

Module specification

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Module code	ARD562
Module title	Design Project: Illustration
Level	5
Credit value	40
Faculty	FAST
HECoS Code	100048 - Design
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Illustration	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	20hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	40 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	60 hrs
Placement / work-based learning	0 hrs
Guided independent study	340 hrs
Module duration (total hours)	400 hrs

For office use only	
Initial approval date	16/05/2022
With effect from date	September 2023
Date and details of revision	
Version number	1

Module aims

The module aims to allow students the opportunity to review prior knowledge and theories in their specialism and build upon these further. The module aims to develop and enhance technical and practical skills through application and practice.

The module is an opportunity for students to recognise areas within illustration they may choose to specialise in at level 6. The module will enhance skills and bridge any gaps in knowledge to progress further into their specialist area at level 6.

The module will also:

- Focus on techniques used in illustration and image creation for print and screen.
- Develop technical design, pre-production and production expertise and techniques in relation to the subject matter being explored.
- Students will demonstrate knowledge of the theories and techniques in relation to the creation of a finished illustrations.
- Encourage the production of original images using the relevant theories in narrative and visual storytelling.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Provide evidence of planning and visual research for a set project output.
2	Demonstrate and document the ability to adapt, refine and edit illustrations in relation to a target audience/market.
3	Demonstrate technical ability in the production of illustrations and visual storytelling.
4	Provide evidence of a completed series of illustrations to a set project brief.
5	Reflect and analyse the process and final outcomes with reference to established theory and practice.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Students will produce coursework responding to an Illustration brief that demonstrates their ability to identify, develop and exhibit their ability in the writing, design, and production of illustrations. Students will be expected to synthesise their illustrative style, incorporate the

design fundamentals, and enhance their visual storytelling skills to create final outcomes. Students will submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,5	Coursework	100%

Derogations

None

Learning and Teaching Strategies

The strategies that will be used for the delivery of this module are as follows:

- Didactic elements such as lectures will be delivered to equip the student with the relevant theories and technical skills early in the module.
- Students will develop skills in, planning, and narrative sequencing to apply in the production of illustrations.
- Assignments will encourage students to respond creatively in applying theories and skills.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development

In line with the **Active Learning Framework (ALF)** this module will utilise the VLE to compliment the learning experience. Content will be available for students to access both synchronously and asynchronously and include a blended approach to delivery. This may include first- and third-party tutorials and videos, supporting files, online activities and any additional content that support their learning.

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions encouraging the student to work efficiently to deadlines.

- Idea generation and problem solving.
- Planning and design workflow.
- Development and refinement.
- Technical skill development.
- Exploring formats for Illustrations.

- Critical reflection and evaluation.
- Coursework and portfolio presentation skills.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Rees, D. (2014), *How to be an illustrator*. 2nd ed. London: Laurence King Publishing.

Other indicative reading

Bang, M. (2016), *Picture This*. San Francisco: Chronicle Books LLC.

Congdon, L. (2019), *Find your artistic voice*. San Francisco: Chronicle books.

Phillippa, B. (2020), *How to be a children's book illustrator*. Worcester: 3DTotal Publishing.

Employability skills – the Glyndŵr Graduate

Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication