

Course Specification

Course Summary Information			
1	Course Title		BA (Hons) Illustration
2	BCU Course Code	UCAS Code	US0789 W220
3	Awarding Institution		
4	Teaching Institution(s) (if different from point 3)		
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)		

6	Course Description
	<p>Our BA (Hons) Illustration degree course aims to give those with a passion for image making and illustration the skills they need to capture and communicate ideas through pictures. We celebrate the challenge of finding your individual visual voice through experimenting, risk taking and critical reflection. You will also explore how your work can be applied across a wide range of contexts, from commercial work to personally-driven projects.</p> <p>This course provides an opportunity to development a wide range of transferable skills and design process knowledge that is highly desirable to employers.</p> <p>What's covered in the course?</p> <p>Our challenging and exciting Illustration course will help you develop new skills and different ways of thinking, enabling you to find your own individual, visual voice and prepare you for the ever-changing creative industry.</p> <p>The course celebrates the synthesis between illustration and all the other visual communication subject disciplines, leading to the development of strong student collaborations that again aims to reflect industry practice.</p> <p>We support a lively creative community, encouraging the value of peer learning. This learning is supplemented by an integrated workshop programme that provides the opportunity to work alongside, and be informed by, industry experts from a wide range of disciplines.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Illustration	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Illustration	4	120
	Diploma of Higher Education Illustration	5	240
	Bachelor of Arts Illustration	6	300

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns		
Mode(s) of Study	Location	Duration of Study	Code
Full-time	City Centre	3 years	US0789
Professional Placement Year	City Centre	4 years	US1348

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ , or may be found by searching for the course entry profile located on the UCAS website .

11	Course Learning Outcomes
	Knowledge & Understanding
1	Describe and evaluate the critical, contextual and historical dimensions of illustration practice.
2	Develop a high level of technical and practical skills in analogue and digital image making and be able to creatively apply these.
3	Undertake research into illustration practice and its contexts, through the use of creative experimentation, academic rigour and critical analysis.
4	Develop multiple skills for employability and be working at a professional standard.
	Cognitive & Intellectual Skills
5	The ability to source and apply research and to develop and articulate ideas in practical, written and verbal forms.
6	Demonstrate critical and reflective analysis of their own practice and the work of appropriate illustration practitioners.
7	Demonstrate creative thinking skills and different approaches to solving problems.
8	Review, consolidate, and apply their knowledge in accordance with theories, discourse and concepts of illustration.
	Practical & Professional Skills
9	Generate a range of potential ideas and visual developments and apply this to the production of creative work.
10	Apply appropriate practical and technical knowledge through a wide range of materials, tools, technologies and approaches to illustration.
11	Explore the benefits of risk-taking, iterative failure and the possibilities found within innovative forms of cross-disciplinary activities.
12	Synthesise theory and practice towards personal career ambitions and reflect upon their position within illustration and related disciplines.
	Key Transferable Skills
13	Manage own learning, including self-evaluation through reflection and take action that results in self-development.
14	Employ negotiation, enterprise, planning, exhibition and presentation skills to a professional standard.
15	Communicate ideas, information, problems and solutions in visual, written and oral forms.

16	Work effectively and efficiently, either autonomously or collaboratively.
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12	Course Requirements
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12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>VIS4025</td> <td>Introduction to Visual Communication</td> <td>20</td> </tr> <tr> <td>VIS4052</td> <td>Principles and Practice of Illustration</td> <td>40</td> </tr> <tr> <td>VIS4045</td> <td>Enterprise of Illustration</td> <td>20</td> </tr> <tr> <td>VIS4041</td> <td>Discourse</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>VIS4038</td> <td>Narrative (Space and Place)</td> <td>20</td> </tr> <tr> <td>VIS4040</td> <td>Narrative (Time and Sequence)</td> <td>20</td> </tr> <tr> <td>VIS4037</td> <td>Narrative (Sound and Movement)</td> <td>20</td> </tr> <tr> <td>VIS4039</td> <td>Narrative (Text and Image)</td> <td>20</td> </tr> <tr> <td>VIS4036</td> <td>Narrative (People and Identity)</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>VIS5038</td> <td>Context of Illustration</td> <td>40</td> </tr> <tr> <td>VIS5041</td> <td>Identifying Direction</td> <td>40</td> </tr> <tr> <td>ADM5001</td> <td>Live Project</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM5000</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>ADM5006</td> <td>Collaborative Practice</td> <td>20</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	VIS4025	Introduction to Visual Communication	20	VIS4052	Principles and Practice of Illustration	40	VIS4045	Enterprise of Illustration	20	VIS4041	Discourse	20	Module Code	Module Name	Credit Value	VIS4038	Narrative (Space and Place)	20	VIS4040	Narrative (Time and Sequence)	20	VIS4037	Narrative (Sound and Movement)	20	VIS4039	Narrative (Text and Image)	20	VIS4036	Narrative (People and Identity)	20	Module Code	Module Name	Credit Value	VIS5038	Context of Illustration	40	VIS5041	Identifying Direction	40	ADM5001	Live Project	20	Module Code	Module Name	Credit Value	ADM5000	Work Placement	20	ADM5006	Collaborative Practice	20
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Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
VIS6037	Critical Practice	60
VIS6039	Major Project	60

12b Structure Diagram

Level 4

SEMESTER ONE	SEMESTER TWO
Core <ul style="list-style-type: none"> • Introduction to Visual Communication (20 credits) • Principles and Practice of Illustration (40 credits) 	Core <ul style="list-style-type: none"> • Enterprise of Illustration (20 credits) • Discourse (20 credits)
Optional <ul style="list-style-type: none"> • No optional modules 	Optional <ul style="list-style-type: none"> • Narrative (Space and Place) (20 credits) • Narrative (Time and Sequence) (20 credits) • Narrative (Sound and Movement) (20 credits) • Narrative (Text and Image) (20 credits) • Narrative (People and Identity) (20 credits)

Level 5

Core <ul style="list-style-type: none"> • Context of Illustration (40 credits) • Live Project (20 credits) 	Core <ul style="list-style-type: none"> • Identifying Direction (40 credits)
Optional <ul style="list-style-type: none"> • No Optional Modules this Semester 	Optional <ul style="list-style-type: none"> • Work Placement (20 credits) • Collaborative Practice (20 credits)

Level 6

Core <ul style="list-style-type: none"> • Critical Practice (60 credits) 	Core <ul style="list-style-type: none"> • Major Project (60 credits)
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13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Delete years where applicable.

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	257
Directed Learning	703
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	201
Directed Learning	759
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	
In-Person	34%

Level 6**Workload****% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	89.5
Directed Learning	870.5
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	