BA ILLUSTRATION

Programme Specification

1. Programme title	BA Illustration BA Illustration with Foundation
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification	BA Hons Illustration DipHE Illustration CertHE Illustration
6. Year of validation **Year of amendment**	2018/19
7. Language of study	English
8. Mode of study	Full

9. Criteria for admission to the programme

See the University Guide and Regulations for general criteria for admissions to the University.

The normal academic qualification for entry to level one of the programme are:
2 subjects passed at A level and 5 subjects passed at GCSE or equivalent qualifications or prior experience. In addition, students joining level one of the programme are normally admitted following a Foundation Course, or relevant BTEC National Diploma Course and interview with portfolio

Direct entry applicants for level two should have a Higher National Diploma in an appropriate subject or a level one certificate from another BA programme in an appropriate subject.

Sufficient command of the English language – those applicants for whom English is not the first language must demonstrate evidence of attainment by an IELTS overall score of 6.0 or higher (with

no component achieving less than 5.5), or equivalent. Applicants with less than 5.5 in any component score are strongly recommended to undertake the University's Pre-sessional English Language Course.

Mature students (over 21 years of age at the time of admission) without formal qualifications are eligible to apply if they can provide satisfactory evidence of their ability to undertake the Programme.

10. Aims of the programme

The programme aims to:

- provide students with the ability to identify and analyse visual communication problems, and to formulate imaginative, appropriate and effective visual responses to such problems
- establish the creative concerns and abilities of the individual and cultivate professional awareness and a critical understanding of external and ethical issues
- develop an ability to articulate ideas and processes through the use of argument, discussion and evaluation, managing time and working effectively independently or in a groups
- develop a knowledge and understanding of materials, processes and technologies appropriate to the creation, presentation and reproduction of illustration.
- establish an understanding of the historical, social and economic context within which the professional illustrator works

11. Programme outcomes

A. Knowledge and understanding
On completion of this programme the successful student will have a knowledge and understanding of:

1. the creative process of visual communication: definition, research, development of solutions, presentation and the evaluation of outcomes

2. the extent and diversity of contemporary professional practice and the employment opportunities available, the potential for and management of career development

3. the relevance and significance of social and historical contexts in which illustration operates

Teaching/learning methods

Students gain knowledge and understanding through: lectures, seminars, individual research, critical essays and practical coursework assignments, tutor and guest lectures demonstrations by lecturers and technical staff.

Assessment Methods

Students' knowledge and understanding is assessed by: written coursework, practical coursework assignments, group presentations to peers, portfolio presentations, completed projects, written assignments.

4. initiate projects and explore areas of work	
B. Skills On completion of this programme the successful student will be able to: 1. identify, analyse and define illustration problems 2. develop imaginative and individual creative solutions to communication assignments through a structured process 3. use relevant criteria to analyse, discuss and evaluate own and others' creative decisions 4. use a variety of media and reprographic processes appropriate to the presentation and reproduction of illustration. 5. use image to effectively and imaginatively communicate information, ideas and arguments to a professional standard 6. realise and prepare illustrative solutions for presentation and production through a variety of processes 7. be conversant with a wide range of traditional and digital processes in illustration. 8. operate competently, creatively and to industry standards in chosen specialist workshop areas e.g. printmaking, animation and 3D workshops	**Teaching/learning methods** Students learn cognitive skills through: seminars, presentations to larger groups, tutorials, participation in self and peer assessment including providing written and verbal feedback, strategies for solving visual communication problems. **Assessment Method** Students' cognitive skills are assessed by coursework, original practical coursework assessed against established outcomes and criteria, written and oral presentations to peer groups and written reports in support of practical work.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The **BA Hons Illustration** degree is a studio based programme, which looks specifically at Illustration as a profession and focuses on preparing graduates to work within the industry. The programme runs alongside Graphic Design, Photography, Animation and 3D Animation and Games within the curriculum group (Visual Arts) as well as the range of related programmes in the Faculty and the University. The programme is studied over 3 years (full time) each year has 24 teaching weeks followed by period of assessment. The honours degree requires a total of 360 credits, 120 credits achieved at each of levels four, five and six

Full-time Mode
At Level 4 students take one year long 120 credit module. Within this structure the possibilities of the subject are mapped out in a series of assignments that include understanding visual interpretative techniques from a text or other source, the use of metaphor and symbols, self authorship, reportage and the application of visual theories and conventions. Inductions to workshop areas (e.g. print-making, bookbinding and animation) are combined with observational and life drawing to identify and develop an individual visual vocabulary. This module also introduces

students to contextual studies and the history of illustration, visual communication and art and design.

At Level 5 the curriculum continues the development of general subject knowledge with an emphasis on experiment and exploration aimed at developing fluency in visual language. Students take two 60 credit modules, one subject specific core module concentrating on a personal exploration of image making and possible specialisations. observational and life drawing activities, are geared to support this process. The second module explores workshop processes such as animation and printmaking and combines this with an investigation of professional collaborative practices and collectives alongside relevant contextual and ethical issues surrounding the subject. There are opportunities for students to establish work placements in this module and overseas exchanges with other institutions.

At level 6 students take two 60 credit modules within Illustration. The Illustration: Major Project & Portfolio module aims to establish confidence in independent analysis through a series of diagnostic projects designed to identify strengths and weaknesses in preparation for the self initiated final major project in the latter at of the third year. There is an emphasis on time management and multi tasking skills alongside an understanding of professional standards and employers' expectations within the creative industries. The module culminates in an exhibition and portfolio of work produced to a professional standard. The second module concentrates on employability and professional practice through participation in industry relevant competitions, collectives and collaborations, self-authorship, and self-promotion via a traditional portfolio and relevant online digital formats. Alongside this is a critical and contextual Research Project reflecting on related or non related issues currently concerning the creative industries, encouraging students to be aware of the contextual and ethical issues relevant to today's practitioners.

12.2 Levels and modules		
Level 4 (1)		
COMPULSORY	**OPTIONAL**	**PROGRESSION REQUIREMENTS**
Students must take all of the following: ILN1000	N/A	subject to successful completion of the module.
Level 5 (2)		
COMPULSORY	**OPTIONAL**	**PROGRESSION REQUIREMENTS**
Students must take all of the following: ILN2000 ILN2001	N/A	subject to successful completion of the modules.

Level 6 (3)		
COMPULSORY	**OPTIONAL**	**PROGRESSION REQUIREMENTS**
Students must take all of the following: ILN3000 ILN3001	N/A	subject to successful completion of the modules.

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
Level 4	ILN1000
Level 5	ILN2000, ILN2001
Level 6	ILN3000, ILN3001

13. Curriculum map
See attached.

14. Information about assessment regulations
Please refer to the Middlesex University Regulations at http://www.mdx.ac.uk/regulations or the Your Study pages on UniHub: http://www.unihub.mdx.ac.uk Self-deferral is not allowed on any of the modules – students seeking to defer must consult the Progression and Support Advisors.

15. Placement opportunities, requirements and support (if applicable)
Due to the nature of illustration as a profession, formal placements are not part of the programme however, there are opportunities for students to seek suitable work placements at Level 5 in ILN2000 and ILN2001 and students are encouraged to find appropriate opportunities and short term work experience offered by outside organizations. The suitability and benefits of the placement are discussed and agreed by programme staff.

16. Future careers (if applicable)

The programme supports graduates' future career development through the attainment of professional practice skills through industry relevant project briefs, attendance at professional lectures and presentations, the opportunity to work on 'live' briefs and enter international illustration competitions, participation in several exhibitions and the graduate degree show, traditional portfolio preparation and use of relevant digital and online web formats.

17. Particular support for learning (if applicable)

- Dedicated studio (with access for disabled students) and computer facilities.
- Knowledgeable GAA's (Graduate Academic Assistants) who assist staff and students and enhance the studio learning environment
- A range of workshops and technical staff and facilities provide the technical input for the realization of any studio-based materials required for the research projects.
- Superb technical facilities including Digital Media workshops, Printmaking Workshops, Life Drawing studios, 3D, Laser and Ceramics workshops
- Loan store with an extensive range of equipment: Cameras Wacom Tablets, Light boxes etc. (This is a free service).
- Students supported in their learning by staff in LR (Learning Resources) in addition to the academic and technical staff within the programme. Library facilities and resources, including specialist books, journals, videos, DVDs, slides, special collections, and computer programmes. There is a fine collection of Illustration books, journals and videos/DVDs of recorded programmes on the work of Illustrators and Designers.
- Subject-dedicated librarian
- Cultural field trip to Europe or North America
- Graduate exhibition in a public venue
- Professional International competitions
- The Middlesex Illustration programme is affiliated to the Association of Illustrators (AOI). Students have access to advice and publications at reduced prices.

18. JACS code (or other relevant coding system)	W220
19. Relevant QAA subject benchmark group(s)	Art and Design February 2017

20. Reference points

The following reference points were used in devising the programme

- Middlesex University Regulations – http://www.mdx.ac.uk/regulations/
- Middlesex University Corporate Plan
- QAA National Qualifications Framework
- Subject Benchmark Statement AR 055 3/2002 – Art & Design
- Student, Staff, External Examiners and Graduate' feedback and comments from previous undergraduate programmes

21. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

CURRICULUM MAP FOR BA ILLUSTRATION

This section shows the highest level at which programme outcomes are to be achieved by all graduates and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding	
A1	the creative process of visual communication: definition, research, development of solutions, presentation and the evaluation of outcomes
A2	the extent and diversity of contemporary professional practice and the employment opportunities available, the potential for and management of career development
A3	the relevance and significance of social and historical contexts in which illustration operates
A4	initiate projects and explore areas of work
Skills	
B1	identify, analyse and define illustration problems
B2	develop imaginative and individual creative solutions to communication assignments through a structured process
B3	use relevant criteria to analyse, discuss and evaluate own and others' creative decisions
B4	use a variety of media and reprographic processes appropriate to the presentation and reproduction of illustration.
B5	use image to effectively and imaginatively communicate information, ideas and arguments to a professional standard
B6	realise and prepare illustrative solutions for presentation and production through a variety of processes
B7	be conversant with a wide range of traditional and digital processes in illustration.
B8	operate competently, creatively and to industry standards in chosen specialist workshop areas e.g. printmaking, animation and 3D workshops

Programme outcomes											
A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8
Highest level achieved by all graduates											
6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module by Level	Programme outcomes											
		A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8
Introduction to Illustration	ILN1000	X		X		X	X	X			X		
Illustration Practice	ILN2000	X		X	X	X	X	X	X		X	X	
Illustration: Collaborations, Collectives, Research & Professional Development	ILN2001	X	X	X	X	X	X	X	X		X		
Illustration: Major Project & Portfolio	ILN3000	X			X	X	X	X	X	X	X	X	X
Illustration: Professional Practice &	ILN3001		X	X		X	X	X		X	X		X