Module Code:	ARD535

Module Title:	Illustration in Action

Level:	5	Credit Value:	20

Cost Centre(s):	GADC	JACS3 code: HECoS code:	W220 100062

Faculty:	Arts, Science and Technology	Module Leader:	Yadzia Williams

Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) / MDes Illustration	✓	☐

Pre-requisites
None

Module Aims

- To introduce the student to the challenges of creating illustrative work for specific purposes; for editorial, advertising, packaging and for publishing.
- To require professional standards in the presentation of their work.
- To encourage critical self-evaluation of the student's work.

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	
1	Work creatively within constraint.	KS1	
		KS3	
		KS9	
2	Adapt creative processes to meet technical requirements.	KS3	
		KS4	
		KS9	
3	Understand the variety of applications for illustrative work.	KS6	
		KS8	
		KS9	

Transferable skills and other attributes

- ability manage an independent workload
- contribute proactively to group critique
- Understanding the requirements of an audience
- note-taking; recording, referring and responding to information

Derogations

None.

Assessment:

Indicative Assessment Tasks:

Students will produce coursework that demonstrates the student's ability to adapt their illustrative work within the constraints of set assignments.

Students will be expected to synthesise their illustrative style, design fundamentals and the requirements and constraints of the brief to creative Illustration work to a professional standard.

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 technical demonstrations will introduce the student to practical and technical skills.
- Group critique and student seminars will enable the students to gain a greater appreciation of the breadth of approaches to the creation of comic art.
- Tutorial guidance will underpin of the conceptual development and understanding of the student.

Syllabus outline:

Students will produce coursework that meets the restrictions and standards of specific areas in which the students may eventually be employed; editorial illustration, packaging, advertising and publishing for example.

Assignments will be designed to challenge the student to work creatively within the constraints of the industry and to produce work at a professional standard.

Where appropriate, students will be introduced to the collaborative relationship between the illustrator and other practitioners in the creative industries, and the roles each undertakes in the completion of creative projects.

The student will be required to consider as part of their coursework design and publishing software, layout & composition, formal and expressive typography, colour, character design, media and production techniques.

Students will be required to critically self-evaluate their work for the duration of this module.

Indicative Bibliography:
Essential reading
Rees, D., 2014. *How To Be An Illustrator*. 2nd edn. London: Laurence King Publishing. Taylor, F., 2010. *How To Create A Portfolio & Get Hired: a guide for graphic designers and illustrators.* London: Laurence King. Zeegen, L. & Fenton, L., 2012. *The Fundamentals Of Illustration*. 2nd ed. / ed. Lausanne, Switzerland: AVA Publishing.
Other indicative reading
 InDesign tutorials. Photoshop CC tutorials.