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

APPENDIX GA36a

LEVEL 5 ASSESSMENT SPECIFICATION

Student name:		**Student ID number:**	
Programme:	**Illustration**		
Module:	**Professional Practice – Part 2**		
Module code:	**ADAD5002**	**Contribution to Overall Module Assessment (%):**	**70%**
Lecturer:	**Delyth Lloyd-Evans** **Matthew Otten**	**Internal Verifier:**	**Dr Mark Cocks**
Assignment Title:	**Paper Product**	**Word count (or equivalent):**	
Submission deadline:	**11/12/19**	**Return date of provisional marks & written feedback:**	**By 29/1/20**
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) **Alternative submission method (if applicable):** A professional, quality mock-up and final artwork with supporting material (costings, target audience, USP etc.), research and development. **Late submission of the assessment will result in a late penalty mark.** Penalties for late submission: Up to one-week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)
Upon successful completion of this module, a student should be able to demonstrate the ability to: • Demonstrate an understanding of the contemporary professional and entrepreneurial context and interdisciplinary dialogues. • Identify entrepreneurial opportunities and creative practices appropriate to their specific award pathway. • Communicate idea generation, concept development and project realisation to audiences in visual, oral and written forms.

TASK DESCRIPTION

Assessment Component 2 - 70%

This module focuses on the changing nature of illustration, particularly the developing shift towards self-directed work and entrepreneurial opportunities. Most practicing illustrators have more than one income stream (all illustration based). In addition to commissioned work they may license images for publishing and manufacture, and create product/merchandise to sell via their websites, on Etsy and at Illustration Fairs etc. Some develop this into a viable business on a larger scale, mass producing a range of quality end products, developing their own design-led business. Others take the 'fine art' approach, creating limited edition work and one off pieces that can command a higher price, for exhibition at Art Galleries.

You are required to create a paper product as an extension of the illustrator you are/aim to be. This will be to a high quality mock-up stage of the product and the final artwork. You can work in 2D or 3D, any size, full colour print, limited palette or black and white, traditional printmaking techniques, Risograph, Letterpress, die-cutting or laser cutting.

You will consider (Presentations/demonstrations/tutorials throughout this module will guide you):
Target audience
Place in the market
Trends
Originality/USP
Outlets
Source materials – for your mock-up and the final production of your product
Costs
Printing
Sustainability
Viability

Final Submission:

- Professional quality mock-up of product.
- PowerPoint presentation of your project, including all research, inspiration, sketchbooks, development, experimentation, high quality finished artwork and supporting material – costings, materials, sustainability, printing etc.
- Visualised further considered use of image on a selection of other products.
- Self-evaluation.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

1. Engagement with Literature Skills (Marks available: 10 out of 100)

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed an appropriate *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: *Research: Show clear evidence of a range, and depth, of relevant research and analysis, with meaningful, personal annotation. What/who has influenced your work. Research relevant area of the industry. Other research will relate to the audience/outlet/production/cost of your individual products. As this is a practical module the emphasis will be on the* ***range, quality and relevance*** *of research and* ***not*** *your referencing abilities.*

2. Knowledge and Understanding Skills (Marks available: 10 out of 100)

At level 5, you should be able to demonstrate: sound knowledge and critical understanding of the well-established concepts and principles of the subject area and the way in which those principles have developed; knowledge of the main methods of enquiry in the discipline. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding.

Guidance specific to this assessment: *Knowledge and overall understanding gained, and demonstrated, within the context of your individual products, target audience, cost, viability and market.*

3. Cognitive and Intellectual Skills (Marks available: 20 out of 100)
You should be able to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study. You should be able to evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work. Your work must contain evidence of logical, analytical thinking. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment: *Development: Demonstrate how relevant research and analysis has informed your work. Conceptual development - have you pushed your own ideas forward and experimented with a variety of possibilities and materials? Effective self-analysis and criticism - you will need to learn to critique your own work and tackle any areas of weakness that you may have and make amendments. Is there a gap in the market for this product? What is its USP? What makes this quirky, groundbreaking and original? Is this just a poor imitation of what is already available?!!!*

4. Practical Skills (Marks available: 40 out of 100)
At level 5, you should be able to use/deploy a range of established techniques within the discipline, and apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be creative. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Guidance specific to this assessment: *The realisation of final artwork and mock-up – drawing skills, design and layout, composition, typography, colour etc. How well have your final outcomes been applied? How professional is the final quality of the mock-up?*

5. Transferable Skills for Life and Professional Practice (Marks available: 20 out of 100)
Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making. This includes demonstrating: professional development to advance existing skills and acquire new competences that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment: *Open and continuous dialogue with staff, personal work management and time keeping (attendance and punctuality), contribution to sessions, and clear and professional presentation of work for assessment. Personal responsibility demonstrated in managing own learning through module engagement,* ***self-directed study*** *(this refers to your ability to manage your time effectively outside the session, in completion of this project).*

STUDENT FEEDBACK FORM

This section details the *extent* to which you demonstrate the assessment criteria, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
	10	
2. Knowledge and Understanding Skills		
	10	
3. Cognitive and Intellectual Skills		
	20	
4. Practical Application Skills		
	40	
5. Transferable Skills for Life and Professional Practice		
	20	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	**Late Submission Penalties (tick if appropriate)**		**%**
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		