

Negotiated Illustration Major

BA (Hons) / MDes Illustration

Module Handbook Level 5

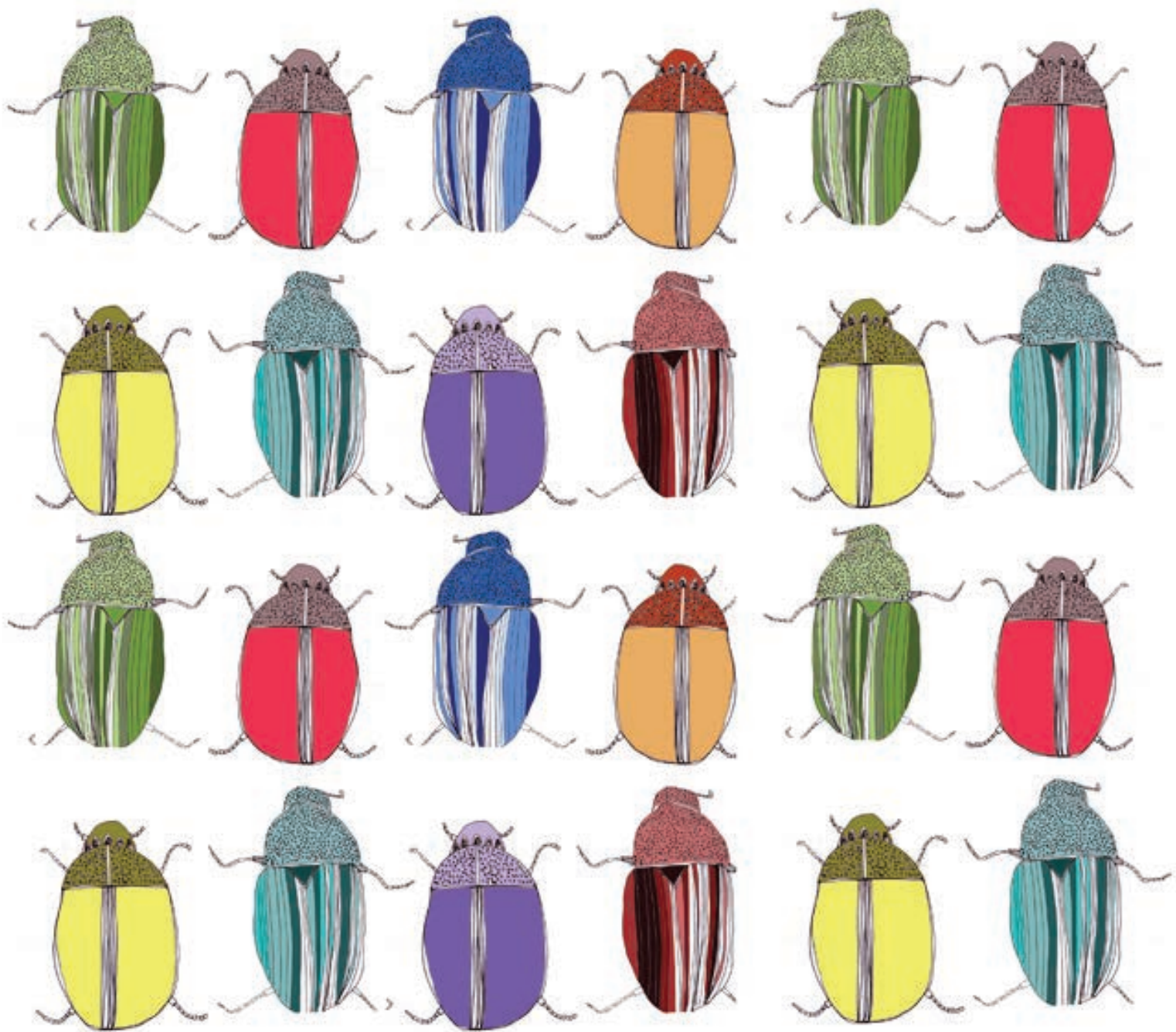


Illustration: Jordanne James

Swansea
College of Art
Founded 1853



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Negotiated Illustration Major

Module Code: M5X02145 Module Credits: 20 Semester: 2

Teaching Staff: Derek Bainton / Delyth Lloyd-Evans / Jonathan Williams

Module Start Date: Monday 11th March 2019

Teaching Sessions: Mondays, Tuesdays 10.00am to 3.00pm

Module Duration: 6 weeks (12 week equivalent Block)

Assessment Deadline: 12 Noon Tuesday 07th May 2019

Rationale

This module facilitates the transition between directed and negotiated study, where students to begin to pursue personal directions in their work at an academic level.

Illustration as a discipline is multi-layered and takes on many forms and guises. From the more traditional form of image-making through drawing and painting for print to more experimental grounds such as 3D, sculpture and moving image.

Students are encouraged to initially consider and explore illustration broadly - as a means of communicating through images, in personal, intellectual, philosophical or commercial directions

In developing individual approaches through broad research, students are encouraged to evidence critical practice in work.

Module Aims

To provide the student with the opportunity to follow their own learning pathways pursuing their own interests and developing their own strengths in producing innovative conceptual work of an individual nature, and/or responding appropriately to a realistic professional design brief.

To prepare students for their final year in relation to independent learning, setting own goals and time management.

Learning Outcomes

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Develop and articulate own brief showing evidence of the expression of concepts both verbally and visually.
2. Execute a body of design and illustration work of an innovative and individual nature that demonstrates a high standard of professionalism.
3. Articulate major developments in current and emerging media and technologies in their discipline

Indicative Content

- Problem analysis, organisation, planning and time management
- Research; location and identification of source information related to illustration / design work.
- Appropriateness, effectiveness of response to design brief, fitness for purpose.
- Presentation of preliminary design proposals to staff and peers at interim critique.
- Designing with type and illustration emphasising effective application of drawing, composition, rendering and layout with sensitivity to achieve specific objectives.
- Exploiting the full potential of the chosen medium to achieve specific objectives.
- Learning to be self-sufficient and resourceful using initiative to enlist the help of tutors, technicians, librarians, fellow students and others where appropriate and making full use of the facilities.
- Working methods and presentation skill.

Assessment Criteria

This module is a coursework based module that contains a formative assessment point and one final summative assessment point. Full details of the assessment criteria will be contained within the module design brief/briefs.

Formative Assessment

Formative assessment gives you feedback on the progress you are making during the module. It can indicate recommended action midway. It may include group critiques and an indicative mark.

Summative Assessment

Summative assessment finalises what you have achieved at the end of the module by way of a final module percentage mark.

Assessment Strategy

Your assessment is broken down into the following areas. A short description has been included for each area.

Assessment criteria indicated can carry specific weighting when being calculated into the final module mark.

1. Engagement with Literature Skills (15%)

In preparation for this module it is crucial you start by collating broad research, evidencing patterns and trends in illustration. What are the current and emerging trends and media in your discipline? Look websites like itsnicethat.com

In turn, focus on collating research material that is pertinent to the niche or theme you have decided to explore in your project.

2. Knowledge and Understanding Skills (15%)

You should be able to demonstrate sound knowledge and understanding of how far reaching illustration be. Critique and reflect upon your research. This assignment requires you to demonstrate knowledge and understanding of a broader illustration practice, alongside specialist insights into your chosen theme.

3. Cognitive and Intellectual Skills (20%)

This assessment criteria looks at how you have developed concepts and experimented with a range of approaches - how you have reflected and evaluated them, and how your work has evolved and refined in your final level 5 assignment.

4. Practical Skills (30%)

This Assessment criteria focuses upon the quality and finish of the final piece/pieces and presentation. Is your work successful in reaching your own intended outcomes? Does the work successfully communicate to your target audience?

5. Transferable Skills for Life & Prof Practice (20%)

How effectively you have negotiated and discussed your project with staff will be measured in this criteria. As always, importance is placed upon personal time management and project management, including meeting own deadlines. Engagement with module and evidence of self-directed study beyond the timetabled sessions is considered. This criteria also looks at the development of any specialist skills pertinent to your own direction of study.

Submission Information

Details of what is required for the submission of work for this module will be outlined in detail in the module brief/briefs.

Penalty for Late Submission

There are penalties for late submissions without extenuating circumstances.

The maximum mark that can be awarded after the submission date is 40%. Work cannot be accepted more than 1 week after the submission deadline, and must be recorded at the Exam Board as non-submission (Zero).

GA1 Extenuating Circumstance forms can be found at www.uwtsd.ac.uk/academic-office/appendices-and-forms/



Illustration: Karolina Slawska



Illustration: David Price

Weekly Schedule	Notes
Week 1 Monday 11 March 2019	Module & Project Delivery Tutorials / Personal Research / Proposal Writing
Tuesday 12 March 2019	1to1 Proposal Tutorials Tutorials / Personal Research / Proposal Writing
Week 2: Monday 18 March 2019	Proposal Deadline - Submission of Paper Proposal & Studio Tutorials
Tuesday 19 March 2019	Studio Tutorials
Week 3: Monday 25 March 2019	Studio Tutorials
Tuesday 26 March 2019	Studio Tutorials
Week 3: Monday 01 April 2019	Interim Crit
Tuesday 02 April 2019	Interim Crit / (BOLOGNA)
	EASTER
Week 4: Monday 29 April 2019	Studio / Tutorials
Tuesday 30 April 2019	Studio / Tutorials
Week 5: Monday 06 May 2019	BANK HOLIDAY
Tuesday 07 May 2019	PROJECT DEADLINE - 12 NOON



Illustration: Tamara Dellutri

Attendance Policy

All students are required to attend scheduled classes and Faculties will record academic attendance on a weekly basis.

Contact points will be specified for each programme, taking into account the structure of the programme and the scheduled timetable.

After three consecutive missed contacts, the Faculty will write to the student and ask him/her to meet with the appropriate programme representative.

If a student has two further consecutive missed contacts the student will be sent a final warning by the Faculty. Students who have a legitimate reason for absence (including the instance of illness or injury) must produce evidence. Authorised absence will not be counted against the student. The confirmation of the authorised absence will be logged on the student record in the Registry.

If a student does not provide any reasonable justification for absence and/or the student fails to attend after receiving a final warning then the Faculty will ask the Registry to withdraw the student within two months of the last recorded date of attendance.

Each student's cumulative attendance will be reviewed at the end of the academic year. Any student with a cumulative attendance for the academic year below 70% will be sent an end of year warning letter by the Faculty to warn her/him that attendance is below the level expected by the University and if poor attendance continues this may lead to the individual being withdrawn from the programme.

Contact Time

The allocation of teaching to deliver the module is:

Scheduled Learning

Total: 48hrs (24%)

Independent Learning

Total: 152 hrs (76%)

Overall Module Total: 200hrs (100%)

Plagiarism

In the course of your studies whether in taught sessions or through individual research, you should and you will read, look at, and investigate the work of others; and through this exploratory process incorporate some of their visual or theoretical ideas into your own work/ assignments.

What you must never do is to attempt to pass any of it off as your own either by copying and not acknowledging it, or by appropriating ideas as if they were your own.

If you do use ideas (visual or theoretical) you must reference the source within your visual research books.

Plagiarism is an Unfair Practice and is subject to a number of procedures, for details of which you may consult the UWTSD Quality Handbook held in the Dynevor library.

Pastoral Support

Faculty Pastoral Support

If you have problems of either a personal or academic nature and wish to discuss them confidentially, please do not hesitate to contact your tutor or any member of the illustration team.

Illustration: Chris Livings

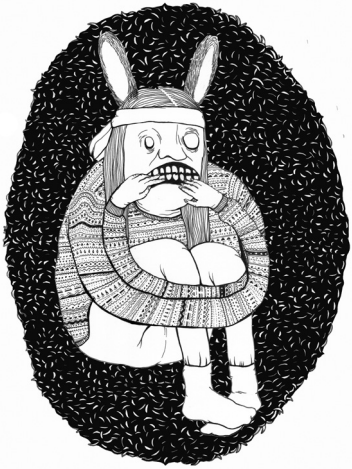




Illustration: Carrie Francis

Bibliography

Essential

Brazell, D. (2013) Becoming a successful illustrator, London : Fairchild Books

Hegarty, J. (2014) Hegarty on creativity: there are no rules, London : Thames & Hudson

Inglelew, J. (2011) The A-Z of Visual Ideas: How to Solve any Creative Brief, London : Laurence King

Sawyer, K. (2013) Zig Zag: The Surprising Path to Greater Creativity, California : Jossey-Bass

Journals

- Varoom
- Creative Review
- The New Yorker
- Private Eye
- The Guardian
- The Literary Review

Websites

- <http://www.itsnicethat.com>
- <http://www.an-ti-dotepress.co.uk/>
- <http://www.caughtbytheriver.net>
- <http://nobrow.net>
- <http://atlanticpressbooks.com>
- <http://www.theaoi.com>
- <http://www.illustrationweb.com>
- <http://www.dandad.org>
- <http://www.creativereview.co.uk>

Recommended

Recommended in consultation with students, geared to individual needs.

Background

Male, Alan Illustration: meeting the brief (London: Bloomsbury Visual Arts, 2014)

Hall, Andrew Illustration (London : Laurence King 2011)

Library

Dynevor Library Opening Times	
TERM-TIME	
Mon - Thur	09:00 – 21:00
Fri	09:00 – 16:30
Sat	10:00 – 16:00

VACATION
The libraries are open during vacation. See website for further details.

Library Web Pages
Go to <http://www.uwtsd.ac.uk/library> for:

- Access to the Library Catalogue
- (TalisPrism) and your library account
- Access to Subject Guides
- Access to Online Web Resources: databases, e-journals, e-books and useful internet sites
- Information on Computing Facilities



Illustration: Joe Bourgord

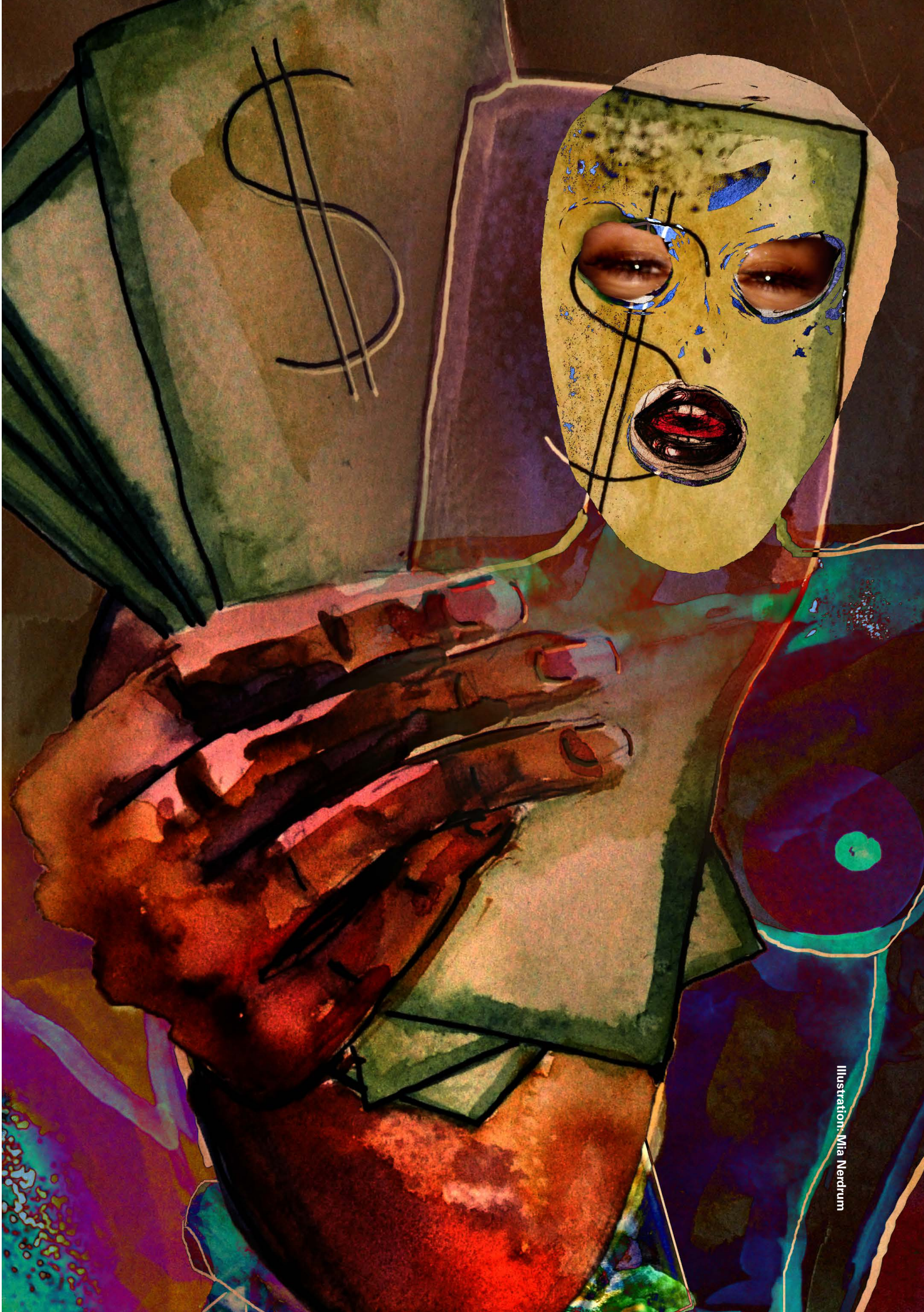


Illustration: Mia Nerdum

