

LEVEL 6 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MDes Illustration		
Module:	Professional Promotion		
Module code:	ADAD6002	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Ian Simmons, Delyth Lloyd-Evans, Chris Harrendence, Jon Williams and Iwan Vaughan	Internal Verifier:	Tracy Thompson
Assignment Title:	1. The Business of Illustration Folio 2. Personal Branding & Personal Website 3. Exhibition Branding and roles in the organisation of the Group Project	Word count (or equivalent):	N/A
Submission deadline:	Formative Deadline: Exhibition Visual Branding Pitch: 10am Wednesday 12/02/20 Summative Deadlines: 1. The Business of Illustration Folio: 29/4/20 by 3pm 2. Personal Website (Live): midday 14/5/20 3. Exhibition Organisation and Planning: 29/5/20 by 3pm	Return date of provisional marks & written feedback:	Feedback no later than: 26/06/20 (20 Working Days)
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): Digital submission. See Project Brief for specific details on submitting your projects. 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)
1. Identify and respond to the needs of a range of commissioning clients.
2. Apply resourcefulness and enterprise to sustain their work, test, test market viability, and/or seek employment.
3. Display the ability to work with peers, whilst also undertaking an individual role, in the planning, promoting and execution of a graduate exhibition of work.

TASK DESCRIPTION

Get ready to enter the working world of illustration!

This module has been designed to ease the transition from student to practising illustrator by developing your professional skill sets. It is delivered via a series of lectures and group sessions.

You will learn to organise and market yourself, how to run your illustration business in an enterprising way, and develop a personal Brand Identity to promote yourself as a freelance illustrator.

As a group you will work together to plan and organise your end of year exhibition. You will take a specific role as part of this.

In a nutshell, this is what is needed to complete this module:

The Business of Illustration Folio

Personal Branding and Personal Website

Exhibition Promotion Ideas for a pitch

Group Project – role in creation, organisation and overall contribution

Professionalism

Part One

The Business of Illustration Folio

With Delyth Lloyd-Evans and Ian Simmons

In response to the Professional Promotion sessions, you are to produce the paperwork that will support the topics covered, and develop your personal direction. Your lecture notes, assignment tasks and personal research will be collated in a folio that you can use as a reference guide in the future. There is no restriction to the appearance or size of the folio. It is your choice as it is for your use. This should form a resource that will prove useful long after you graduate.

Hints and Tips

Attend the lectures and make your own notes to accompany the information given out.

Do not leave the paper work to the last minute! Have a plan and be organised throughout your third year. Research, research, research! Discover as much as you can about the area of illustration in which you want to work and the business of illustration – see suggested reading list.

SUBMISSION: Digital submission 29/4/20

Scan/Photograph your *Business of Illustration folio* and compile creatively into a PowerPoint presentation. **Export as PDF.**

OR: In any digital format that suites the design of your Folio, e.g. Word Document, InDesign – discuss with tutors.

Label your submission in the following format before sending:

Surname in CAPS Forename in CAPS FOLIO

Example: JONES DORIS FOLIO

Part Two

Self Promotion Workshops: Personal Branding and Personal Website

With Chris Harrendence and Ian Simmons

Personal Branding

Create a visual representation for yourself/your work as an illustrator, to be produced as a printed business card. This card needs to be ready for the exhibition night. The business card is only limited by your own printing funds. Remember that good design/illustration does not mean that you need to spend huge amounts on extravagant print finishes. Let your illustration speak for you. Your personal branding needs to be applied to your portfolio and Website and to any promotional material you may produce.

SUBMISSION: Digital submission 29/4/20

Scan/Photograph your work and compile into a PowerPoint presentation. **Export as PDF. Label your PDF document in the following format when saving:**

Surname in CAPS Forename in CAPS BRAND

Example: JONES DORIS BRAND

NOTE: If this also appears as part of your *Folio*, that is fine – but submit separately too.

Personal Website

This should reflect you, as an illustrator, with a cohesive body of work. It should be easy to navigate and images need to load quickly. The outcome for this section of the task is a working website, which can be updated by you closer to the final deadline and can contain 'placer' images throughout the year before going live – this must be live by the exhibition opening and will be linked to the main group exhibition site. Remember that your own website will need controls to get back to the main exhibition site.

The deadline for personal LIVE website is midday on 14/5/20

Part Three

Exhibition Branding and Roles in the Creation and Organisation of the Group Project

With Delyth Lloyd-Evans, Ian Simmons, Chris Harrendence, Jonathan Williams and Iwan Vaughan

1. Exhibition Posters and Promotional Material Pitch

Design a thematically linked poster and promotional materials for the End of Year Show. For this pitch students need to submit designs on paper, in colour (unless the design is black and white), and the correct size, which is of your own choice. Students will be asked to present and explain their proposal.

Staff will make a shortlist, and then the group will vote to decide which idea/s are taken forward. If there is no agreement, staff will make the final decision. The overall visual branding can be further applied to the exhibition website and banners etc.

Formative deadline for Branding Pitch in AD402 - 12/02/20

SUMATIVE SUBMISSION: Digital submission 29/4/20

Scan or photograph your visuals and any mock-ups for the **PITCH**. Compile in a PowerPoint presentation. **Export as PDF. Label your PDF document in the following format when saving:**

Surname in CAPS Forename in CAPS PITCH

Example: JONES DORIS PITCH

Hints and tips

Remember you are ILLUSTRATORS! Do not try to become second-rate Graphic Designer students (they have been training for this for 3 years!). Make the most of your skills – drawing and illustrating - you have been training for this for 3 years! Visualise your poster design proposal, and the promotional material, as clearly as possible, as if presenting to a client – you may need to produce a mock-up. The poster and promotional material must work as a set with a strong overall identity. All students will present their idea as a pitch.

Roles in the Creation and Organisation of the Group Exhibition

Working with your peers, fund raise, organise and build your exhibition.

You will be assessed on your role and your overall contribution to the exhibition organisation.

Some Examples of Roles:

Main Management Committee

Website Team

Design Team

Invitation Team

Marketing and PR Team

Social Media

Treasurers

Hospitality Team

Fundraising Team

Hints and tips

It is always best to pick a role that reflects your strengths. No role has greater weighting. All roles are essential for the whole exhibition to work. The assessment is more about your enthusiasm and contribution, professionalism and ability to work as part of a team.

THE WAY FORWARD:

As a group you have already worked hard fundraising, planning and designing etc., in preparation for your exhibition. Sadly, because of the difficult circumstances in which we find ourselves, all Summer Shows have had to be cancelled.

Utilising the work already done, and on going, you will now continue to plan for the Illustration Exhibition, which the class has decided to hold at a later date when life returns to normal. Many of you have already been busy in your assigned roles and, for some the roles are only just getting off the ground, these can continue. Unfortunately for a few, the roles have not been needed as yet, and are now redundant! Therefore roles will have to be assigned and/or amended. Arrangements for this will be communicated.

Tutors normally mark this section of the module at the exhibition: We would have seen the posters, invitations, postcards etc., and we would see the nameplates and banners etc. at the exhibition. Obviously, the submission and assessment will now have to be digital and team meetings will be online. **Clear guidelines will be provided.**

To reiterate: The assessment is about your enthusiasm and contribution, professionalism and ability to work as part of a team. Have fun and let your creativity fly!

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)

Guidance specific to this assessment:

You will be graded for your research for *The Business of Illustration* Folio: Research pertinent to your personal direction, and your responses to the tasks that have been set. Is a thirst for knowledge and desire to succeed in the world of illustration evident in your research?

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set; you should make use of scholarly reviews and primary sources, where appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide *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.

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

Guidance specific to this assessment:

Evidence of knowledge and understanding gained in the business skills and promotion of a practising illustrator, as evidenced in *The Business of Illustration* Folio and studio sessions.

At level 6, you should be able to demonstrate coherent and detailed knowledge and a systematic understanding of the subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. You should be aware of the uncertainty, ambiguity and limits of knowledge. Your work must demonstrate the growing extent of your knowledge and systematic understanding of concepts and underlying principles associated with the subject area. *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; ideally each should be complete and detailed, with comprehensive coverage.

3. Cognitive and Intellectual Skills (Marks Available: 10 out of 100)

Guidance specific to this assessment:

Your final finished *Business of Illustration* Folio: Is it organised? Does it function as a usable pack? Does it reflect your personal direction as an illustrator? Is it questioning and engaging?

You should be able to: critically evaluate evidence, arguments, assumptions, abstract concepts and data some of which are at the forefront of a discipline (and that may be incomplete) to devise and sustain arguments, to make judgements and/or solve problems; describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline. Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. 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? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

4. Practical Skills (Marks Available: 30 out of 100)

Guidance specific to this assessment:

Overall personal branding: Does this reflect you as an illustrator? Is there a cohesive look?

Business card - Does it stand out? We assess the image, typography, chosen card/paper, the quality of reproduction/finish.

Personal Website: At assessment point we will check that your webpage is live and accessible. We assess your artist's statement and body of work (is it cohesive?), GIF, typography and design/layout, is it easy to navigate?

Exhibition Poster and promotional material: Does your idea work as a set? Does it have a strong, eye-catching identity? Were you able to justify your design idea when pitching to the group? Have you shown your skills as an illustrator?

At level 6, you should be able to apply the methods and techniques that you have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects. You will deploy accurately established techniques of analysis and enquiry relevant to the discipline, and apply them in complex and unpredictable contexts, to devise and sustain arguments and/or to solve problems. You should be able to frame appropriate questions to achieve a solution - or identify a range of solutions. 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 or circumstances, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be innovative and 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.

5. Transferable Skills for Life and Professional Practice (Marks Available: 40 out of 100)

Guidance specific to this assessment:

Professional attitude:

Attendance and time keeping.

Project management.

Have you been prepared to engage in the studio environment?

Evidence of self-directed study beyond the time tabled sessions of the module.

How you conduct yourself in your role.

How you work as part of a team for the collective.

Your overall contribution to the creation and organisation of the collective.

Your work must provide evidence of the qualities and transferable skills necessary for graduate-level employment requiring the exercise of initiative and personal responsibility and decision-making in complex and unpredictable circumstances. This includes demonstrating: the learning ability for professional development to advance existing skills and acquire new competences of a professional nature 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.

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, 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		
	10	
4. Practical Application Skills		
	30	
5. Transferable Skills for Life and Professional Practice		
	40	

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%)		