



APPENDIX GA36a

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:			
Programme:	Illustration BA/Mdes	Faculty/School:	FAD/SD&AA
Module:	Media and Techniques RESIT	Module Level (4, 5, 6, 7):	4
Module code:	M4X02139	Contribution to Overall Module Assessment (%):	100
Lecturer:	Jonathan Williams, Chris Harrendence, Iwan Vaughan	Internal Verifier:	Delyth Lloyd Evans
Assignment Title:	Scratch the surface	Assignment No (x1of 1):	1

Hand Out Date:	04.05.20	Submission Date:	01.06.20	Feedback Date:	29.11.19
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Referencing:	Written coursework submissions: In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication). Harvard or APA referencing systems is accepted. Practical coursework submissions: You must give credit to designers or artists whose work you have used to inspire your own. Where specific designs or images have been used in your development work you must indicate the name of the ‘author’ and details of the source of the work (e.g. book, journal, website etc.).			
Disclosure:	I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.			
Student’s Signature:	Assignments will not be accepted without a signature here and date >		Date of submission:	
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. If both electronic and hard copy submissions are required then both versions MUST be submitted by the same deadline. No marks will be released until both submissions are received. Note: the Turnitin version is the primary submission and acts as a proof of receipt for the student. A paper receipt must be completed for hard copy submissions, including portfolios and other design work.			YES	
			NO	✓

Penalties for late submission: Up to one week late, maximum mark of 40% for first attempt.
Work cannot be accepted after one week and will be recorded as a non-submission, 0%.

- The Assignment Specification Form **MUST** be at the front of all assignment submission. Assignments will not be accepted without this form, as it is a requirement that you sign the disclosure regarding referencing conventions.
- DO NOT** include this form in your Turnitin submission or it will match many similarities with other students' submissions.

This form must be signed and submitted with your assignment

ASSIGNMENT DESCRIPTION

Learning Outcomes

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

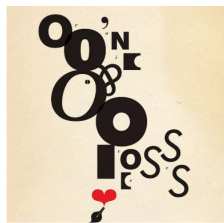
1. Select, test and make appropriate use of materials, processes and environments
2. Express a sound awareness of the studio craft skills involved in the production of illustration work
3. Develop personal directions in their work

Task

Introduction

In the past twenty years, with the digital revolution, illustration has changed dramatically. It is exciting, innovative and dynamic, enabling illustrators to reproduce work in any media such as print, digital, traditional media, ceramics, fabric, glass, installation, sculpture, fine art, performance art, theatre etc. and it can be executed any size.

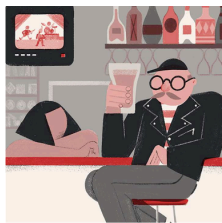
The Illustration course is renowned for its promotion not only of digital expertise but also of its excellent print department along with the exploration of traditional materials.



Dust



Max Ellis



Marcos Fainna



Jeff Fisher



Jessie Ford



Neal Fox



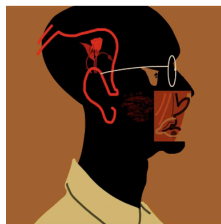
Jonathan Gibba



Sam Gibbey



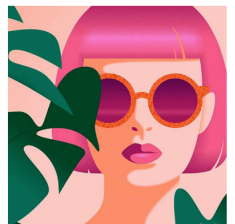
Good Wives and Warriors



Brian Grimwood



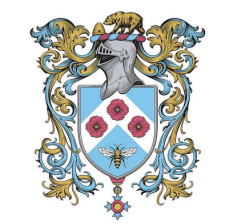
Martin Haskie



Deanna Hailoi



R-River



Brief

For this module you are required to participate in all studio sessions, print and digital workshops in order that you expand on your breadth and depth of understanding into the world of illustration.

This module is all about experimentation and engagement with media and techniques building on prior knowledge and exploring new and exciting ways of image making.

The outcome will be a digital Zine based on the theme of 'objects' that are personal to you, in at least 2 colours.

This form must be completed, signed and submitted with your assignment

Notes
These are some of the elements that you may have engaged in previously in the studio sessions, please aim to have a go at these activities. Your outcome needs to be an 8 page zine, this can be a digital submission.
• Colour theory and Acrylic workshop
• Bullet Journal, creating a visual diary and planner
• Water colour, Gouache workshop
• Coloured pencils workshop
• Oil painting workshop
• Storyboard and Layout of Zine
• Open workshop, scanning artwork, creation of Powerpoint,

Media to be explored

Compulsory list of all media to be explored. (You must attend and be well prepared for all the workshops) and show evidence of all media explored in the final submission of your project. From the media experiment workshops, six different media are to be selected to execute the final Zine.

Printmaking; Silkscreen and Lino print, Pencil crayons (wax and water soluble), Gouache and Watercolour; Oil paints, Acrylic, Photoshop outcomes. Bullet journal.

This is a chance for you to express yourself and explore new possibilities in your work with unfamiliar media while at the same time giving you the chance to work with subject matter that you find inspirational that will also showcase your personal illustration skills.

Final Submission

- PowerPoint presentation of your project, including all research, inspiration, bullet journal, sketchbooks, development, experimentation and final outcomes.
- Final digital Zine.
- Self-evaluation

There will be a series of media workshops to enable you to explore the potential of each medium. These will be set throughout the project period. They are designed to encourage you to push the medium to its maximum potential and it is important that you explore each medium thoroughly – the experimentation is as important as the finished art work in the final marking.

Documenting and presenting your work is important as an illustrator, so take time to photograph and scan your experimentation and artwork for inclusion in your PowerPoint.

1. Engagement with Literature Skills Marks available 25%

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 is exciting. It is an opportunity to explore other artists' work, delve into areas that are new to you, spend time in the library browsing through books that give visual inspiration. It is a time to trawl the internet, type in word combinations relating to your project and see what is going on out there in the world in contemporary art fields. It is space to explore media and how artists have applied it in the past present and future, researching favourite artists and illustrators and ones new to you. Go to galleries look up exhibitions, look in magazines, shop windows, display, collect images take photos, sketch, take rubbings, the list of suggestions is endless. Make the most of this time for your research once you get to grips with it, it can be one of the most exciting parts of your project work. Don't forget to fully research the visual potential of your theme in all of its moods and dramatic implications. Make sure you consistently note down your references.*

2. Knowledge and Understanding Skills Marks available 25%

At level 4, you should be able to demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study. *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. 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: *Getting to grips with your skills can be exhilarating. Having the time (a whole semester) to experiment with the different media is a luxury, make full use of your time. There is no right or wrong way to experiment, this is an open book. You are developing your own ways of working. Push your experiments with each media to its limits and beyond while applying what you have learnt throughout your research. Experiment with combinations of media. Make full use of your chosen theme. Exaggerate and explore your image experimentation with the drama composition and perspective can apply to your final outcomes. You are students and have the time to fully explore your image making capabilities either figuratively or abstractly. Surprise yourself and don't be too critical you are all artists and have your own individual skill set unique to you.*

3. Cognitive and Intellectual Skills

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:

4. Practical Skills Marks available 25%

At level 4, you should be able to apply the basic underlying concepts and principles to evaluate and interpret these within the context of your area of study. 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. 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.

Guidance specific to this assessment: *This is related to your final pieces. How well they work together as a*

set and how professionally they have been presented. How your final pieces communicate your theme through chosen media and content. They may be eight very specifically designed and composed final pieces or may be quite abstract cropped, final selections of experiments or sketches from your sketch book and/or work sheets. This is a time to be selective and evaluate your final outcomes. You will need to develop your 'eye' and learn to see the strengths in your work. Staff are here to help you with this process. Make the most of us.

5. Transferable Skills for Life and Professional Practice **Marks available 25%**

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility. This includes demonstrating: that you can communicate the results of your study/work accurately and reliably, and with structured and coherent arguments; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; 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: This mark is about your ability to manage your time. How organised are you? Can you sort the semester out so that you are able to execute your final pieces gather all of your data and present your work on time? Are you engaged with the workshops? Is your attendance at lectures excellent? Do you ask questions? Are you self-motivated and are you able to self-evaluate your progress throughout the project? Do you ask for help from staff and communicate with your peers? These are all important skills to have when you leave college. Most of you will be independent illustrators having to be professional and able to critically evaluate your working practice and manage your time for set deadlines.

Assessment & Feedback

Assessment

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

- 1. Select, test and make appropriate use of materials, processes and environments.**
- 2. Express a sound awareness of the studio craft skills involved in the production of illustration work.**
- 3. Develop personal direction in their work.**

Learning outcomes

Coursework. Your research material, sketchbooks, Bullet Journal, conceptual development and compositional studies along with your final Zine artwork and printed examples will be used to assess your demonstration of learning outcomes 1-2-3 using the common assessment and marking criteria.

Feedback

You will be provided with written summative feedback at the end of the module. You will also be provided with verbal and written formative feedback throughout the project and the opportunity to discuss your performance in studio tutorials and workshops and critiques.

Assessment Summary

Activity type	Percentage
Written	0%
Coursework (experimental work, sketchbooks)	100%
TOTAL	100%

