

# ual:

**APPROVED**

## BA (Hons) Illustration

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	Camberwell College of Arts
<b>School</b>	University of the Arts London
<b>Programme</b>	Illustration (L067)
<b>Course AOS Code</b>	CAMBAILLF01
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2020
<b>QAA Subject Benchmark</b>	Art and Design
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Illustration
<b>JACS Code</b>	W220 - Illustration
<b>UCAS Code</b>	N/A
<b>PSRB</b>	N/A
<b>Work placement offered</b>	Yes
<b>Course Entry Requirements</b>	<p>The standard minimum entry requirements for this course are one or a combination of the following qualifications:</p> <ul style="list-style-type: none"><li>• Pass at Foundation Diploma in Art and Design (Level 3 or 4)</li><li>• 2 A Levels at grade C or above</li><li>• Merit, Pass, Pass (MPP) at BTEC Extended Diploma</li><li>• Pass at UAL Extended Diploma</li><li>• Access to Higher Education Diploma</li></ul>

- Or equivalent EU/International qualifications, such as International Baccalaureate Diploma
- And 3 GCSE passes at grade 4 or above (grade A\*-C)

Entry to this course will also be determined by the quality of your application, looking primarily at your portfolio of work, personal statement and reference.

### **APEL - Accreditation of Prior (Experiential) 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
- A combination of these factors

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

### **English language requirements**

All classes are taught in English. If English isn't your first language you must provide evidence at enrolment of the following:

- IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking (please check our [English language requirements](#))

<b>Selection Criteria</b>	<p>We look for:</p> <ul style="list-style-type: none"> <li>• An ability to explore, articulate and develop ideas</li> <li>• An ability to research information and visual material to support your ideas</li> <li>• Your portfolio to demonstrate a range of appropriate skills and technical abilities</li> <li>• An ability to communicate your ideas visually, verbally and in writing</li> <li>• An ability to self-direct and evaluate your own work</li> </ul>
<b>Scheduled Learning and</b>	During your course you will engage with learning and teaching

**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

<b>Percentage of Scheduled Learning</b>	<b>28</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education	120

## Year 2

<b>Percentage of Scheduled Learning</b>	<b>29</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education	240

## Year 3

<b>Percentage of Scheduled Learning</b>	<b>14</b>
<b>Awards</b>	<b>Credits</b>
Bachelor of Arts	360

# Course Aims and Outcomes

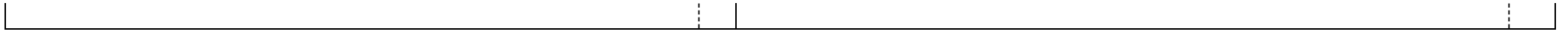
The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To provide a supportive environment that celebrates and foregrounds the diverse experience of students, cultivating an atmosphere of fair and equal sharing of ideas and knowledge.
Aim	To encourage graduates to become meaningful contributors to their chosen fields as practitioners who are ethically and critically sensitive to cultures, people, environment, places, social/political structures and materials.
Aim	To create the conditions to enable confident, adaptive and responsible creative practitioners; all-rounders in possession of the knowledge and creative tools to enact illustration in complex and varied contexts.
Aim	To facilitate learning experiences that support students in becoming high level communicators, capable of adapting quickly and effectively in varied situations.
Aim	To enable graduates as critically adept makers, thinkers and agents of change who are confident to operate as trans-disciplinary practitioners creating positive social impact in complex environments.
Outcome	Conscious, critical, responsible and logical working practices in the production of a range of complex practice-based Illustration and creative outcomes.
Outcome	The ability to operate independently and collaboratively in Illustration practice, using ongoing and clearly defined management of own learning, critical reflection and self- evaluation.
Outcome	Methodical use of complex theoretical, practical, technical and contextual knowledges in the realisation of Illustration outcomes.
Outcome	Integrated use of sustainable, coherent and critically engaged methods of enquiry which are personally defined and developed from a wide range of relevant sources.
Outcome	The ability to analyse, synthesise, contextualise and apply complex cultural, commercial, social and political knowledges through practice: demonstrating evidence of this in a professional portfolio.
Outcome	The capacity to professionally communicate practice, research, ideas and skills in visual, verbal and/or written forms to multiple and varied audiences with sensitivity and intelligence.

<b>Distinctive Features</b>	
1	Disciplinarity to Trans-disciplinarity: Trans-disciplinarity and creative agility are central to the success and empowerment of our students as Illustrators. The course fosters an atmosphere of positive, intellectually critical and rigorous engagement with the realities of professional practice.
2	Progressive Assessment model: The Illustration course has adopted a new and innovative approach to assessment with a focus on mutual dialogue between students and staff. You will be involved in a process of self-assessment prior to presentation and discussion with tutors. This development gives you greater ownership of the process of assessment.
3	Mentors, guides and advisors: BA Illustration is developing a number of cross level guide roles designed to accomplish a couple of things; establish meaningful dialogue between you across years and courses within the programme, benefitting all parties through shared experiences and perspectives.
4	Live projects and industry links: BA Illustration will continue to build and consolidate its very positive and productive links with external partners. The external project is a core component of the experience at levels 5 & 6 and the course has benefitted from partial and ongoing relationships with:
5	Positive social impact: as part of Camberwell, Chelsea and Wimbledon's 'Creating New Histories' strategy and the Camberwell College vision to create positive social impact, engagement with our local communities and external partners is embedded in to the thinking /acting out of the curriculum.
6	Points of Departure (POD): PODs of shared learning and the development of context specific knowledge will be a critical component of the experience of students at level 5 and 6.

# Course Diagram

LEVEL 4 – YEAR 1																															
BLOCK 1															BLOCK 2																
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		
<b>Unit 1</b>				<b>S</b>	<b>Unit 2</b>									<b>S</b>	<b>Unit 3</b>					<b>S</b>	<b>Unit 4</b>										<b>S</b>
Introduction to Illustration					Exploratory Practice 'IN Discipline'										Core Practice 'IN Discipline'						Expanded Exploratory Practice 'IN Discipline'										
20 credits					40 credits										20 credits						40 credits										
LEVEL 5 – YEAR 2																															
BLOCK 1															BLOCK 2																
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		
<b>Unit 5</b>				<b>S</b>	<b>Unit 6</b>									<b>S</b>	<b>Unit 7</b>					<b>S</b>	<b>Unit 8</b>										<b>S</b>
Exploratory Practice 'AS Discipline'					Collaborative and Collective Practices										Core Practice 'AS Discipline'						Expanded Practice and POD Culture 'AS Discipline'										
20 credits					40 credits										20 credits						40 credits										
OPTIONAL DIPLOMA YEAR – LEVEL 5																															
LEVEL 6 – YEAR 3																															
BLOCK 1															BLOCK 2																
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		
<b>Unit 9</b>														<b>S</b>	<b>Unit 10</b>															<b>S</b>	
Exploratory Practice 'OF Discipline'															Expanded Core Practice 'OF Discipline'																
60 credits															60 credits																



**S = Summative Assessment**

Indicative summative assessment weeks are noted in the course diagram. For exact dates please refer to your timetable.



## Course Detail

You will be encouraged to develop an ambition for your own practice founded on subject knowledge and which challenges the position of the illustrator within commercial, social, political and cultural contexts.

### What to expect

- To explore the wider territory of the discipline while gaining an understanding of key illustration principles, themes and debates
- To investigate ideas and issues through online and, where appropriate, studio-based seminar discussions, presentations and written assignments'
- To test your ideas through evaluation of your practical work and writing
- To define your way of working using skills and experiences developed through workshops online and, where appropriate, studio based technical inductions, tutorials and seminars
- To explore authorship and the reproduced image
- To identify audiences for your work
- To examine your identity as an illustrator, whilst planning and realising practical projects
- To have your ideas tested through evaluation of your practical and written work
- To investigate ideas and issues through online and, where appropriate, studio-based seminar discussions, presentations and writing
- To have access to Camberwell's shared online and, where appropriate, studio-based workshops that include printmaking, photography, film, moving image, digital, plastic, ceramics, wood and metalwork. View the [Camberwell facilities](#)

### Work experience and opportunities

Our students gain first-hand experience through course projects with leading organisations and businesses. These have included Adidas, Channel 4, Dorling-Kindersley, The Guardian and MTV.

Students may also have the opportunity to study abroad in the second year of their degree as part of the college's Erasmus scheme.

### Mode of study

BA Illustration is offered in full-time mode. It is divided into 3 stages over 3 academic years. Each stage consists of 30 teaching weeks. You will be expected to commit an average of 40 hours per week to your course, including teaching hours and independent study.

## Course Units

A short description of each unit and what you can expect.

### Year 1

## **Unit 1 - Introduction to Illustration**

This unit is an introduction to your course, the college and the university.

## **Unit 2 - Exploratory practice 'in discipline'**

During this unit you will develop an understanding of the key methods and knowledge that define the subject of illustration.

- A series of illustration project briefs
- To look at composition, colour, character development, tone and pace

Online and, where appropriate, studio based:

- Drawing as observation, analysis, description and ethnography
- Object and conceptual making and development
- Experimental practical exercises
- Seminars, lectures, crits and tutorials
- Technical and conceptual workshops
- Written work
- To keep an online personal archive
- To design a document using material from your online personal archive

## **Unit 3 - Core Practice 'in discipline'**

Through continued experimentation and production, you will continue to develop an understanding of the foundational methods, knowledge and practice of illustration.

- Lectures, seminars and discussions will explore the relationship between historical and contemporary critical debates within illustration
- Practical illustration project briefs
- Production of a personally defined practice-led project proposal that will form the basis for an ongoing personal project
- Online personal archive
- Workshops

## **Unit 4 - Expanded practice 'in discipline'**

This unit places emphasis on experimentation and creative risk taking in your practice. It will focus on your continued development and understanding of the key principles of the subject. It will also examine illustrations material and conceptual possibilities.

- To look at illustration in relation to text analysis and the articulation of narrative, tone and pace in sequential image making
- To explore notions of authorship and the reproduced image

- Written work
- Online personal archive
- To design a document using material from your online personal archive
- Project presentation
- Ongoing development of your practice-led project
- Lectures, seminars, crits and tutorials
- Inductions to the workshops

## **Year 2**

### **Unit 5 - Exploratory practice 'as discipline'**

Throughout this unit you will continue to consolidate the practical methods and principles of illustration explored through the previous stage of the course. It will focus on continuing to develop, investigate and refine the core skills in your practice.

- To engage with online and, where appropriate studio-based processes and conventions of distribution and reproduction.
- To work with a range of subject matter and content
- To produce written work articulating your position as an illustrator

Online and, where appropriate, studio-based:

- Workshops, lectures, seminars, tutorials and group discussions
- Practical work for set projects
- Online personal archive
- Practice-led project presentation

### **Unit 6 - Collaborative and collective practices**

This unit aims to introduce you to different ways in which collaborative working can focus and enhance your own creative strengths. This unit has 3 core purposes:

- To engage with fellow students with different practices and interests in a collaborative project.
- To engage with external audiences, participants or institutions to consider new contexts for your work
- To develop your creative attributes to enable you to take on future challenges in a variety of contexts

### **Unit 7 - Core practice 'as discipline'**

This unit encourages you to continue to develop your skills, position and identity as an illustrator. The unit will help you identify an audience and consider how to make your work visible in a real-world context.

- Methods of practical evaluation, participation, social, cultural and political engagement will be developed throughout the unit
- To consider the impact and ethics of your work through your online personal archive
- Practice-led project presentation
- Lectures and visiting practitioner talks
- Workshops, seminars, crits, tutorials
- Practical work for set projects

### **Unit 8 - Expanded practice and points of departure culture 'as discipline'**

Through a series of practical illustration projects, you will apply methods of evaluation, participation, social, cultural and political engagement. You will take part in a series of workshops, seminars, lectures and discussions that will help you to identify a broad context for your practice. This unit will help you work out your individual programme of study for your third year.

- Written work articulating and defining your position as an illustrator
- Practical work for set projects
- Online personal archive
- Workshops, seminars, crits, presentations and tutorials
- Lectures and visiting practitioner talks

## **Year 3**

### **Unit 9 - Exploratory core practice 'of discipline'**

This unit is a coming together of your practical, professional and critical position as an illustrator. It will be highly self-directed. It will look at professional development and potential fields you might work within after graduation.

- Presentation describing the progress of your individual programme of study
- Written work
- Practical work for set projects
- Online personal archive

Online and, where appropriate, studio-based:

- Workshops, seminars, group discussions, crits and tutorials
- Lectures and visiting practitioner talks

### **Unit 10 - Expanded core practice 'of discipline'**

In this unit you will work on a self-directed final project that integrates your conceptual and practical activity.

- To produce a resolved body of work and portfolio
- Online personal archive
- A designed and printed document using material from your online personal archive
- Online and, where appropriate, studio based:
- Workshops, seminars, group discussions, crits and tutorials
- Lectures and visiting practitioner talks
- To present work in the college degree show

### **Optional Diploma between year 2 and 3**

Between year 2 and 3 you can opt to undertake the Diploma in Professional Studies or the UAL Diploma in Creative Computing. Whilst these Diplomas are an optional aspect of the course, they are designed as an integrated and assessed part of your journey through the course.

### **Learning and Teaching Methods**

- Progressive assessment model: a new and innovative approach to assessment with a focus on mutual dialogue between students and staff
- Self-assessment
- Professional development
- Individual and group tutorials
- Group projects
- Personal archive
- Self-evaluation
- Peer assessment
- Live projects

### **Assessment Methods**

- Development file
- Essays
- Evaluative reports
- Peer assessment
- Practical work
- Presentations
- Proposals
- Self-assessment
- Tutorial records
- Written assignments

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## Reference Points

- QAA Subject Benchmark statements
- QAA Framework for Higher Education Qualifications
- CCW Common Credit Framework
- UAL Creative Attributes Framework

*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*