Module specification

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Module code	ARD632
Module title	Specialist Project: Illustration
Level	6
Credit value	40
Faculty	FAST
HECoS Code	100060 – Graphic Arts
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	8 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	40 hrs
Total active learning and teaching hours	**48 hrs**
Placement / work-based learning	0 hrs
Guided independent study	352 hrs
Module duration (total hours)	**400 hrs**

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Initial approval date	16/05/2022
With effect from date	September 2024
Date and details of revision	
Version number	1

Module aims

This module aims to provide students with the opportunity to review prior knowledge and theories in their specialism and build upon their employability. This module also aims to develop and enhance technical and practical skills through application and practice.

This is an opportunity for students to specialise based on their chosen career path. The module will enhance skills, bridge any gaps in knowledge, and create portfolio ready artwork that will aide in securing employment.

The module will also:

- Focus on techniques used in the creation of images.
- Advance technical design, pre-production and production expertise and techniques in relation to the specialist area being explored.
- Enable the students to exhibit advanced knowledge of the theories and techniques in relation to the creation of a finished artwork.
- Produce industry standard communicative elements with informative purposes within illustration.

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

1	Demonstrate autonomous time management and professional planning within the illustration sector.
2	Apply advanced knowledge of theories, techniques, technical and production skills utilised in the development of artwork.
3	Compose a series of improved versions of work motivated by critical self-reflection identifying refinement.
4	Produce portfolio ready illustrative artwork.
5	Demonstrate the ability to critically self-evaluate with contextual reference to established theory, practice, and industry positioning.

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 that demonstrates their ability to identify, develop and apply techniques and theories in the production of illustrated images, whilst being aware of their time keeping working to deadlines. Students will need to document their progress through the

module providing annotations of critical reflections. 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.
- 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 supervision sessions encouraging the students to work efficiently to deadlines.

- Idea generation and problem solving.
- Planning and design workflow.
- Development and refinement.
- Technical skill development.
- Preparing work for publication.
- 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

Brazell, D. and Davies, J. (2017), *Becoming a Successful illustrator*. 2nd ed. London: Bloomsbury Visual Arts

Other indicative reading

Brazell, D. and Davies, J. (2011), *Making Great Illustration*. London: A & C Black.

Fig, T. (2013), *How to Create a Portfolio & Get Hired*. 2nd ed. London: Laurence King Publishing.

Publishing, B. (2021), *Children's Writers' & Artists' Yearbook 2022*. 18th ed. London: Bloomsbury Yearbooks.

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