

Module Code:	ARD540
---------------------	--------

Module Title:	Picture Books
----------------------	---------------

Level:	5	Credit Value:	20
---------------	---	----------------------	----

Cost Centre(s):	GADC	<u>JACS3</u> code:	W800
		<u>HECoS</u> code:	100046

Faculty:	Arts, Science and Technology	Module Leader:	Sue Thornton
-----------------	------------------------------	-----------------------	--------------

Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (hons) / MDes Children's Books	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval:

Version no:

With effect from:

Date and details of revision:

Version no:

Module Aims

- To enable students to develop skills in the creation of sequential art and visual storytelling for children.
- To enable students to develop an individual creative process.
- To require professional standards in the presentation of their work.
- To encourage critical self-evaluation of the student's work.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem-solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

1	Demonstrate an understanding of markets and varied genre within children's publishing.	KS1	
		KS5	
		KS9	
2	Identify factors that influence written and visual content of children's books within different age categories.	KS1	KS7
		KS5	
		KS6	
3	Demonstrate exploration and critical self-evaluation of visual storytelling, through verse, fiction and non-fiction.	KS1	KS8
		KS2	
		KS3	

Transferable skills and other attributes

- ability to manage an independent workload
- organise and collate information from a broad range of resources
- contribute proactively to group critique and discussion
- note-taking; recording, referring and responding to information

Derogations

None.

Assessment:

Indicative Assessment Tasks:

Students will be required to produce coursework in response to set assignments that demonstrates the student's ability in the writing, design and production of children's books.

Students will be expected to synthesise their illustrative style, creative writing skills, design fundamentals and their visual storytelling skills to create illustrated narratives that are suitable for identified genres, audiences or purposes to a professional standard.

Critical self-evaluation and the organisation and presentation of material will also be assessed.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Coursework	100%		

Learning and Teaching Strategies:

- Contextualising information expanding upon the methods of creation and production of picture books for children will be delivered as demonstrations and keynote lectures.
- Workshops and technical demonstrations will enable students to broaden the range of their technical ability, traditionally and digitally.
- Tutorial guidance, group critique and student seminars will form the basis of the conceptual development and understanding of the student.

Syllabus outline:

Students will be required to identify a genre, audience or purpose within the children's book industry and adapt or create an appropriate visual narrative and means of stylistic illustrative representation. They will be challenged to expand upon their ability to plan and sequence text and image in the communication of their story.

Workshops and technical demonstrations will be offered in design and publishing software, layout, composition and perspective, typography, colour, character design, media and production techniques.

Students will be required to critically self-evaluate their work for the duration of this module.

Indicative Bibliography: [43.97](#)**Essential reading**

Coppard, Y. & Newbery, L., 2013. *Writing Children's Fiction: a writers' and artists' companion*. London: Bloomsbury Academic.

Not in stock, £17.99

McCannon, D., Thornton, S. & Williams, Y., 2008. *The Encyclopedia Of Writing And Illustrating Children's Books*. Philadelphia: Running Press.

3 copies in stock

Other indicative reading

Alphin, E.M., 2000. *Creating Characters Kids Will Love* US: F & W Publications

Not in stock, 15.99

Jordan, L., 2010. *How to Write for Children and Get Published* UK: Paitkus.

Not in stock, 9.99

Online

[Society of Children's Book Writers and Illustrators](#)