

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Principles & Practice of Illustration
<b>2</b>	<b>Module Credits</b>	40
<b>3</b>	<b>Module Level</b>	4
<b>4</b>	<b>Module Code</b>	VIS4052

<b>5</b>	<b>Module Overview</b>
<p>The aim of this module is to introduce you to the main principles and common practice found within Illustration, creating a solid foundation of knowledge and skill based activity.</p> <p>As Illustrators what we see around us shapes of our visual vocabulary and inspiration. The compulsion to collect and record has always been part of the methodology of the illustrator. It provides the starting point from which we build images to communicate ideas. It is essential that the illustrator can respond imaginatively to a given brief but also acquire an identifiable visual language.</p> <p>Using your sketchbook as a recording device, you will explore and experiment with a variety of illustration principles, identifying the most appropriate way to communicate your final outcome.</p> <p>To enable this, practical and technical workshops will strengthen specific skills. Lectures and group critiques will reinforce conceptual knowledge.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module will consist of a combination of lectures, workshops, presentations and tutorials; introducing you to the contextual themes that underpin your discipline whilst focussing on the acquisition of new knowledge and skills to support your practice.</p> <p>The focus of the level will be to transform you from a prescriptive learner to an active learner.</p>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Utilise a range of appropriate research methods to communicate an understanding of the relationship between theory and practice.
<b>2</b>	Create visual solutions through a range of projects, which are informed by key ideas, techniques and principles of the course.
<b>3</b>	Present concepts, ideas and visual outcomes that engage a defined audience.
<b>4</b>	Reflectively evaluate learning in the creative development process.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1-4	x		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	105
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	215
<b>Private Study (PS)</b> includes preparation for exams	80
<b>Total Study Hours:</b>	400