

<b>Module Code:</b>	ARD537
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<b>Module Title:</b>	Conceptual Illustration
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<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GADC	<u>JACS3</u> code:	W220
		<u>HECoS</u> code:	100062

<b>Faculty:</b>	Arts, Science and Technology	<b>Module Leader:</b>	Yadzia Williams
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

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

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 01/05/2018

Version no: 1

With effect from: 01/09/2019

Date and details of revision:

Version no:

**Module Aims**

- To extend illustrative practice through a variety of media.
- To enable students to develop a conceptual approach to illustrative tasks.
- To encourage the development of an individual illustrative style.

**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

At the end of this module, students will be able to		Key Skills	
1	Demonstrate their ability to visually communicate complex concepts.	KS1	
		KS3	
		KS9	
2	Apply research and creative processes in the development of illustrative work.	KS4	
		KS6	
3	Demonstrate expanded use of media and techniques.	KS1	
		KS3	

**Transferable skills and other attributes**

- ability manage an independent workload
- contribute proactively to group critique
- communication skills
- note-taking; recording, referring and responding to information

**Derogations**

None.

**Assessment:**

## Indicative Assessment Tasks:

Students will produce coursework demonstrating their ability to illustrate complex concepts. This coursework will include research and development of visual problem-solving approaches. The student will undertake an exploratory process into expanded uses of a variety of media and techniques in the production of final artwork.

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 for this module will be delivered as a keynote lecture/s.
- Workshops and demonstrations will provide skills in the use of technical equipment and enable experimentation and development.
- Group critique and student seminars will enable the student to appreciate the similarities, divergences and application of a range of illustrative styles.
- Tutorial guidance, will underpin of the personal conceptual development and understanding of the student.

**Syllabus outline:**

Students will produce work in response to assignments that require the application of lateral thought, problem solving and artistic exploration. Students will be introduced to the role of the illustrator in the communication of complex information using visual means.

Assignments will be designed to challenge the student to creatively respond to text, contemporary issues and current events. Students will be encouraged to explore non-figurative, abstract, interpretive or metaphorical responses in their illustration work.

Students will be expected to expand upon their existing illustrative skills with the inclusion of a variety of media and techniques including the production of digital artwork, printmaking, traditional media and hybrid media.

<b>Indicative Bibliography:</b>
<b>Essential reading</b>
Brazell, D. & Davies, J., 2014. <i>Understanding Illustration</i> . London: Bloomsbury Visual Arts. Male, A., 2017. <i>Illustration: a theoretical and contextual perspective</i> . 2nd ed. London: Bloomsbury Visual Arts. Wigan, M., 2014. <i>Thinking Visually For Illustrators</i> . Second edition. ed. NewYork: Fairchild Books.
<b>Other indicative reading</b>
<i>Varoom (Association of Illustrators periodical)</i>