

BA (Hons) Illustration and Visual Media

Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Interaction and Visual Communications (L039)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2019
QAA Subject Benchmark	Art and Design
UAL Subject Classification	Illustration
JACS Code	W220 - Illustration
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
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 for entry in 2020, or 64 UCAS tariff points for entry in 2019, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p>

- 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, Pass, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing).
- Pass at UAL Extended Diploma.
- Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing).
- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma.

And 3 GCSE passes at grade 4 or above (grade A*-C).

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 (International/EU)

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.

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.

Selection Criteria

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:

- 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 sketch books): evidence of investigation and use of appropriate resources.
- 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.

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	Provide you with the knowledge and skills to support your study of Illustration as a creative and dynamic activity.
Aim	Assist you in developing a personal design methodology and enable you to speculate on new, innovative approaches to the subject.
Aim	Enable you to appreciate, explore, interrogate and challenge the existing forms of the subject through independent and collaborative enquiry.
Aim	Assist you in placing Illustration in an historical, social, cultural, theoretical and professional context.
Aim	Equip you with the necessary transferable skills to assist you in determining your professional future
Outcome	Systematically identify and investigate appropriate sources related to projects subject matter. (Enquiry).
Outcome	Examine and interpret research material in order to inform outcomes (Enquiry).
Outcome	Understand and apply subject knowledge and underlying principles related to Illustration and Visual Media. (Knowledge).
Outcome	Problem solve, take risks, experiment and test ideas and materials in the realisation of concepts. (Process).
Outcome	Demonstrate skills in the final execution of ideas appropriate to the medium. (Realisation).
Outcome	Show clarity of purpose, appropriate selection of media, awareness of appropriate conventions and sensitivity to the needs of the audience in the production and presentation of ideas related to Illustration and Visual media. (Communication).
Outcome	Manage your learning through reflection, planning, self-direction, subject engagement, and commitment. (Process).
Outcome	Demonstrate suitable behaviour for working in a professional context alone or with others. (Process).

	Distinctive Features
1	The BA Illustration and Visual Media course at LCC seeks to challenge existing preconceptions and definitions of illustration and encourage students to view themselves as thinkers as well as image makers. Taught by a team of practicing artist, designers, researchers and Academics, all the tutors on your course are actively involved in scholarly investigation, graphic design and art related professional practice. The Course fosters an understanding of contemporary creative practice, critical debate and Scholarly responsibility. We offer you the intellectual and creative space to examine existing definitions of illustration whilst exploring future directions for image in the modern world.
2	Image based Story telling is the basis for what we do, there is no prescribed medium or material, we do not purely follow the figurative drawing base of traditional illustration courses but, encourage students to work in a broad range of media, processes and techniques. Nothing is off limits.
3	On graduating students from the course enter a wide and varied range of professional practices working in graphic design for international and UK based companies such as Alexander McQueen, Pentagram, No days off, Airside, UVA, Research Studio, Artworklove and YCN.
4	Past graduates have gone on to careers in off and online publishing companies such as Winkreative, Black Dog, Thames and Hudson, Nylon NY, John Brown publishing and Arts quarterly magazine.
5	We encourage our students to integrate and debate not only with the professional world of Art and Design but with each other whilst studying on the course. This leading to students forming working partnerships that carries on after University. Start-up partnerships Vault 49 in New York, The interactive company Dandelion and Burdock and Ah Studio, were formed by duo's who met on Illustration and Visual Media at LCC. These companies still contribute, mentoring, teaching and internships.
6	Alongside the range of Design and Art based careers of our Alumni many successful freelance Illustrators have graduated from Illustration at LCC: Claire Scully, Chrissie Abbott, Clara Terne, Anne Harild, Annu Kipelainen and James Carey to name a few. The Illustration agency the Nuagency was set up in Sweden by alumni Josefine Engstrom.
7	Students wishing to pursue at MA Level received help with Postgraduate applications, references and folios. Students have gone on to study a number of subjects including: Cultural studies, design, Illustration, Photography and animation at universities in Poland, USA and London.

8	<p>An Integral part of the course is the encouragement of and involvement in external events, exhibitions and presentations. Students in year one, two and three have exhibited at: The Barbican, Jaguar Shoes, the Rag Factory, Scholar House Studios, the Chocolate Factory, the Crypt and the Old Sweet Gallery.</p>
9	<p>As part of the course past students have enjoyed collaborative projects with external professionals; the illustrator Martin O’Neil for a shop front in Brighton. Illustrations and design for professional writers and the publishers Faber and Faber and John Brown Publishing. Students have designed produced and presented work at the V&A for ‘The Sound of Print’. Tate Britain: Should Art be political? And ex-students Mitsuhiro Aita’s ‘Moving House’ was exhibited at the Barbican.</p>
10	<p>Illustration Students and Staff have also exhibited work at Neville Brody’s Anti Design Festival in London. Emphasis is placed on developing a range of practical, conceptual, research and decision machining skills that are transferable from the academic environment to the world of creative practice beyond the university. LCC Illustrators make intelligent, well informed, critically engaged work that goes beyond stylistic aesthetic concerns, and graduate as self-motivated individuals equipped to shape the future of art and design practice.</p>
11	<p>The Diploma in Professional Studies integrates more work-based learning into the 3 year programme. The course can also build on the entrepreneurial successes of recent students in addressing issues such as setting up in practice, applying for project funding, professional presentation skills etc.</p>

Course Detail

We are living in an age where the boundaries of culture and information are increasingly crossing and connecting. Messages are reaching people via a wide range of mediums and materials. Visual communication needs to be truly versatile, adaptable and global, able to connect with a broad range of people, many with differing cultural viewpoints.

The Illustration and Visual Media BA Course at LCC is not defined by a medium or material, not limited to a style but fuelled by a desire to communicate by whatever means are appropriate, be it sculptural, typographic and photographic, filmic, print based or a combination of all of these. From the film industry to political parties to publishing, on and offline the contemporary Illustration is not only a traditional 'service provider' but a key player in global communication with an inspiring range of forms, mediums and outlets for their thoughts, opinions, processes and ideas.

Course Units

Each year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year.

Each unit is credit-rated; the minimum unit size is 20 credits. There are always 120 credits per year, and 360 credits make up the BA (Honours) degree.

Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

In Year One, the emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner.

Under the Framework for Higher Education Qualifications the Levels for a BA are:

Level 4 (which is stage 1 of the course) Level 5 and Level 6.

There is a progression point at the end of each level and in order to progress, all units of the preceding level must normally be passed.

If you are unable to continue or decide to exit the course, a **Certificate of Higher Education (Cert HE)** will be awarded following the successful completion of Level 4, or a **Diploma in Higher Education (Dip HE)** following the successful completion of Level 5.

In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is **either** comprised of the marks from Level 6 units only, weighted according to their credits, or the highest graded 100 credits from level 5, at a weighting of 30%, and all 120 credits at level 6 with a weighting of 70%. Your classification is based on the highest result.

For more detailed information regarding your course's contact hours please check Moodle and '**My Contact Hours**', which can be accessed through <https://mycontacthours.arts.ac.uk/>

In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page https://mytimetable.arts.ac.uk/timetable_navigate/

Learning and Teaching Methods

This is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

Then below the above text include the scheduled learning and teaching hours for the course. Example of format below

Year 1 – 37%

Year 2 – 30%

Year 3 – 17%

For PG courses, the below text is to be used for this section. Use the appropriate number of study hours for the relevant level (do not include the level of study in the text that goes into the programme spec).

This is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1800 (MA)/1200 (PG Dip)/600 (PG Cert) hours over the duration of the course; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

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

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.