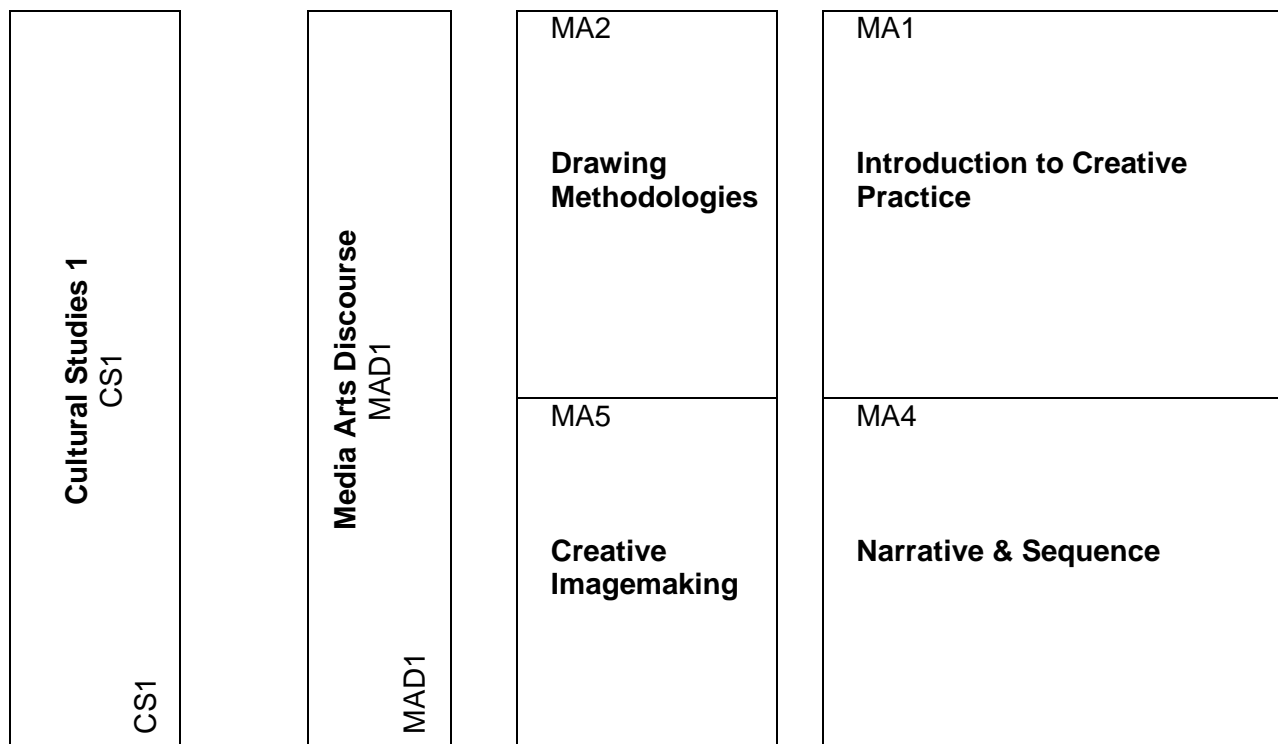
Level 3

Dissertation	30 credits
Final Major Project	40 credits
External Project	30 credits
Final Major Presentation	20 credits

Successful completion of 120 credits resulting in the award of BA (Hons) Illustration

BA(Hons)Illustration Full-Time Structure

Level 1



Level 2

Cultural Studies 2
CS2

Specialist & Professional Discourse
D2

MA8

Personal Identity

MA14

Illustration Applications

MA11

Book Arts

MA21

Illustration Futures

Level 3

Dissertation
CS3

MA18

Final Major Project

MA19

External Project

MA20

Final Major Presentation

9. Assessment

i) Main Features of the Programme's Overall Assessment Scheme

Assessment is both formative and summative, and is continually applied within the course structure.

ii) Methods of Assessment

Project based design work
Presentations in seminar
Written essays
Research folders