

BA (Hons) Illustration

Programme Specification

1. Programme title	BA (Honours) Illustration BA (Honours) Illustration with Foundation Year
2. Awarding institution	Middlesex University
3a Teaching institution	N/A
3b Language of study	English
4a Valid intake dates	September
4b Mode of study	FT
4c Delivery method	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5. Professional / Statutory / Regulatory body	N/A
6. Apprenticeship Standard	N/A
7. Final qualification(s) available	BA (Honours) Illustration BA (Honours) Illustration with Foundation Year BA Illustration DipHE Illustration CertHE Illustration
8. Academic year effective from	2024-2025

9. Criteria for admission to the programme

See the University Guide and Regulations for general criteria for admissions to the University.

LEVEL 4 entry normally requires either a Foundation in Art and Design (or an equivalent qualification) or 112 UCAS Tariff points from a minimum of 2 A Levels or equivalent.

LEVEL 5 entry normally requires a Certificate of Higher Education (or equivalent) from another undergraduate programme in a relevant subject.

LEVEL 6 entry normally requires either a Higher National Diploma (or equivalent) or a Diploma of Higher Education from another undergraduate programme in a relevant subject.

Mature applicants whose work or life experience is relevant to the subject will also be considered.

Acceptance for entry is conditional on a satisfactory portfolio.

Evidence of competence in written and spoken English is also required – normally IELTS 6.0 with no less than 5.5 in any component or equivalent.

10. Aims of the programme

The programme aims to:

- provide students with the ability to identify and analyse visual communication problems, and to formulate imaginative, appropriate and effective visual responses to such problems
- establish the creative concerns and abilities of the individual and cultivate professional awareness and a critical understanding of gender and other equalities, responsible consumption/production, climate action and sustainability, and the necessity of peace, justice and strong civic institutions.
- develop an ability to articulate ideas and processes through the use of argument, discussion and evaluation, managing time and working effectively independently or in a groups.
- develop a knowledge and understanding of materials, processes, digital competencies and technologies appropriate to the creation, presentation and reproduction of illustration.
- establish an understanding of the historical, social and economic context within which the professional illustrator works
- entrepreneurial development to support students' achievement of their career aspirations, competencies, and prospects.
- enable students to develop a personal visual identity, creative confidence and independent practise and an understanding of Illustration as a profession.

11. Programme outcomes*

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. the creative process of visual communication: definition, research, development of solutions, presentation and the evaluation of outcomes
2. the extent and diversity of contemporary professional practice and the employment opportunities available, the potential for and management of career development
3. the relevance and significance of social and historical contexts in which illustration operates
4. how to initiate projects, explore areas of work and develop creative

Teaching/learning methods

Students gain knowledge and understanding through engaging in a series of Illustration and design projects. These projects will challenge students to apply various aspects of their learning, as well as their individual creativity and originality, to specific project tasks.

The projects may involve individual or group-based work, with a strong emphasis on primary research and experimentation. Group discussion will instil valuable professional skills, while peer learning enhances effectiveness. Ideas and proposals undergo rigorous testing and exploration in regular tutorials and reviews, where students receive advice and critical evaluation to develop and refine their work.

<p>confidence and an individual visual identity</p> <p>5. the importance of creating personal research opportunities, self-authorship projects and areas of personal professional development</p>	<p>Students' work and progress are supported and developed through a range of learning methods that include:</p> <ul style="list-style-type: none"> •Talks: to engage with industry professionals and creative practitioners, gaining insights and perspectives; •Seminars: to examine and discuss project work within your peer groups encouraging inclusive approaches •Workshops: to acquire and develop practice-led or informed /experiential learning approaches •Tutorials: to support design/illustration development and the development of personal methodologies. •Studio Practice: to develop working practices, guided and/or independent study •Independent Study: to develop autonomy in research, critical and reflective analysis, decision making and self- management. <p>The programme utilises the University's virtual learning environment and a variety of media and tools to support students in their understanding of module learning objectives and outcomes</p>
<p>B. Skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. identify, analyse and define illustration problems. 2. develop imaginative and individual creative solutions to communication assignments through a structured process. 3. use relevant criteria to analyse, discuss and evaluate own and others' creative decisions. 4. use a variety of media and reprographic processes appropriate to the presentation and reproduction of illustration. 5. use image to communicate information, ideas and arguments effectively and imaginatively to a professional standard. 6. realise and prepare illustrative solutions for presentation and production through a variety of processes 	<p>Assessment methods</p> <p>Assessment is an integral part of learning, and this is provided in a varied forms of feedback such as, formative and summative grades and as continual formative feedback. Regular evaluation and critical review of your project work is as much a part of your learning process as seminars, workshops and project tutorials. You will receive varied feedback on all submitted or presented work, and you will be encouraged to reflect on and learn from it.</p> <p>The assessment of a piece of work can be either Formative or Summative.</p> <p>Formative assessment is developmental in nature and is intended to provide authentic assessment and constructive commentary on your performance and how it can be improved and is a key part of the learning process. It is normally given throughout the learning process, using various forms of feedback such as verbal, audio, written, peer which may include an indicative grading against the project assessment criteria.</p>

<p>7. be conversant with a wide range of traditional and digital processes in illustration.</p> <p>8. operate competently, creatively and to industry standards in chosen specialist workshop areas e.g. printmaking, animation and 3D workshops.</p>	<p>Summative assessment is evaluative in nature and provides a measure of the extent to which you have achieved the intended learning outcomes of a project or a module.</p>
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12. Programme structure (levels, modules, credits and progression requirements)		
12.1 Structure of the programme		
Foundation Year Structure		
Semester 1	ADM0001 Creative London 30 credits	ADM0002 Skills and the Creative Process 30 credits
Semester 2	ADM0003 Exploring Creative Directions 30 credits	ADM0004 Major Project and Portfolio 30 credits
Full Time		
Year One		
Semester 1 Weeks 1-12	ILN1004 Communication Skills 30 credits	ILN1005 Creative Workshops 30 credits
Semester 2 Weeks 13-24	ILN1006 Innovative Projects 30 credits	ILN1007 Creative Media and Cultures 30 credits
<i>Exit award: CertHE after Year One (120 credits)</i>		
Year Two		
Semester 1 Weeks 1-12	ILN2101 Illustration Projects 30 credits	ILN2201 Illustration skills and context 30 credits
Semester 2 Weeks 13-24	ILN2102 Illustration Narrative & Self-authorship 30 credits	ILN2202 Illustration Practise and Research 30 credits
<i>Exit award: DipHE Illustration after Year Two (240 credits)</i>		
Year Three		
Semester 1 Weeks 1-12	ILN3101 Developing a Visual Identity 30 credits	ILN3201 Professional development and research in context: Primary Research 30 credits
Semester 2 Weeks 13-24	ILN3102 Illustration Portfolio 30 credits	ILN3202 Professional Practice and Independent Research Projects: Curatorial Proposal 30 credits
Part Time (Indicative Structure)		

Year One	
Semester 1 Weeks 1-12	ILN1004 Communication Skills 30 credits
Semester 2 Weeks 13-24	ILN1006 Innovative Projects 30 credits
Year Two	
Semester 1 Weeks 1-12	ILN1005 Creative Workshops 30 credits
Semester 2 Weeks 13-24	ILN1007 Creative Media and Cultures 30 credits
Exit award: CertHE after Level 4 (120 credits)	
Year Three	
Semester 1 Weeks 1-12	ILN2101 Illustration Projects 30 credits
Semester 2 Weeks 13-24	ILN2102 Illustration Narrative & Self-authorship 30 credits
Year Four	
Semester 1 Weeks 1-12	ILN2201 Illustration skills and context 30 credits
Semester 2 Weeks 13-24	ILN2202 Illustration Practise and Research 30 credits
Exit award: DipHE Illustration after Level 5 (240 credits)	
Year Five	
Semester 1 Weeks 1-12	ILN3101 Developing a Visual Identity 30 credits
Semester 2 Weeks 13-24	ILN3102 Illustration Portfolio 30 credits
Year Six	
Semester 1 Weeks 1-12	ILN3201 Professional development and research in context: Primary Research 30 credits
Semester 2 Weeks 13-24	ILN3202 Professional Practice and Independent Research Projects: Curatorial Proposal 30 credits

12.2 Levels and modules

Level 4		
Compulsory	Optional	Progression requirements
Students must take all of the following: ILN1051 ILN1052 ILN1053 ILN1054	N/A	Students must pass at least 90 credits to progress to Level 5. <i>To achieve Honours, failed credit will need to be repeated.</i>
Level 5		
Compulsory	Optional	Progression requirements
Students must take all of the following: ILN2101 ILN2102 ILN2201 ILN2202	N/A	Students must pass at least 210 credits to progress to Level 6. <i>To achieve Honours, failed credit will need to be repeated.</i>
Level 6		
Compulsory	Optional	Progression requirements
Students must take all of the following: ILN3101 ILN3102 ILN3201 ILN3202	N/A	

12.3 Non-compensatable modules	
Module level	Module code
6	ILN3102 Illustration Portfolio

13. Information about assessment regulations
This programme will run in line with general University Regulations:

14. Placement opportunities, requirements and support (if applicable)
Due to the nature of illustration as a profession, formal placements are not part of the programme however, there are opportunities for students to seek suitable work placements at Level 5 in ILN2101/2102/2201/2202 and students are encouraged to find appropriate opportunities and short term work experience offered by outside organizations. The suitability and benefits of the employment opportunity is discussed and agreed by programme staff.
15. Future careers / progression

The programme supports graduates' future career development through the attainment of professional practice skills and graduate competencies through;

- Communication, empathy and inclusion through participation in National and International industry relevant project briefs, such as Macmillan Children's Book competition, Design and Art Direction Awards, the Association of Illustration Awards, the Folio Society Awards, Creative Conscience Awards etc.
- Collaborative innovation via attendance at professional speakers' events and presentations and the opportunity to work on 'live' briefs and collaborative events such as comic fairs, <https://www.thoughtbubblefestival.com> publishing events e.g. London Book Fair, <https://www.londonbookfair.co.uk/en-gb.html>
- Problem solving and delivery by entering exhibitions such as the New Blood exhibition <https://www.dandad.org/en/d-ad-new-blood-awards> and the graduate degree show,
- Technological agility via mentoring and advice on traditional portfolio preparation and the use of relevant digital and online web formats, social media and emerging technologies.
- Encouraging entrepreneurship by providing information relating to freelance professional knowledge such as tax, copyright law and self-promotion, are provided in a series of professional practice sessions throughout the 3rd year.
- Recent graduates are given information and support to pursue progression on to our MA programme at Middlesex University and other HE institutions.

16. Particular support for learning

- Workshop / facilities inductions for all students.
- The Learner Enhancement Team (LET) can provide one-to-one tutorials and workshops for those students needing additional support with literacy and numeracy.
- E-mail access to academics and support services.
- Comprehensive information in programme handbook.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service (MDXWorks) staffed with careers advisers with extensive knowledge of career options.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Digital assessment within the programme to accommodate the accessibility needs of learners.

<ul style="list-style-type: none"> • UniHelp: the University’s central service through which students can access a range of support for any concerns that might arise throughout their study. • Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study. • Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students. • Student Welfare Advice Team – providing information and advice on funding matters and housing. • International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students. • Academic Advising scheme at all levels • ACI Progression and Support Team – providing ongoing student support to ensure students progress on their programme, can be accessed on ACIprogression@mdx.ac.uk 	
17. HECos code(s)	100062

18. Relevant QAA subject benchmark(s)	QAA Benchmark statement for Art & Design (December 2019)
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19. Reference points	
<p>The Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf</p> <p>Education for Sustainable Development https://www.qaa.ac.uk/the-quality-code/education-for-sustainable-development</p> <p>Art and Design https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf</p> <p>Student, Staff, External Examiners and Graduate feedback comments</p>	

20. Other information	

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for BA Illustration

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding	
A1	the creative process of visual communication: definition, research, development of solutions, presentation and the evaluation of outcomes
A2	the extent and diversity of contemporary professional practice and the employment opportunities available, the potential for and management of career development
A3	the relevance and significance of social and historical contexts in which illustration operates
A4	initiate projects, explore areas of work and develop creative confidence and an individual visual identity
A5	the importance of creating personal research opportunities, self-authorship projects and areas of personal professional development
Skills	
B1	identify, analyse and define illustration problems.
B2	develop imaginative and individual creative solutions to communication assignments through a structured process.
B3	use relevant criteria to analyse, discuss and evaluate own and others' creative decisions.
B4	use a variety of media and reprographic processes appropriate to the presentation and reproduction of illustration.
B5	use image to communicate information, ideas and arguments effectively and imaginatively to a professional standard.
B6	realise and prepare illustrative solutions for presentation and production through a variety of processes
B7	be conversant with a wide range of traditional and digital processes in illustration.
B8	operate competently, creatively and to industry standards in chosen specialist workshop areas e.g. printmaking, animation and 3D workshops.

Programme outcomes												
A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7	B8
Highest level achieved by all graduates												
6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module by Level	Programme outcomes											
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7
ILN1004 Communication Skills	4	X		X			X	X	X				
ILN1005 Creative Workshops	4									X		X	X
ILN1006 Innovative Projects	4									X		X	X
ILN1007 Creative Media and Cultures	4	X		X			X	X	X				
ILN2101 Illustration Projects	5	X			X		X		X	X	X		X
ILN2201 Illustration skills and context	5		X	X				X			X	X	
ILN2102 Illustration Narrative & Self-authorship	5	X			X	X	X		X	X	X		X
ILN2202 Illustration Practise and Research	5		X	X				X			X	X	
ILN3101 Developing a Visual Identity	6	X			X		X		X	X	X	X	X
ILN3201 Professional development and research in context: Primary Research	6	X	X	X		X		X	X		X		X
ILN3102 Illustration Portfolio	6	X			X		X		X	X	X	X	X
ILN3202 Professional Practice and Independent Research Projects: Curatorial Proposal	6	X	X	X		X		X	X		X		X