

MA Illustration and Visual Media

Programme Specification 2018/19

APPROVED

Course AOS Code	05274
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No. of Terms	4
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FHEQ Level	Level 7 Masters
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QAA Subject Benchmark	Art and Design
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Course Credits	180
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Term Duration	10 Week(s)
Valid From	September 1st 2018
Programme	Interaction Design and Visual Communication (L039)
JACS Code	W220 - Illustration

PSRB

No PSRB Assigned

Work placement offered	No
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Collaboration

No collaboration

Course Entry Requirements	<p>Applicants are expected to have an honours degree in either illustration, visual communication or graphic design or closely related subject, however, we do accept candidates who have graduated from other less strongly aligned disciplines.</p> <p>The course has a particular aim to appeal to image-led Art & Design graduates that are interested in exploring these new and emerging areas of illustration practice.</p> <p>If you do not have the required qualifications, but do have professional experience, you may be eligible to gain credit for previous learning and experience through the Accreditation of Prior and Experiential Learning (APeL) i.e. professional experience or a combination of courses and work experience.</p> <p>Language requirements (International/EU)</p> <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please clearly indicate this in your application. When asked to upload a CV</p>
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as part of your application, please include any information about your English test score.

IELTS 6.5 with a minimum of 5.5 in any one paper, or equivalent

You can check you have achieved the correct IELTS level in English on the Language Requirements page.

<http://www.arts.ac.uk/lcc/courses/support-for-international-students/>

Deferring an offer:

Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2019/20 place deferred to 2020/21. International applicants should first meet any offer conditions and pay the deposit in order to defer. In all cases, deferred places will be held for one year.

Making a deferred application:

Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2020/21 instead of to 2019/20. Immigration regulations prevent International applicants from making a deferred application.

Selection Criteria

- Sufficient prior knowledge and experience of and/or potential in a specialist subject area to be able to successfully complete the programme of study and have an academic or professional background in a relevant subject.
- Also to show a willingness to work as a team player, good language skills in reading, writing and speaking, the ability to work independently and be self-motivated
- Critical knowledge of and enthusiasm for the subject area and capacity for research-led design, intellectual inquiry and reflective thought through: contextual awareness (professional, cultural, social, historical); evidence of research, analysis, development and evaluation (from previous academic study and employment) and a grounded understanding of the world of sonic, visual and networked culture and be able to engage in and contribute to critical discussion.
- In the project proposal a description of the area of interest, field of study and the particular focus of their intended project. This should include an overview of how you intend to go about producing the project and the methodology
- Portfolio should be conceptual and research based, you must show your thinking and making process and a curious nature to explore, test and experiment.

Introduction and Outline

Summary and Aims

The Master of Arts course in Illustration & Visual Media is a full-time (45 weeks) practice led course that explores both the theory and practice of Illustration across a broad range of experimental visual media. You will investigate the production of images in an era with unparalleled opportunities for skilled visual communicators.

You will specifically interrogate the opportunities for image-makers to work in time-based, sequential and digital coding situations alongside traditional approaches to drawing and image making. You will have access to LCC's significant resources in digital and time-based media alongside printmaking, graphic design and visual communication. Within the Design School at LCC you will study in a department that has an illustrious history in the teaching of the graphic arts in a live studio environment. This environment encourages experimental and reflective practice that echoes the cross media nature of the design, communication and media industries preparing you for professional practice as an illustrator.

You will develop your visual voice with an emphasis on critical engagement with both the discipline and the world at large. You will investigate abstract concepts from domains such as science, technology and philosophy by developing bespoke visual languages and you will use critical ideas to produce self-directed visual work.

To support this integration of theory and practice practical projects and technical workshops will be run in tandem with theoretical and critical seminars in order to support the relationship between theoretical and practice based learning key to study at MA level.

You will also be provided with opportunities to work in a client led context developing your visual voice and a keen critical sense of your own practice both of which are key to maintaining a career as an illustrator over the long term.

Professional practice is further supported through the development of a portfolio of work that places you in a position to work as an illustrator across sectors as diverse as visual communication, art direction, information communication, branding, news, current affairs, entertainment, art, design and creative sectors. The course supports you in progression to research at MPhil/PhD level as well as to advanced self-directed experimental practice.

The design of the course meets the terms and conditions for the award of the title of Master of Arts Illustration & Visual Media / Postgraduate Diploma in Illustration & Visual Media as approved by the University of the Arts London.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Outline of Curriculum

Cross media practice + Drawing: Through brief-led practical projects you will have the opportunity to work in time-based, interactive and narrative formats alongside drawing as developing a material understanding of digital processes enables you to be ambitious in the dissemination and production of your practice.

Engagement with other domains: You will develop an understanding of how the visual communication skills of the illustrator inform and are informed by other domains of knowledge such as the domains of science technology and philosophy. In practice this means looking back at how, for example, Hobb's *Micrographia* changed our understanding of the world at the micro scale through his drawings of bacteria and lice or looking at how contemporary images of brain function translate loaded ideas of consciousness.

Criticality: Working with critical ideas in an applied context you will have an opportunity to synthesize critical thought through practice. This means that you will explore ideas such as 'super-modernity' or 'non-space' through brief led practical projects ensuring you develop a critical visual perspective as well as a formal understanding of your practice.

Portfolio Building: The practice-based nature of the course is derived from the understanding that the primary tool for successful graduate progression in this field is the portfolio of work. You will build a strong portfolio of critically agile work over the course that will enable them to progress to their chosen destinations. These projects may manifest themselves in the portfolio as outcomes such as illustrations, books, installations, films, web projects, animations or other visual artefacts.

Collaborative Research Practice: You will be expected to keep a weblog of your research and practice to ensure that your peers can develop a boarder understanding of the practice of the group and so you take responsibility for your ideas in the social context of digital culture.

Self Direction: One of the differences you will experience between working at postgraduate level and working at undergraduate level is that you are expected to timetable and manage your own learning to a much greater extent at postgraduate level. Your success or failure on the course will depend, to a great extent on how rigorously and responsibly you take this self-direction and how well you respond to tutorial advice. The level of self-management required of you will increase throughout the course.

Course Staff: You will work with highly qualified and experienced educators and practitioners in design who deliver the course and who retain close involvement with the industry, continuing their professional practice and, engaging in scholarly research at an international level. In addition, there will be visiting experts from industry practitioners.

Distinctive Features

	Distinctive Features
1	<p>Cross media practice + Drawing: Through brief-led practical projects you will have the opportunity to work in time-based, digitally innovative and narrative formats alongside drawing as developing a material understanding of digital processes enables you to be ambitious in the dissemination and production of your practice.</p>
2	<p>Engagement with other domains: You will develop an understanding of how the visual communication skills of the illustrator inform and are informed by other domains of knowledge such as the domains of science technology and philosophy. In practice this means looking back at how, for example, Hobb's Micrographia changed our understanding of the world at the micro scale through his drawings of bacteria and lice or looking at how contemporary images of brain function translate loaded ideas of consciousness.</p>
3	<p>Criticality: Working with critical ideas in an applied context you will have an opportunity to synthesize critical thought through practice. This means that you will explore ideas such as 'super-modernity' or 'non-space' through brief led practical projects ensuring you develop a critical visual perspective as well as a formal understanding of your practice.</p>
4	<p>Portfolio Building: The practice-based nature of the course is derived from the understanding that the primary tool for successful graduate progression in this field is the portfolio of work. You will build a strong portfolio of critically agile work over the course that will enable them to progress to their chosen destinations. These projects may manifest themselves in the portfolio as outcomes such as illustrations, books, installations, films, web projects, animations or other visual artefacts.</p>
5	<p>Collaborative Research Practice: You will be expected to keep a weblog of your research and practice to ensure that your peers can develop a boarder understanding of the practice of the group and so you take responsibility for your ideas in the social context of digital culture.</p>
6	<p>Self Direction: One of the differences you will experience between working at postgraduate level and working at undergraduate level is that you are expected to timetable and manage your own learning to a much greater extent at postgraduate level. Your success or failure on the course will depend, to a great extent on how rigorously and responsibly you take this self-direction and how well you respond to tutorial advice. The level of self-management required of you will increase throughout the course.</p>
7	<p>Course Staff: You will work with highly qualified and experienced educators and practitioners in design who deliver the course and who retain close involvement with the industry, continuing their professional practice and, engaging in scholarly research at an international level. In addition, there will be visiting experts from industry practitioners.</p>
8	<p>Programme Community: The course is established within the Interactive & Visual Communication programme are meaning that the course is aligned with UG courses in games design, animation, interaction design and illustration and visual media as well as PG provision in interaction design communication. This means that as well as access to the production resources in these areas you will have access to a broad range of industry speakers from these disciplines and develop peer group relationships that will enable collaboration across disciplines.</p>
9	<p>UAL & LCC: The University of the Arts London and the London College of Communication maintains strong industry links and delivers a world-class environment within which to study Illustration and Visual Media. You can access resources ranging from our Stanley Kubrick archive or our industry standard production resources in addition to the largest specialist library within the university. The Design School currently has links with the BBC, Sennep, All of Us, IDEO the V&A, Creative Review, Gamesys, Channel 4, Eye Magazine, Imperial War Museum, Tate, Bloomberg, Pentagram, Samsung and is the host of London's first Maker Faire. It is this environment within the Design School at LCC that distinguishes the course and ensures that you will benefit from this long established network and move with confidence into your chosen field.</p>

Years

Year 1

Credits	180	Percentage of Scheduled Learning	18
Exit Awards	Postgraduate Certificate (Exit Only) Postgraduate Diploma (Exit Only)		

Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide you with the opportunity to develop as a professional practitioner within the expanded field of Illustration and Visual Media.
Aim	Provide you with the opportunity to produce illustration and visual communication that uses critical ideas to develop innovative practice.
Aim	Enable you to communicate and translate complex ideas emanating from other domains of knowledge in visual and illustrated form.
Aim	Provide you with the opportunity to develop your specialism within the expanded field of Illustration and Visual Media.
Aim	Provide you with the opportunity to work across media in the production and dissemination of illustration and visual communication.
Aim	Enable you to produce illustration and visual communication using processes widely used in industry and professional practice across both analogue and digital domains.
Aim	Enable you to solve problems with self-direction and originality, in the production of cross-media Illustration and visual communication.
Aim	Develop your ability to work with narrative content in a self-directed and brief-led context.
Aim	Develop your ability to employ rigour in the analysis, synthesis and evaluation of Illustration and Visual Media theory and practice, through the completion of a major project.
Outcome	Demonstrate an understanding of the expanded field Illustration and Visual Media through advanced professional practice. (Research, Analysis, Subject Knowledge, Experimentation, Technical Competence, Communication and Presentation)
Outcome	Demonstrate an understanding of critical ideas that frame experimental practice - through visual practice and written reflection. (Research, Analysis, Subject Knowledge, Experimentation, Communication and Presentation)
Outcome	Present complex ideas to diverse audiences using bespoke visual languages in the context of professional practice. (Experimentation, Technical Competence, Communication and Presentation, Personal and Professional Development)
Outcome	Articulate critical perspectives using bespoke visual languages. (Research, Analysis, Subject Knowledge, Communication and Presentation, Collaborative and / or Independent Professional Working)

Outcome	Present coherent arguments and advocate for particular visual directions. (Research, Analysis, Personal and Professional Development, Collaborative and / or Independent Professional Working)
Outcome	Use relevant digital and analogue tools and process to produce advanced illustration and visual communication. (Experimentation, Technical Competence, Communication and Presentation)
Outcome	Understand the potential of a range of software and media tools to communicate complex visual ideas and deliver narrative content. (Experimentation, Technical Competence, Communication and Presentation, Personal and Professional Development)
Outcome	Demonstrate an understanding of the value of illustration and visual communication in translating complex ideas from other domains of knowledge for diverse audiences. (Research, Analysis, Subject Knowledge, Communication and Presentation, Personal and Professional Development)

Course Diagram | MA Illustration and Visual Media

		Autumn Term (Term 1 11 Weeks)										Spring Term (Term 2 10 weeks)										Summer Term (Term 3 10 weeks)										Undergraduate Summer Period (14 weeks)														Autumn Term (Term 4 11 weeks)																
		week 0	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	week 11	week 12	week 13	week 14	week 15	week 16	week 17	week 18	week 19	week 20	week 21	week 22	week 23	week 24	week 25	week 26	week 27	week 28	week 29	week 30	week 31	week 32	week 33	week 34	week 35															week 36	week 37	week 38	week 39	week 40	week 41	week 42	week 43	week 44	week 45	week 46
Freshers Week		1.1 Illustrative Practice & Visual Media (40 credits)										S																																																		
		1.2 Critical Practice and Research Methods (20 credits)										S																																																		
												Christmas Break	2.1 Expanded Practice and Individual Voice (40 credits)										2.1 EP & IV cont'd (40 credits)										PG Summer Break Independent Study / Writing Up Period														PG Overlap Period with new year intake Sept 2018															
													S	2.2 Collaborative Unit (20 credits)																																																
											Easter Break																					3.1 Final Major Project & Thesis														Final Major Project & Thesis cont.																
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S = Summative Assessment Point (Your Assignment Brief will give you details on the deadline date, time and how to hand in your assignment)

Formative assessment points will be indicated by your tutor in your unit handbooks or assignment brief