

## Course Specification

| Course Summary Information |   |                  |                            |
|----------------------------|---|------------------|----------------------------|
| 1                          | <b>Course Title</b>   |                  | BA (Hons) Illustration     |
| 2                          | <b>BCU Course Code</b>  | <b>UCAS Code</b> | US0789 W220                |
| 3                          | <b>Awarding Institution</b>   |                  | Birmingham City University |
| 4                          | <b>Teaching Institution(s)</b><br>(if different from point 3)                         |                  |                            |
| 5                          | <b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable) |                  | Creative Skillset          |

|   |  |
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| 6 | <b>Course Description</b>  |
|   | <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><b>What's covered in the course?</b></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>All of this, combined with our innovative course structure, has led to us being recognised by Creative Skillset. This award recognises that we are a centre of excellence, teaching 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             |

|          |   |
|----------|---|
| <b>8</b> | <b>Derogation from the University Regulations</b> |
|          | Not applicable                                    |

|                         |                          |                          |             |
|-------------------------|--------------------------|--------------------------|-------------|
| <b>9</b>                | <b>Delivery Patterns</b> |                          |             |
| <b>Mode(s) of Study</b> | <b>Location</b>          | <b>Duration of Study</b> | <b>Code</b> |
| Full-time               | City Centre              | 3 years                  | US0789      |

|           |  |
|-----------|--|
| <b>10</b> | <b>Entry Requirements</b>  |
|           | The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a> . |

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

|           | <b>Key Transferable Skills</b>  |
|-----------|---|
| <b>13</b> | Manage own learning, including self-evaluation through reflection and take action that results in self-development. |
| <b>14</b> | Employ negotiation, enterprise, planning, exhibition and presentation skills to a professional standard.            |
| <b>15</b> | Communicate ideas, information, problems and solutions in visual, written and oral forms.                           |
| <b>16</b> | Work effectively and efficiently, either autonomously or collaboratively.   |

| 12          | Course Requirements  |              |             |              |         |                                      |    |         |   |    |         |                            |    |         |           |    |             |             |              |         |                             |    |         |                               |    |         |                                |    |         |                            |    |         |                                 |    |             |             |              |         |                         |    |         |                       |    |         |                        |    |             |             |              |         |                |    |         |              |    |
|-------------|--|--------------|-------------|--------------|---------|--------------------------------------|----|---------|---|----|---------|----------------------------|----|---------|-----------|----|-------------|-------------|--------------|---------|-----------------------------|----|---------|-------------------------------|----|---------|--------------------------------|----|---------|----------------------------|----|---------|---------------------------------|----|-------------|-------------|--------------|---------|-------------------------|----|---------|-----------------------|----|---------|------------------------|----|-------------|-------------|--------------|---------|----------------|----|---------|--------------|----|
| 12a         | <p><b>Level 4:</b></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><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><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></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><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><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></table> <p><b>Level 5:</b></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><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><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>ADM5006</td><td>Collaborative Practice</td><td>20</td></tr></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><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>ADM5000</td><td>Work Placement</td><td>20</td></tr><tr><td>ADM5001</td><td>Live Project</td><td>20</td></tr></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 | ADM5006 | Collaborative Practice | 20 | Module Code | Module Name | Credit Value | ADM5000 | Work Placement | 20 | ADM5001 | Live Project | 20 |
| 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           |             |              |         |                                      |    |         |   |    |         |                            |    |         |           |    |             |             |              |         |                             |    |         |                               |    |         |                                |    |         |                            |    |         |                                 |    |             |             |              |         |                         |    |         |                       |    |         |                        |    |             |             |              |         |                |    |         |              |    |
| ADM5006     | Collaborative Practice   | 20           |             |              |         |                                      |    |         |   |    |         |                            |    |         |           |    |             |             |              |         |                             |    |         |                               |    |         |                                |    |         |                            |    |         |                                 |    |             |             |              |         |                         |    |         |                       |    |         |                        |    |             |             |              |         |                |    |         |              |    |
| Module Code | Module Name  | Credit Value |             |              |         |                                      |    |         |   |    |         |                            |    |         |           |    |             |             |              |         |                             |    |         |                               |    |         |                                |    |         |                            |    |         |                                 |    |             |             |              |         |                         |    |         |                       |    |         |                        |    |             |             |              |         |                |    |         |              |    |
| ADM5000     | Work Placement   | 20           |             |              |         |                                      |    |         |   |    |         |                            |    |         |           |    |             |             |              |         |                             |    |         |                               |    |         |                                |    |         |                            |    |         |                                 |    |             |             |              |         |                         |    |         |                       |    |         |                        |    |             |             |              |         |                |    |         |              |    |
| ADM5001     | Live Project   | 20           |             |              |         |                                      |    |         |   |    |         |                            |    |         |           |    |             |             |              |         |                             |    |         |                               |    |         |                                |    |         |                            |    |         |                                 |    |             |             |              |         |                         |    |         |                       |    |         |                        |    |             |             |              |         |                |    |         |              |    |

**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           |
| ADM6006     | Major Project     | 60           |

## 12b Structure Diagram

### Level 4

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

### Level 5

|   |  |
|---|--|
| Core <ul style="list-style-type: none"> <li>• Context of Illustration (40 credits)</li> <li>• </li> </ul>                     | Core <ul style="list-style-type: none"> <li>• Identifying Direction (40 credits)</li> <li>• Collaborative Practice (20 credits)</li> </ul> |
| Optional <ul style="list-style-type: none"> <li>• Work Placement (20 credits)</li> <li>• Live Project (20 credits)</li> </ul> | Optional <ul style="list-style-type: none"> <li>• No optional modules</li> </ul>   |

### Level 6

|   |   |
|---|---|
| Core <ul style="list-style-type: none"> <li>• Critical Practice (60 credits)</li> </ul> | Core <ul style="list-style-type: none"> <li>• Major Project (60 credits)</li> </ul> |
|---|---|

### 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.

#### Level 4

##### Workload

##### % time spent in timetabled teaching and learning activity

| Activity           | Number of Hours |
|--------------------|-----------------|
| Scheduled Learning | 257             |
| Directed Learning  | 703             |
| Private Study      | 240             |
| <b>Total Hours</b> | 1200            |

##### Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework      | 100%       |
| Exam            | 0          |
| In-Person       | 0          |

#### Level 5

##### Workload

##### % time spent in timetabled teaching and learning activity

| Activity           | Number of Hours |
|--------------------|-----------------|
| Scheduled Learning | 201             |
| Directed Learning  | 759             |
| Private Study      | 240             |
| <b>Total Hours</b> | 1200            |

##### Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework      | 66%        |
| Exam            | 0          |

|           |     |
|-----------|-----|
| 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             |
| <b>Total Hours</b> | 1200            |

### Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework      | 100%       |
| Exam            | 0          |
| In-Person       | 0          |