MA Illustration and Visual Media

Programme Specification 2020/21

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
Programme	Interaction Design and Visual Communications (L039)
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2020
Course Entry Requirements	The course team welcomes applicants from a broad range of backgrounds, from all over the world. The course has a particular aim to appeal to image-led art & design graduates that are interested in exploring expanded and emerging areas of visual practice. Applicants are expected to have an honours degree in either illustration, fine art or closely related subjects, however, we do accept candidates who have graduated from other less strongly aligned disciplines. The course team also welcomes students with relevant experience or those who may have previously worked in industry. Educational level may be demonstrated by: • Honours degree (named above); • Possession of equivalent qualifications; • Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required; • Or a combination of formal qualifications and experiential learning which, taken together, can be demonstrated to be equivalent to formal qualifications otherwise required.

	APEL (Accreditation of Prior Learning) Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by: • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • OR a combination of these factors Each application will be considered on its own merit but we cannot guarantee an offer in each case. **Language requirements** 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 indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score. • IELTS 6.5 (or equivalent) is required, with a minimum of 5.5 in each of the four skills. • If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page. For further details regarding international admissions and advice please visit the International Applications page.
Selection Criteria	Offers will be made based on the following selection criteria, which applicants are expected to demonstrate: • 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 the ability 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
Scheduled Learning and Teaching	During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning. Definitions of our learning and teaching modes can be found [here]().

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	18
Awards	**Credits**
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120

Course 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 image maker/practitioner within the expanded field of contemporary illustration and visual media
Aim	Affords you the opportunity to produce images that use critical ideas to develop an innovative and responsible practice to challenge pre-defined boundaries of visual disciplines
Aim	Offers you the opportunity to work across a range of media in the production and dissemination of made images
Aim	Enable you to make and critically position images within contemporary visual contexts using self-direction and originality
Aim	Allows you to develop your ability to employ rigour in the analysis, synthesis and evaluation of visual theory and practice, through the completion of a Final Major Project and Thesis.
Aim	Encourages you to consider resourceful making through critical material choice and responsible studio practices to ensure sustainable creative behaviours.
Outcome	Demonstrate an understanding of the expanded field of the contemporary image through advanced professional practice. (Enquiry, Knowledge, Process, Realisation, Communication)
Outcome	Demonstrate an understanding of critical ideas that frame experimental practices in contemporary visual culture – through visual practice and academic writing. (Enquiry, Knowledge, Process, Realisation, Communication)
Outcome	Present images that are accomplished in skill and technique to diverse audiences using an individual visual language in the context of professional practice. (Enquiry, Knowledge, Process, Realisation, Communication)
Outcome	Articulate critical perspectives about your own and others' work using visual and written language. (Enquiry, Knowledge, Process, Realisation, Communication)

Outcome	Present coherent arguments and advocate for particular visual decisions that may be informed by material explorations, contextual understanding of visual culture and/or debates around social justice and environmental impact concerns and overall health of the planet. (Enquiry, Knowledge, Process, Realisation, Communication)
Outcome	Use relevant digital and/or analogue tools, materials and processes to produce unique and critical images (Knowledge, Process, Realisation, Communication)

	Distinctive Features
1	We believe in the importance of developing an individual voice as image makers: We expect you to consider the life of the image in contemporary visual culture in an expanded context and you will generate your own projects that allow you to explore and position your practice in an informed, responsible and progressive manner in order to exercise your agency in a professional visual world of your own making.
2	We equip you with skills for advanced learning: MAIVM expects you to work independently and rigorously outside of your taught studio sessions as we believe that learning is continuous, collaborative and creative. The course introduces you to an understanding of working at postgraduate level, where you will take responsibility for managing your own development. You will be expected to exploit the potential of working at a higher academic level, which could lead to progression to PhD level study.
3	We are part of a critical community: You will work with theoretical ideas in an applied context and will synthesise critical thought through practice. We believe in the value of interrogating the past to shape our future; by reflecting the shared values of the LCC Design School, and through reading groups, seminar sessions, study trips and workshops led by highly qualified and experienced artists and writers, you will learn about key ideas to help you think through visual history and culture, and to locate your own practice in a contemporary critical context for which you take social, ethical and environmental responsibility
4	We build networks: You will engage with a programme of interactions with visiting experts from the creative industries, and studio visits to contemporary practitioners' workplaces. As part of the wider LCC and UAL community you will have access to postgraduate resources, events and opportunities to enhance your career potential.
5	We connect resources to contexts: You will have access to a range of technical facilities in visual media at LCC as well as usage of UAL's extensive library catalogues and collections of archival material. We encourage you to embracing uncertainty through experimentation and risk-taking. Led by processes of making you will use your time on MAIVM to generate image-based work that could be situated in a range of professional contexts including publishing, galleries, screenings and gaming, and the capacity to progress to careers as an innovative and entrepreneurial artist, illustrator, curator, writer or academic.

Course Detail

MA Illustration and Visual Media (MAIVM) provides a critical space in which traditional definitions of this field can be challenged, deconstructed and reconfigured to provide a unique platform from which our graduates can move into professional practice as autonomous artists. MAIVM is distinctive in its emphasis on students developing their own bodies of work. We do not believe that illustration is a philosophy of practice or self-contained discipline in the contemporary visual world - moreover it is one of many contexts in which images may exist on or offline.

Through experimental practice-led research, you will develop an independent and critical relationship to the contemporary image, with the potential to work across a broad range of specialist visual media. You will have access to LCC's significant resources in digital and time-based media alongside printmaking, 3D and photography. This environment encourages experimental and reflective practice and the opportunity to work alongside your peers in technical workshop and studio environments.

The course begins by helping you to position yourself with a critical understanding of working as an artist-researcher at postgraduate level. Through studio and seminar sessions you will be introduced to a range of critical and theoretical ideas, and explore the ways in which artists use research, which will develop your ability to contextualise your own practice. As you progress through the course you will be supported in generating bodies of self-authored creative work that extend your personal visual language and approach to the made image. Throughout the course you will be asked to produce reflective writing that helps you to position your work in a critical context that relates to contemporary thought in visual culture, culminating in a Final Major Project and Thesis. The course supports you in progression to research at MPhil/PhD level as well as to advanced self-directed experimental practice.

Course Units

In 2019 UAL declared a Climate Emergency and pledged to 'make sustainability a required part of the student learning experience'. In response to the climate and ecological crisis the Design School set in place an ambitious Sustainability Action Plan to fully embed responsible practices within the curriculum and in everything we do. As part of this initiative we have updated our course handbooks against a set of social and environmental sustainability principles to ensure that learning outcomes reflect the urgent need to equip students with the understanding, skills and values to foster a more sustainable planet. Our aim is to change the way students think and to empower them to work towards a sustainable future.

Unit 1.1 The Emergent Image, 40 credits

This unit aims to provide you with an introduction to working as a postgraduate image maker. You will start to develop a portfolio of experimental, challenging image-based work from a variety of material and contextual starting points and begin to identify (an) individual line(s) of enquiry within your visual practice that will be developed further in subsequent MAIVM units.

Unit 1.2 The Critical Image, 20 credits

This unit aims to provide you with a critical understanding of working as an artist-researcher at postgraduate level. You will be introduced to a range of critical and theoretical ideas, which will develop your ability to contextualise your own practice.

Unit 2.1 Collaborative Unit, 20 credits

This unit will allow you to define who you are as a collaborator and support you to create a small-scale collaboration of your choosing. You will develop an understanding of what collaboration could be and how you can locate collaboration within your own practice. Understanding who you are as an image maker will be key to developing a productive collaboration.

Unit 2.2 The Authored Image, 40 credits

Throughout this unit you will develop your individual visual language and approach to the image, allowing you to focus on specific areas of interest and specialising in techniques particular to your practice. The unit will explore the expanded field of contemporary image making, giving you an understanding of the range of practices and approaches that this can include. You will work on one self identified project throughout the unit, examining methodologies of working for exploratory projects that add to the broader research culture of the subject.

Unit 3.1: The Contemporary Image: Final Major Project and Thesis, 60 credits

You are asked throughout this unit to engage in a major project in which the emphasis will be on defining, analysing, developing and contextualising an individual and focused approach to contemporary image making. The Final Major Project must be self-identified and lead on from the work you made in The Authored Image Unit, while also building on what you have learned in earlier studio units and the critical content of MAIVM seminars and workshops. You will also write a thesis, which will be a piece of independent critical

writing that explores an area of visual practice related to the studio work you make in your Final Major Project.

Learning and Teaching Methods

- Lectures/Large Group Learning
- Workshop and Seminar Learning
- Academic Tutorials
- Individual and group critiques
- Individual project work
- Self-directed learning
- Assessed Assignments
- Technical Workshops
- Demonstrations

Assessment Methods

- Practical image-based projects
- Scholarly writing
- Presentations

Reference Points

The following reference points were used in designing the course:

- The College Learning and Teaching Strategy
- The College Assessment Strategy
- The UAL and College approach to Personal and Professional Development
- Feedback from current employers in the visual arts industries
- Feedback from Academic Support Services at LCC
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Art and Design subject benchmark statement
- The LCC Design School Responsible Design Framework
- The Creative Attributes Framework
- Feedback from current students and alumni
- Consultation with staff team

Course Diagram

Level 7																																																	
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35			36	37	38	39	40	41	42	43	44	45
Unit	Unit 1.1 The Emergent Image (40 Credits) — S																																		PG Summer Break	Freshers Week										

Unit 1.2 The Critical Image (20 Credits) — S

Unit 2.1 Collaborative Unit (20 Credits) — S

Unit 2.2 The Authored Image (40 Credits) — S

PG Overlap Period with new year intake

Unit 3.1 The Contemporary Image: Final Major Project and Thesis (60 Credits)

Unit 3.1 The Contemporary Image: Final Major Project and Thesis continued — S

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable.