

COURSE DESCRIPTOR

The Course Descriptor provides essential information to students, staff teams and others on a particular course or a group of courses in a programme and is designed to meet the University's expectations and those of external bodies such as the Quality Assurance Agency (QAA) in respect of programme specifications.

Please refer to guidance notes on completing Course Descriptors before completing the details below.

SECTION 1 - General Course Information

Qualification (course type)	Undergraduate
Course Title	BA (Hons) Illustration
Intermediate Qualification(s)	DipHe, CertHE, BA, BA (Hons)
Awarding Institution	Falmouth University
	Cambridge School of Visual & Performing Arts
Duration of Course	3 years

Produce a professional portfolio and/or website suitable for the promotion and presentation of their work
Knowledge of copyright and intellectual property law.
Proficiently handle a range of traditional and digital media, processes and technologies.

Generic skills within the course will enable a student to:

- Manage and evaluate information from a variety of unfamiliar sources
- Apply and use academic writing formats and referencing skills
- Effectively employ research methodologies using visual, contextual and historical sources
- Deal with uncertainty when engaging with problem solving
- Use project and time management skills to meet deadlines
- Confidently employ collaborative skills in the production of assignment solutions
- Work to a client led brief, identifying the requirements needed and accommodating the views of others
- Write a CV suitable for the discipline
- Use effective communication and presentation skills visually, verbally and in writing
- Work independently, set goals, manage own workloads and meet deadlines
- Be confident in meeting deadlines

Career/Future Study Opportunities

Structure of Course Delivery

Integrated Foundation Year

The initial year at CSVPA is designed to give students an overview and grounding in the conceptual and intellectual basis of the visual arts, and in developing the language and eye they will need to succeed in a Bachelor Degree course in the discipline. It is designed to allow students to explore a broad range of media, approaches and concepts in the arts and design, and to develop their own distinctive voice and direction for further study. The year is common across design awards, with assessments designed to aid students in understanding their own aptitudes and skills, and the understanding of the discipline they have chosen .

This level of the course is taught through workshops and studio projects, with tutored support for the development of critical thinking, research and academic skills embedded in the course.

Initial year modules:

- Introduction to Art and Design Practice
- Beginning Art and Design Research
- Developing Art and Design Practice
- Developing your critical voice

The course is taught primarily through studio-based design projects and workshops of increasing complexity across the three levels. These may be individual, group, self-directed or live, depending on the level and personal interest of each student. As students progress through the levels the structure moves from a more tutor led experience to a more personally designed emphasis where they will align work closer to their own future career ambitions.

The course delivers key components and design principles that are essential to learning but recognises the importance of fluidity in the delivery of content, so it is possible to evolve assessments and curriculum in response to changing culture, technology and ideas.

Level 4 is by nature a prescribed phase and is designed to expose students to the fundamentals of the discipline, whilst exploring the breadth of possibilities available within the world of illustration. Briefs, workshops, lectures, presentations and critiques introduce students to the design process through embracing discovery, idea generation, critical enquiry, visual language using type & image, storytelling, historical context, skills and production. Students are encouraged to experiment and the potential this offers to any given design solution. Projects are designed to offer an outlet and build upon skills learnt in workshops and lectures, increasing in complexity throughout the year. Work undertaken is designed to build confidence in design decision making, collaborative skills and aesthetic judgements.

Level four modules:

- Core Practice: Illustration
- Disruptive Exploration
- Creative Expression: Illustration
- C&CS Engagement

Level 5 students will experience a transition from the 'prescribed' to the 'negotiated' phase of the course. This will enable students to control the direction of their visual language and the potential area of industry that they might wish to engage with. Live projects and/or collaborations are available to provide a broader professional context when delivering creative design solutions as students examine the subject in greater depth.

As the focus becomes more industry facing, students are offered the opportunity to continue to question convention, disrupt, risk take and use creative thinking throughout. The second study block sees a shift in emphasis towards more professional and external contexts. Here students begin to define the subject from their own perspective and begin to shape skills and interests for the final year ahead. Briefs, workshops, lectures, presentations and critiques introduce students to the ethics and responsibility of design practice, collaborative practice and methodologies of project management. These new areas are also delivered in relation to ongoing development of design process, research methodologies, storytelling and building confidence in core skills.

Level five modules:

- Professional Voice: Illustration
- C&CS Preparation
- Applied Process: Illustration
- Negotiated Practices

reaching out to a wider audience. The briefs, workshops, lectures, presentations and crits enable expansive examination of each student's personal direction.

The final phase of delivery focuses on that personal direction by refining the detail and depth of existing projects or working on new initiatives that present their final illustration identity, transitioning towards the workplace or further study. This is supported by a strong visiting lecturer series, which attracts many of the leading practitioners in the industry.

Level six modules:

Positioning your Practice: Illustration

C&CS Dissertation

Showcase: Illustration

Course Assessment Strategy

The assessment strategy takes a holistic approach to learning; that is to say, success is not purely measured by the quality of a creative outcome. Assessments take the form of:

Electronic portfolio & supporting work

Presentation

Essay/Dissertation/Video essay

Formative / Summative assessment

Formative assessment

The intention is to give students the opportunity to reflect on what they have done, what went well and what they would like to improve. This is a 2-way process, not simply about tutor comments, but a shared dialogue. Further review points within the levels support the monitoring of progress and offer formative feedback in the form of group critiques, peer reviews, group and individual tutorials.

Summative assessment

Is the formal marking of all the work, using the learning outcomes, assessment criteria matrix, produced during the year and takes place at the end of each study block where the Assessment Board will discuss and confirm all summative assessment decisions for progression and final classifications.

No.	Learning Outcome Category
1	Enquiry
2	Conceptualisation
3	Experimentation
4	Evaluation
5	Realisation
6	Communication
7	Professionalism
8	Impact

Course Level Learning Outcomes

Course

Curriculum Structure, Assessment Methods and Learning Outcomes

							1	2	3	4	5	6	7	8
Module Code	Level	Module Name	Credits	Study Block 1, 2 or 3	Compulsory (C) or Option (O)	Assessment methods*	Enquiry	Conceptualisation	Experimentation	Evaluation	Realisation	Communication	Professionalism	Impact
IFY010	0	Introduction to art and design practice	30	1	C	PO	TP	TPA	TPA		TP			

							1	2	3	4	5	6	7	8
Module Code	Level	Module Name	Credits	Study Block 1, 2 or 3	Compulsory (C) or Option (O)	Assessment methods*	Enquiry	Conceptualisation	Experimentation	Evaluation	Realisation	Communication	Professionalism	Impact
ILL110	4	Core Practice: Illustration	30	1	C	PO	TPA	TPA	TPA	TP	TP	TP	TP	TP
GIV120	4	Disruptive Exploration	30	1	C	PO	TPA	TP	TPA	TPA	TP	TP	TP	TP
ILL130	4	Creative Expression: Illustration	30	2	C	PO	TP	TPA	TP	TP	TPA	TP	TP	TPA
GIV140	4	C&CS Engagement	30	2	C	ES	TPA	TP	TP	TPA	TP	TPA	TP	TP
ILL210	5	Professional Voice: Illustration	30	1	C	PO	TP	TP	TPA	TPA	TPA	TP	TP	TP
GIV220	5	C&CS Preparation	30	1	C	PRES	TPA		TP	TPA	TP			

*The following codes for assessment methods apply