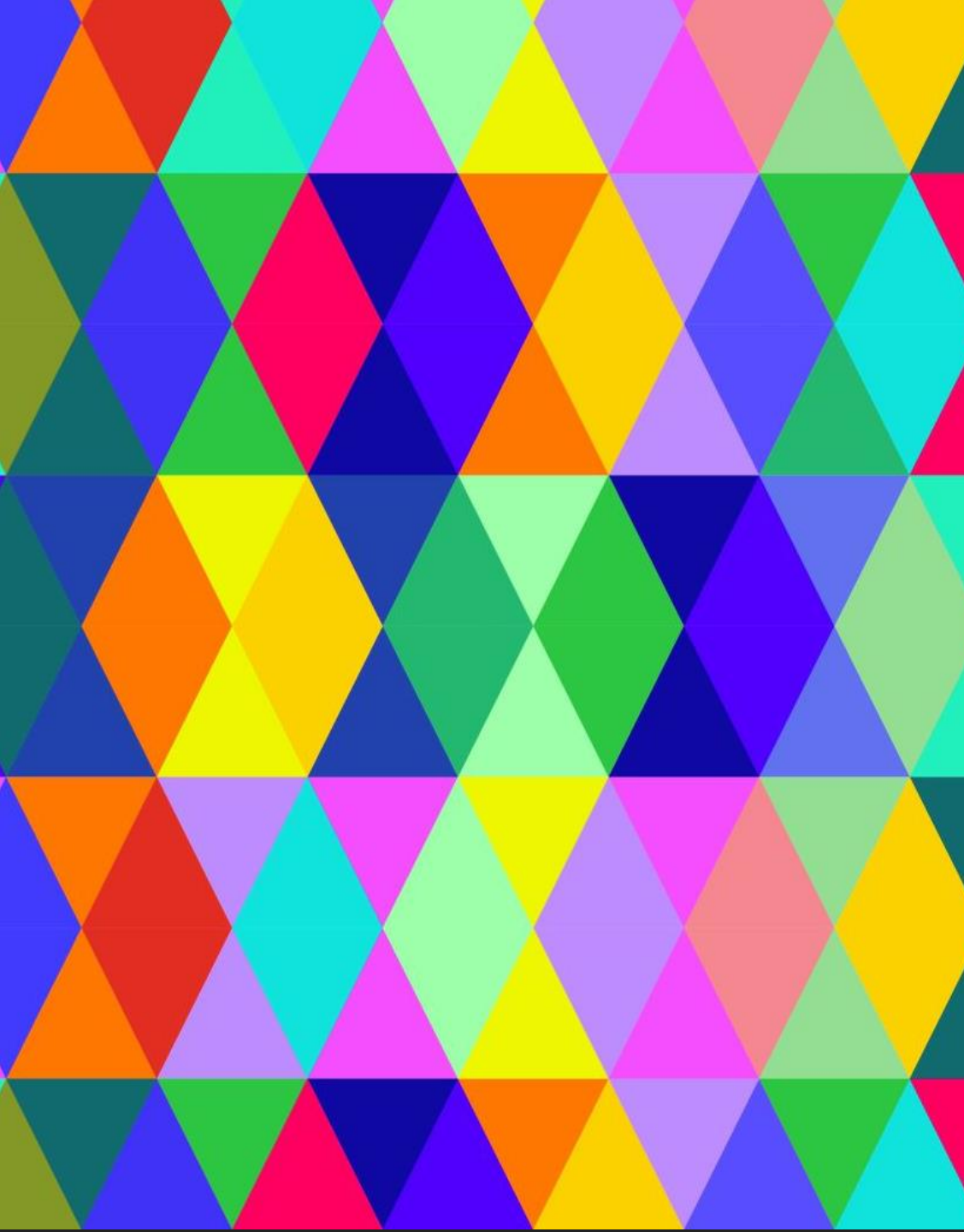




Welcome to the Research in Context Introduction

- Today
- Assessment Specification
- The Weekly Plan
- Library
- Questions - Pick one question from six choices
- Essay Formats
- Reading Lists

Learning Outcomes

- Identify and examine the contextual formation of their particular objects of study, research areas and interfaces and demonstrate intellectual curiosity through an engagement with the materials of study, archives, texts and literatures;
- Engage with forms of critical analysis, argument and debate, expressed through an appropriate command of oral, written and other forms of communication.

How do we assess?

Research 25%

○ RESEARCH 25%

- Assemble a substantial bibliography, recognizing both established viewpoints and contemporary thinking on your question of choice.
- Identify key practitioners and recognized changemakers, whether widely known or more marginal.

**How do we
assess?**

**Subject
Knowledge
25%**

○ **SUBJECT KNOWLEDGE 25%**

- Present an engaging written output that demonstrates knowledge and understanding of, and curiosity about, your subject.
- Show evidence of an understanding of social, cultural and technological factors that may have shaped the visual artefacts under discussion.
- Deploy effective visual examples to further elucidate your written output.

How do we assess?

Critical Engagement 25%

○ CRITICAL ENGAGEMENT 25%

- Deploy your research to formulate a convincing structure for your essay.
- Critically evaluate and analyse the relevant theoretical and practice-based discourses.
- Explicitly outline and justify the solutions, insights and understanding that have come from your research.
- Consider divergent viewpoints and reflect upon these to both support and challenge your argument.

**How do we
assess?**

**Professional
25%**

○ **ACADEMIC CONVENTION/PROFESSIONAL
PRACTICE 25%**

- Present your text with attention to the conventions of language and grammar within a coherent system of paragraphing.
- Apply Harvard referencing conventions accurately and consistently with regard to quotations and visual imagery.
- Deploy an appropriate page layout to effectively communicate your content.

What's it all about?

- The Research in Context module (ADAD5003) is designed to help students to explore interests, artists, designers and themes within, or associated with their practice, as a preparation for an ongoing engagement with the contextualization of their work.
- Bear in mind that in order to contain your argument within the format of a 2,500-word essay and avoid superficial coverage, you should be highly selective in your choice of examples and concentrate on critical analysis.

Essay Questions

- Choose **ONE** essay question from the following 6 questions:
- **Question 1:** Choose three picture books you consider to be postmodern. Examine what defines them as such.
- **Question 2:** Analyse the work of illustrators and, particularly, author illustrators who tackle difficult, sensitive and sometimes shocking themes.
- **Question 3:** How does horror illustration use visual language to evoke fear, and how have cultural and historical contexts shaped its development? In your response, you may wish to consider the following statement: *"The uncanny is that class of the frightening which leads back to what is known of old and long familiar."* (Freud, 1919, p220)

More questions to choose from

- **Question 4:** How do illustrators use visual narrative, style, and sequencing in graphic novels to construct meaning and shape reader experience?
- **Question 5:** From this semester's lectures, choose a theme or selection of illustrators that relate to your practice or interests. Critically assess primary themes, key writers, and relevant practitioners.
- **Question 6:** With an emphasis on Welsh language, Culture or Identity choose a theme or focus on creative practitioners relevant to your field of study and critically analyse your choices. This essay can be presented in Welsh or in English in discussion with your tutor.

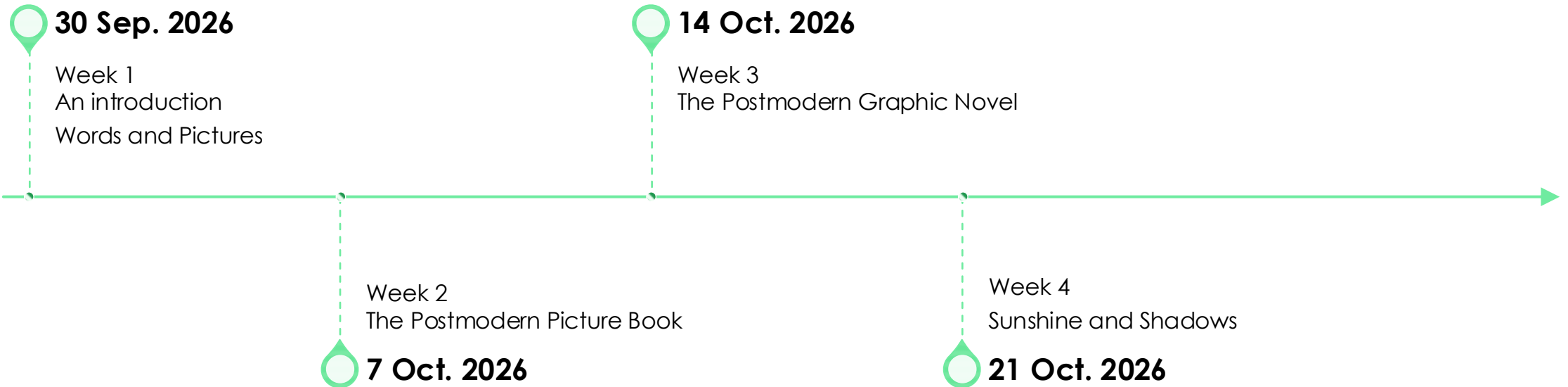
Deadline

- Word Count 2,500
- Essay hand-in
10am on Wednesday 9th December 2026

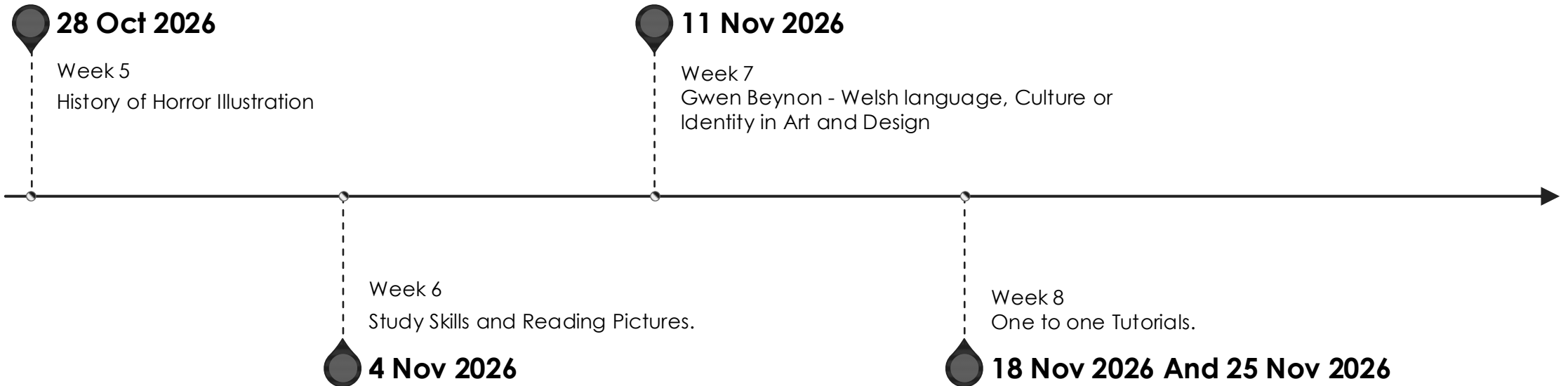
The Library

- Emily Wild
- emily.wild@uwtsd.ac.uk
- Please use the Harvard Referencing
- Library link which is on moodle.
- studyskillsdistance@uwtsd.ac.uk

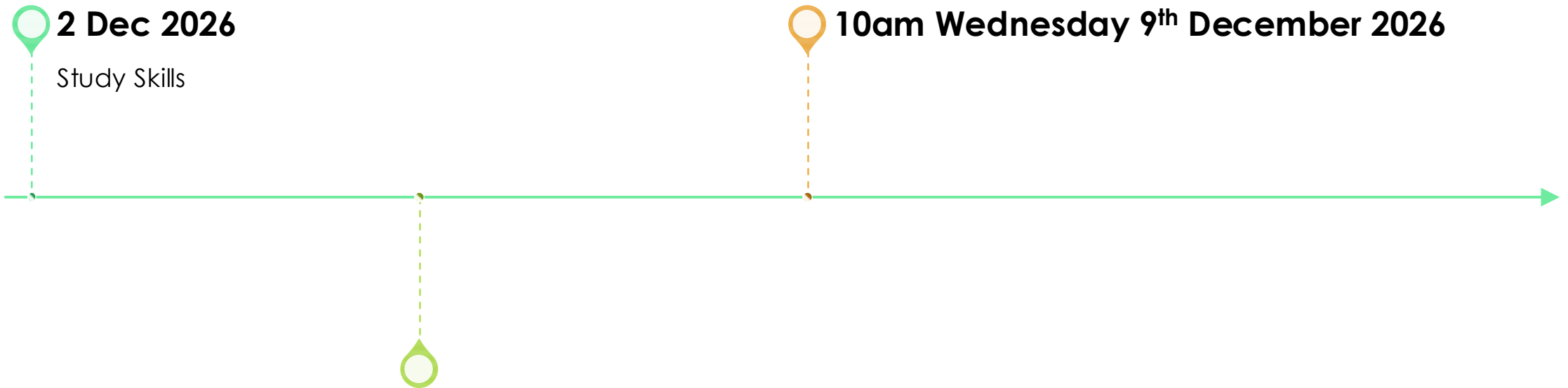
The lectures for Illustration



The lectures for Illustration



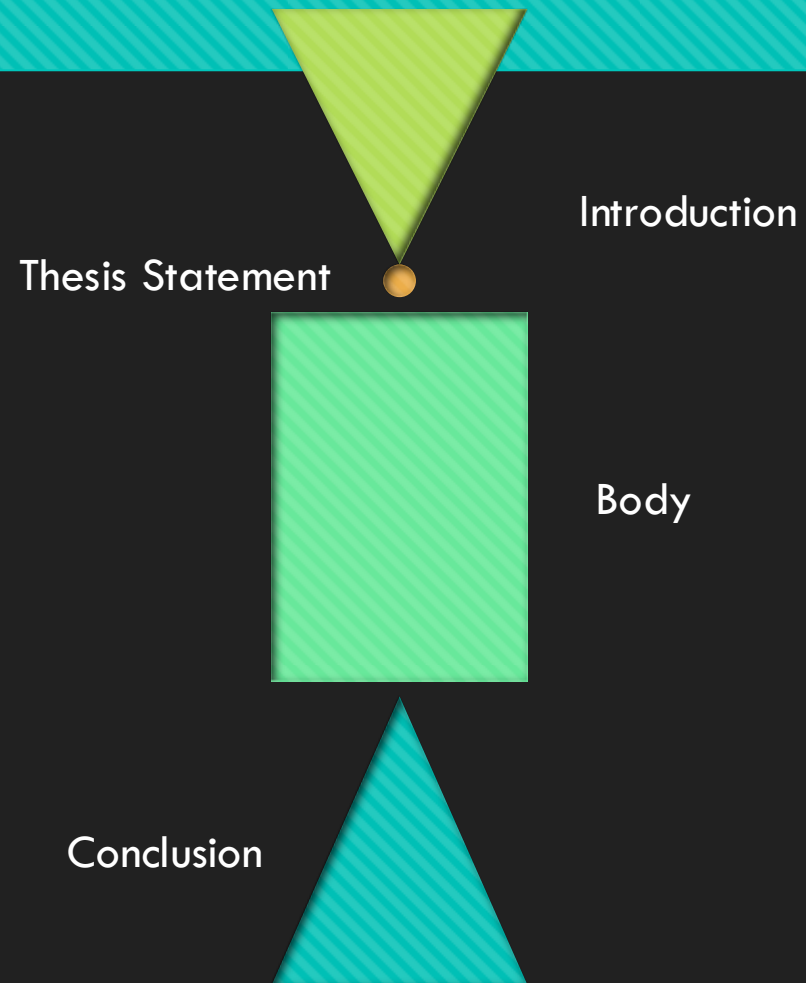
The lectures for Illustration



Essay Format

- **An Introduction**
(Tell them what you're going to tell them)
- **The Body**
(Tell them)
- **The Conclusion**
(Tell them what you just told them)

Essay Format



Introduction

First part of an essay

Try to capture the reader's attention

Introduction Format

1. Attention getter
2. State your problem
3. Thesis statement (always at the end)

The Body

- The body is a set of paragraphs that develop the idea expressed in the essay statement.
- Make a list of main ideas that support the essay statement. Each main idea becomes the main idea sentence for a body paragraph.
- Arrange the main ideas in logical order (time, place, importance)
- Plan out each body paragraph by listing major details that support each main idea
- Order the details within each paragraph in a logical way. Each body paragraph may end with a concluding sentence.

The Writing Stage

After planning and arranging your main ideas and major details, begin writing your body paragraphs.

The number of paragraphs depends on the topic's complexity, inclusiveness, and your purpose for writing.

Usually a short essay contains 3 to 5 body paragraphs, plus an introduction and conclusion

Remember to use signal words to make smooth transitions between sentences and paragraphs.

Signal/Transition words

- For examples: For example, for instance, to illustrate
- For organization or chronological order: The six steps are..., next, finally first, secondly, third
- For additional points: Furthermore, in addition, also, moreover
- For opposing ideas: On the other hand, in contrast, although, however
- For similar ideas: Likewise, similarly, in comparison

Signs / Transition words

- For exceptions: However, nevertheless, but, yet, still
- For emphasis: Above all, finally, more importantly
- For understanding: In other words, in essence, briefly
- For summarizing: In conclusion, to sum up, for these reasons, in a nutshell

Conclusion

- Leave the reader thinking about your topic. Leave an impression on them!
- No new information in conclusion
- Be sure to recap your ideas
- Should follow logically from the body of the essay
- Restate your thesis statement in different words
- You might want to have your reader do something after reading (“call to action” – Example: Go write your MP about this problem.)

Importance of Research to Practice

“Illustrators need to be educated, socially and culturally aware communicators, having knowledge, understanding and insight regarding the context within which they are working, the subject matter that they are engaged with and to be able professionals working within the parameters and needs of the marketplace and target audiences. They need to utilise a breadth of intellectual and practical skills.”

Alan Male

Importance of Research to Practice

“Practice-based research is work where, in order to explore their research question, the researcher needs to make things as part of the process.”

David Gauntlett

Importance of Research to Practice

“Research questions arise from the process of practice, the answers to which are directed toward enlightening and enhancing practice.”

Linda Candy and Ernest Edmonds

Importance of Research to Practice

Research is fundamental to your illustration practice because it informs both the conceptual development and visual execution of your work. Through contextual, historical, and visual research you gain a deeper understanding of your subject matter, enabling you to create images that are informed, meaningful, and visually engaging.

Importance of Research to Practice

“Don’t consider the research and writing as separate from your practice, but as a vitally important part of it. Research and write about your creative passion, whatever that may be, then it no longer becomes a chore but an integral part of your practice.”

Me, just now

Importance of Research to Practice

So use your practice as a starting point; what kind of illustrator do you want to be?

What part of the industry do you aspire to be working in?

Importance of Research to Practice

There are few things more boring than researching and writing about something you have no interest in.....

.....**so don't!**

Importance of Research to Practice

Use this module to inform and improve your own practice.