

**BA (Hons) Illustration and Visual Media
Programme Specification 2021/22**

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
Programme	Interaction Design and Visual Communications (L039)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2021
Course Entry Requirements	<p>Home/EU/International</p> <p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p>The standard entry requirements for this course are as follows:</p> <p>80 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Pass at Foundation Diploma in Art & Design (Level 3 or 4). • Merit, Merit, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing).

	<ul style="list-style-type: none"> • OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum <p>And 3 GCSE passes at grade 4 or above (grade A*-C).</p> <p>APEL - Accreditation of Prior (Experiential) Learning</p> <p>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:</p> <ul style="list-style-type: none"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • A combination of these factors. <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English Language requirements (International/EU)</p> <p>IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main English language requirements page.</p> <p>All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.</p>
Selection Criteria	<p>The portfolio, along with the details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"> ▪ Visual language: quality of structure, use of line, shape - 2D or 3D, form, scale, space, light, colour, texture and time. ▪ Ideas generation: quality of ideas and thought process, expression of design thinking. ▪ Research and its application (including images from

	<p>sketch books): evidence of investigation and use of appropriate resources.</p> <ul style="list-style-type: none"> ▪ Materials, media exploration and experimentation; experimentation and testing of materials to achieve outcomes. ▪ Contextual awareness and its influence on the portfolio; understanding and application of subject knowledge and context.
<p>Scheduled Learning and Teaching</p>	<p>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. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	37
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	30
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	17
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Offer a strong, vibrant and supportive studio culture to cultivate innovative image making practices that are responsive to our times.
Aim	Enable you to develop a unique visual language through a variety of research methodologies.
Aim	Focus on collaboration, networking and shared entrepreneurial practices as well as nurturing and developing a creative and independent voice and authenticity in your practice.
Aim	Focus on the wider social, cultural, environmental and political contexts and be responsive to change.
Aim	Enable you to appreciate, explore, interrogate and challenge the contemporary context for image production and consumption and develop new and unique approaches to traditional and emergent techniques, while considering materials and processes and their environmental impact and lifespan.
Aim	Encourage you to explore the impact and potential of emergent technologies to the contemporary image maker.
Aim	Equip you with the necessary subject specific and transferable skills to assist you in determining your professional/academic future and inspire by example.
Outcome	Systematically identify and investigate appropriate sources related to projects subject matter (Research)
Outcome	Examine and interpret research material in order to inform and resolve outcomes (Analysis)
Outcome	Examine, explore and apply subject knowledge and underlying principles related to Illustration and Visual Media (Subject Knowledge)
Outcome	Problem solve, take risks, experiment and test ideas and materials sustainably in the realisation of concepts while considering materials and processes and their environmental impact and lifespan. (Experimentation).
Outcome	Demonstrate skills in the final execution of your ideas through sustainably appropriate tools, techniques and processes. (Technical

	Competence).
Outcome	Show clarity of purpose, appropriate selection of media, awareness of appropriate conventions and sensitivity to the needs of diverse audiences in the production and presentation of ideas related to Illustration and Visual media. (Communication and Presentation).
Outcome	Manage your learning through reflection, planning, self-direction, subject engagement, and commitment. (Personal and Professional Development).
Outcome	Demonstrate suitable behaviour for working in a professional context independently or collaboratively. (Collaborative and/or Independent Professional Working).

Distinctive Features	
1	<p>Situated Studio Practice: The course offers specialist studios as options for students to explore and engage with. This supports the development of situated and independent practitioners. The specialist studios are designed to adapt to the changing nature of contemporary image making practice. They facilitate the development of focused practical exploration and the interrogation of the wider discourse, image making practice is located within. The breadth of practices offered through studio options enables the emergence of challenging and exciting hybrid forms of practice. Students will develop diverse processes and outcomes based on a reflective and critical understanding of image making.</p>
2	<p>Critical engagement: The course fosters critical engagement within the discipline and with the wider context of illustration and image-making practices. The challenges ahead are acknowledged (automation, questions of representation, scale, complexity) and students are encouraged to be active agents in a complex world. In terms of the discipline, existing preconceptions and definitions of illustration are challenged and new perspectives sought. Students develop the ability to respond positively to complex situations by understanding their work in a wider context. The course offers the intellectual and creative space to examine existing definitions of image making whilst exploring future directions for the image in the contemporary world.</p>
3	<p>Expanded illustration and image making practices: Building on critical engagement, the course is interested in working across disciplinary boundaries and understanding illustration and image making practices in the expanded field. We consider how images and image making informs and is informed by other disciplines based on an understanding that these situated practices engage with wider cultural, social, political, economic conditions. This approach is strengthened by the location of the course within the Interaction Design & Visual Communication programme.</p>
4	<p>Programme Community: The course is located within the Interaction Design & Visual Communication programme alongside relevant yet distinct courses: MA Illustration and Visual Media, MA Service Experience Design Innovation, MA Interaction Design Arts, BA (Hons) Interaction Design Arts and BA (Hons) Information and Interface Design. The course is unique at UAL in its position within such a programme and this distinction is leveraged to build cross disciplinary, future-facing practice. It further enables access to the production resources in these areas and the broad range of industry speakers from these disciplines. This enables the development of peer group relationships across courses and disciplines to cultivate innovative image making practices.</p>
5	<p>Diploma of Professional Studies (DPS) BA IVM students can apply to undertake an industry-oriented year leading to the Diploma of Professional Studies. It takes place</p>

between their second and their final year of study and enables students to spend time away from the institution, facilitating real world professional study. DPS adds significant enhancement to the learning experience of IVM students.

Course Detail

BA (Hons) Illustration and Visual Media provides a distinctive, creative and stimulating environment where imagination and original ideas are nurtured, developed and realised. On this course, you'll challenge and interrogate the potential of contemporary image-making within the creative industries.

What can you expect?

- We offer a broad and interdisciplinary approach in an era with unparalleled opportunities for skilled visual communicators. Through deep enquiry and an awareness of wider social, cultural and political contexts, you'll consider the role of the illustrator and image-maker, and be encouraged to question, validate and redefine the discipline both responsively and inventively.
- You'll cultivate an understanding of contemporary creative practice, critical debate and academic responsibility through a programme of studio practice, seminars, lectures, workshops, tutorial support and peer-learning opportunities.
- This course fuses methodologies of graphic awareness, critical illustrative practices, visual thinking, authorship and emergent technologies. You'll be given intellectual and creative space to examine and challenge existing definitions of 'the image' in contemporary visual culture alongside illustration and its impact, including consumption and production.
- You'll be encouraged to cultivate your own independent vision, and to approach work with curiosity, intellect and practical rigour. You'll harness traditional, digital and time-based mediums through a diverse range of studio-based projects where you'll develop your practice and confidently build transferable skills.

Our strong, vibrant and supportive studio culture emphasises experimentation, investigation, imagination and invention, and we respond to problems in new and sustainable ways. You'll be taught by staff who are successful professionals in a range of creative fields, each with an area of specialist research and practice that feeds directly into our stimulating learning environment.

Work experience and opportunities

Our curriculum focuses on collaboration, networking and shared entrepreneurial practices while developing your creative and authentic voice. We promote participatory learning through collaboration with external partners, and encourage you to become a responsive, adaptable and resourceful practitioner who can communicate in compelling ways with diverse audiences.

Our fluid definition of illustration means that you can uniquely define the subject while challenging existing preconceptions and definitions of image-making. Through routine commercial and personal projects, you'll develop a professional practice which will

broaden your scope for future employment.

You'll graduate with a rigorous, forward-facing portfolio that showcases work across sculpture, painting, installation, drawing, typography, photography, film, digital or print-based media, or a combination of these practices, with a high level of critical engagement with wider contexts.

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications:

Diploma in Professional Studies (DPS): An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking a variety of placements and industry experiences. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Diploma in Creative Computing: An optional, year-long opportunity which allows you to develop the computational skills that are shaping the future of the digital creative industries. After successfully completing the Diploma and the final year of your undergraduate degree, you'll graduate with an enhanced degree title: for example, BA (Hons) Design for Art Direction (with Creative Computing).

Course Structure

The academic year for this course is divided into 2 blocks.

The 1st block is of 15 weeks' duration from late September to mid-February. In accordance with the University timetable, there will be a four week holiday in December.

The 2nd block is also of 15 weeks' duration from mid-February to the end of June with a four week holiday for Easter.

Mode of Study

BA (Hons) Illustration and Visual Media runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

Course Units

In 2019, UAL declared a [Climate Emergency](#). In response, LCC's [Design School](#) set an ambitious Sustainability Action Plan in place to fully embed responsible practices within the curriculum and in everything we do.

As part of this initiative, we've shaped our courses around social and environmental

sustainability principles that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values to foster a more sustainable planet. Our aim is to change the way our students think, and to empower you to work towards a sustainable future.

In common with all courses at the University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Illustration and Visual Media qualification, you need to accumulate a total of 360 credits.

Year 1

Introduction to Illustration and Visual Media (20 credits)

Visual Practices: Exploration and Play (40 credits)

Illustration Practices: Methods and Processes (40 credits)

Contextual and Theoretical Studies 1 (20 credits)

At the beginning of Year 1, you'll be introduced to a range of mediums and media in order to give you a firm base of skills which will help you realise your ideas for set projects. You'll also take part in educational visits to museums and exhibitions, which will inform your project work and you'll be involved in group projects and cross year projects to increase your skills in negotiation, collaboration and time management. These are vital key skills needed for pursuing a career in the creative industries.

Year 1 will include introductory sessions to drawing, animation, computing and printmaking, which will involve a series of tutorials, seminars and workshops to help you build on the thinking, analysis and production essential for the creative process.

The Visual Practices: Exploration and Play unit will introduce you to research as practice through playful exploration. You will be encouraged to consider the possibilities of using image generation as a method to investigate a range of different subjects.

The Illustration Practices: Methods and Processes unit will show you how process led activities enhance and activate ideas generation through investigation and experimentation. You will also investigate the possibilities of generating impactful works that communicate to a wider audience.

Year 2

Professional Practices (20 credits)

Exploring Studio Practices (40 credits)

Situated Studio Practices (40 credits)

Contextual and Theoretical Studies 2 (20 credits)

In Year 2 you are encouraged to experiment and explore an individual and personal approach to your illustration and design work. You will be supported in developing your own visual language and philosophy. Students are encouraged to choose from a range of live projects, take part in organised study trips and exhibit both internally and externally.

External industry links form a key part of this year, in relation to exhibiting and responding to live commissions, publishing your work professionally; taking part in cross year workshops and learning to curate; negotiating professional problems, visual languages, networking, self and group promotions and considering your place in professional practice.

In the Exploring Studio Practices unit, you will increasingly broaden your understanding of illustration and visual communication through workshops that will enhance existing skills and develop new ones including drawing, combining text and image, developing narrative, sculptural and spatial practices, curation of visual content, and prototyping, interactive and experiential image works.

The Situated Studio Practices unit will involve the examination of professional structures and opportunities with external partners. You will be encouraged to develop diverse processes and outcomes based on a reflective and critical understanding of image making.

A wide range of set projects and external projects will help you to consider the role of the contemporary illustrator; of professional life and its relation to your own practice. Students can also apply to take an industry placement year out called the Diploma in Professional Studies, as part of their course.

Diploma in Professional Studies

The Diploma in Professional Studies (DPS) is an optional year-long learning opportunity, allowing you to undertake a variety of internships and professional experiences for a whole academic year in Year 3, as part of a four-year degree. It is a managed year of professional experience largely undertaken in the design profession in a variety of national and international locations.

Successful candidates are selected on a competitive basis from academic performance and studentship, successful completion of the DPS bridging studies and by portfolio and proposal.

Year 3

Route A

Contextual and Theoretical Studies 3 (40 credits)

Minor Studio Project (20 credits)

Major Project Studio (60 credits)

Route B

Contextual and Theoretical Studies 3 (20 credits)

Minor Studio Project (20 credits)

Integrated Practice (20 credits)

Major Project Studio (60 credits)

Year 3 is the culmination of your studies, focusing on your individual development and the combination of your previous teaching and learning into the production of a body of work that can be assessed academically.

When you reach the final year, it may be that you have developed an interest in your dissertation topic and want to place greater emphasis on it, Route A allows you to do. If on the other hand, you wish to place greater emphasis on studio work by doing a smaller dissertation, you can do so in Route B.

Assessment Methods

- Notebooks
- Sketchbooks
- Blogs
- Evaluative reports
- Essays

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

Course Diagram

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		
Level 4 – Year 1																																	
Block 1															End of Block	Block 2																	
Intro to Illustration and Visual Media (20 Credits)										S	Illustration Practices: Methods and Processes (40 Credits)										S												
Visual Practices: Exploration and Play (40 Credits)													S	CTS1 (20 Credits)										S									
Level 5 – Year 2																																	
Block 1																Activities Week	Block 2																
Exploring Studio Practices (40 Credits)												S	Situated Studio Practice (40 Credits)										S										
Professional Practice (20 Credits)										S	CTS2 (20 Credits)										S												
Level 6 – Year 3																																	
Block 1																	End of Block	Block 2															
Major Project (60 Credits)									Major Project continued										S														
Minor Studio Project (20 Credits)										S																							
CTS Route A (40 Credits)												S																					
CTS Route B (20 Credits)												S																					
Route B Integrated Practice (20 Credits)												S																					

S = Summative Assessment

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

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