

BA (Hons)

**ILLUSTRATION FOR
COMMERCIAL APPLICATION
PROGRAMME SPECIFICATION**

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CLEVELAND COLLEGE OF ART & DESIGN

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Illustration for Commercial Application** programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and learning and teaching methods of each module can be found in your *Module Handbooks*.

Key Programme Information

Final award	BA Honours
Programme title	BA (Hons) Illustration for Commercial Application
Teaching institution	Cleveland College of Art & Design [CCAD]
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of programme / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W220
Language of study	English
External Examiner for programme:	To be confirmed
<i>Please note that it is not appropriate for students to contact External Examiners directly</i>	
Date of validation	March 2013
Date of most recent review	Not applicable
Date programme specification written/revised	September 2013

Programme Philosophy

The BA (Hons) Illustration for Commercial Application programme is about finding your voice as an illustrator, working across all fields of illustration and media platforms. This is a challenging process and the programme is designed to help you develop your voice progressively and appropriately to the needs of the relevant creative industries.

The philosophy of the programme is to explore and develop innovative contemporary illustration practice for commercial application, based on drawing practices and draughtsmanship, whilst embracing exciting developments within the ever-changing boundaries of the discipline, and with diversification as a cornerstone. You will be encouraged to interrogate and incorporate aspects of culture, communication and narrative that will develop your abilities as an innovative visual thinker in order to explore the often complex interplay between client and audience.

A strong emphasis will be placed on building your professional portfolio, developing a comprehensive knowledge of the contemporary illustration landscape and marketplace, and identifying your individual aspirations and expectations in preparation for professional practice or postgraduate study.

The programme provides an exciting and challenging opportunity for students who want to work in the commercial world of the illustration practitioner. You will focus on developing visual images of industry standard for a range of commercial platforms with an emphasis on draughtsmanship, creativity and innovation. You will be encouraged to extend your visual and conceptual boundaries and explore a wide range of styles and approaches to develop your own original and authentic visual voice.

Throughout the programme, your creative exploration will be supported by the development of professional practice and the realities of gaining employment as a commercial illustrator in the contemporary market, with a sound awareness of legal and ethical considerations. With its fundamental ethos embedded in visual exploration and drawing, the programme aims to give you the skills you need to respond to the hugely diverse needs of companies and agencies who require innovative images for applications such as book illustration, fashion illustration, editorial and advertising, and applied illustration for greetings cards, prints, interior products and fashion accessories.

The programme aims to encourage and enable students to become confident and autonomous learners, producing dynamic, entrepreneurial individuals who combine high-level conceptual thinking with a range of expertise in analogue and digital practice, and who can work successfully across a range of industries. Graduates will be prepared with communication and transferable skills, knowledge of the expectations of industry, and the importance of maintaining diverse and original creative development underpinned by the understanding and management of creative networks, clients and industry partners.

Programme Aims

- Enable the development of specialist skills and knowledge and a confident command of visual language in order to communicate effectively in specific contexts
- Develop work of industry standard in the fields of illustration, 2D or 3D, informed by research into image making and investigation of self development
- Enable you to understand, analyse, interrogate and integrate the relationship between theories and practice
- Encourage creative investigative approaches to illustration practice and its commercial application, including the processes of research, analysis, interpretation, problem-solving, realisation and evaluation
- Provide opportunities for you to develop authentic and original creative practice and an awareness of how you can locate this in the context of commercial application
- Provide a stimulating creative environment which inspires individual development and supports collaboration and peer group discussion
- Build a comprehensive knowledge of the industry and appropriate transferable skills to ensure that you are prepared for professional practice, potential careers or postgraduate study

Programme Outcomes

By the end of the programme you will be able to:

- Demonstrate a comprehensive theoretical and professional knowledge and critical understanding of illustration for commercial application
- Synthesise, evaluate and apply research from a diverse range of appropriate sources to make independent academic and commercial judgements
- Confidently and flexibly respond to a variety of complex problems and produce creative solutions relevant to your own practice and the requirements of its commercial application
- Apply an independent and self-motivated approach to your learning and creative practice, demonstrating effective organisation, time-management, reflection and evaluation
- Effectively apply an appropriate range of practical and technical skills to resolve problems and produce outcomes relevant to your creative and professional practice

- Demonstrate your readiness for employment, continuing professional development and/or postgraduate study, including an awareness of professional and business practice within the creative industries
- Communicate effectively, confidently and professionally in a range of formats to specialist and non-specialist audiences, including potential employers

Reference Points

UK Quality Code for Higher Education, including:

- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)
- Code of Practice

AUB Undergraduate Regulatory Framework

CCAD Higher Education Learning, Teaching and Assessment Strategy

Transferable Skills and Employability

The BA (Hons) Illustration for Commercial Application programme supports the development of your employability by delivering a body of transferable skills that are embedded within the curriculum and demonstrated through the aims and outcomes of the modules.

At Level 4, these include academic conventions and good academic practice (such as the avoidance of plagiarism), information retrieval and general skills that facilitate academic study in higher education. As you progress through the programme, you will be expected to demonstrate increasingly advanced skills in:

- Communication and presentation (verbal, visual and written)
- Applying your knowledge to new situations
- Critical reflection and self-evaluation
- Information literacy
- Working with others and collaboration
- Problem-solving
- Organisation, planning, time-management and meeting deadlines
- Professional practice
- Positioning your own work in the wider context of the discipline

To ensure that you graduate with the personal attributes and attitudes required to practice effectively at a professional level, your programme provides a wide range of experiences and opportunities that develop your knowledge and understanding of the workplace, such as:

- Live assignments
- Educational visits
- Exhibiting work in galleries and graduate exhibitions
- Work experience opportunities
- Competitions and awards
- Visiting lecturers and speakers from the professional community

In order to ensure that you are equipped with the skills required to meet the needs of the illustration industries, the programme maintains and develops excellent links with industry to provide relevant live assignments and work experience opportunities. These activities enable you to interact with and respond to the needs of external partners and potential employers in the creative industries, working to professional parameters and deadlines to develop your employability and professional practice. They can also help you to identify your individual key areas for further exploration during the programme as you develop your individual career aspirations.

The programme has an Industrial Liaison Group [ILG], whose support is invaluable in ensuring that the programme's content and resources enable you to develop employability skills that are appropriate to the needs of industry. The ILG provides feedback for both academic staff and students regarding the currency, relevance and quality of work produced at each Level, as well as contributions to curriculum content.

You will be taught by professionally qualified staff who are subject specialists and understand the requirements of the relevant industries, so their knowledge and experience will provide valuable support to help you develop your potential and plan your career.

Throughout your study on the programme, you will be encouraged to collaborate and interact with students from other disciplines to reflect the realities of working in the contemporary creative industries. This can be achieved, for example, by working with graphic communication, photography, film or design students on collaborative projects. These opportunities forge working relationships between students that may lead to future professional partnerships.

Personal Development Planning

Personal Development Planning [PDP] is a process that will give you the opportunity to plan and reflect on your learning and development throughout your programme in preparation for future professional practice. PDP will help you to measure and monitor your academic and professional progress based on your own self-evaluations, and on feedback from tutors, peers and interaction with potential clients (eg. within live assignments). It will also help you to develop a range of skills and information that will contribute towards the development of independent learning and employability. PDP will be evidenced in a range of assessment components, eg. Learning Agreements and self-evaluations, and supported by tutorial records and written feedback.

PDP will benefit you by:

- Providing a clear overview of your studies
- Helping you to reflect critically on your progress and performance
- Enabling you to become more independent
- Encouraging you to take an active role in your learning and career development
- Providing you with opportunities for self-evaluation, forward planning and working towards the achievement of personal goals
- Enhancing your opportunities for learning and development

Work Experience

Work experience refers to any period of industrial, professional or commercial experience arranged with an employer or external agency while you are studying on the programme. It can be an invaluable aspect of your development towards employability, providing you with the opportunity to put your knowledge and skills into a professional context and to give you a realistic view of employment. It can also provide professional contacts and potential future employment opportunities. You can arrange your work experience, either independently or through the wide range of industrial links on the programme, which will give you access to many related areas of the illustration industries. Your tutors can help you to find appropriate work experience, and more information is available in the *Work Experience Handbook*, which you can access on the VLE.

Although work experience is not assessed, creative work produced therein may, with the agreement and verification of academic staff, be included in assessment portfolios if appropriate to the learning outcomes and assessment criteria of specific modules.

A placement is generally defined as extended work experience of more than two weeks. You may wish to seek and undertake an appropriate placement during summer vacations. This is not recommended within the academic year, as it may impinge upon your academic progress.

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a logical and sequential learning experience that encourages you to take an active part in the learning process. Each Level of the programme has explicit learning outcomes that indicate the scope of your knowledge and understanding, including intellectual, practical, technical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to enquire and analyse, so that you can resolve problems with increasing confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress, and to identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for co-ordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

Teaching is directed at supporting your individual engagement in learning although there will be opportunities for students to work in groups to enable them to learn the value of peer co-operation. Also, due to the vocational and professional orientation of the programme, and to enable you to benefit from the range of resources and disciplines within the College, it is anticipated that there will be opportunities for you to collaborate with peers in, for example, graphic communication, photography and moving image production. It is also envisaged that live project work may benefit from student collaboration.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar room.

Level 4 - Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 - Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take a more active involvement in your personal development. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of enquiry, including research, development and realisation. Throughout Level 5, work-related learning and potential work experience opportunities enable you to develop your professional practice and experience of working in a commercial context. Increased levels of formative self and peer evaluation, in conjunction with the Learning Agreements, help you to take more responsibility for your learning.

Level 6 – Consolidation and Expertise

In Level 6, you undertake a range of intellectually challenging work involving in-depth study, which helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, your specialist tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy while continuing to address any potential issues. Individual student-initiated projects, negotiated through the Learning Agreements for the Minor Project and Final Major Project modules, are undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner. The Professional Practice and Dissertation modules are characterised by a high level of independent learning, critical thinking, communication and organisation.

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Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled Teaching Sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities
- Enhancement activities - visiting speakers, educational visits, workshops

Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This is indicated on your timetables and is an important part of the learning hours required for each module. During these periods, tutors are not timetabled to teach you, but technician/demonstrators and Library staff are available to help you to undertake research and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The College's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments

A brief initiated by tutors that outlines the themes, tasks and activities, module learning outcomes and assessment criteria, work required and the deadline for summative assessment.

Live Assignments

An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments can also include competitions and awards, but are restrained to deadline requirements.

Projects

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement and supporting you through the project, which can be undertaken on an individual basis and/or in groups.

Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic Tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis, or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars

A group activity involving the open discussion and analysis of topics. Seminars may be tutor-led or student-led and can include short presentations.

Group Critiques

These involve all students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Life Drawing

A series of life drawing workshops will be provided in the first year of the programme to develop observational draughtsmanship and decision-making skills. These are non-compulsory in years two and three, but participation is encouraged throughout to enhance your drawing practice and progress.

Educational Visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. At Level 6, you are expected to use the Learning Agreements for your Minor Project and Final Major Project. The Learning Agreements contribute towards evidence of your Personal Development Planning.

Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment provides a measure of your achievement, and also gives you regular feedback on how your learning is developing. For collaborative projects, both within and across disciplines, each student's work is assessed individually against the learning outcomes and assessment criteria of the specific module in which the work is produced.

At every Level of your programme you will be provided with a *Module Handbook* for each module, which contain information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed and the deadline for submitting your work for assessment.

You will receive a final mark for each module in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (eg. 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the *Assessment & Regulations Handbook* (available on the VLE). If the two algorithms produce different results, you will be awarded the higher class of degree. For further information on progression, awards and classifications, please visit the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a Level of the programme, you will automatically be entitled to progress to the next Level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave CCAD following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave CCAD following successful completion of the second year of your programme.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative practitioner in illustration, and to develop the skills required for employment and professional practice.

The modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise. The practice-based modules enable you to develop the skills and abilities you will need to produce creative solutions, underpinned and enhanced by Professional Studies and Visual Culture modules. The module structure, in which all modules support each other, provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A

standard module represents 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied, some modules may be larger, for example, at Levels 4 and 5 you will study double modules (40 credits) and at Level 6 you will study a treble module (60 credits).

Level 4

The structure of Level 4 modules provides the foundation of skills and knowledge required for progression through the programme. Modules vary from 20 credits to 40 credits to aid your orientation to the discipline and to support you in managing your workload.

The **Principles & Fundamentals of Drawing** module (40 credits) explores the creative practice of draughtsmanship and experimentation within drawing as a fundamental basis for illustration. You will develop 2D analogue and digital drawing and mark-making skills using a wide variety of materials, techniques and processes, including printmaking, and produce observational studies within a range of environments. You will be introduced to the creative and ethical practice of the commercial illustrator, and explore historical and contemporary approaches to drawing to contextualise your drawing practice and develop your aesthetic and critical awareness.

The **Narrative Illustration** module (40 credits) enables you to develop an understanding of visual storytelling through narrative illustration. It explores the relationship between words and images through practical and theoretical investigation and the use of a range of traditional and digital media. Applications such as illustrated books, comics and graphic novels, and their place in the commercial illustration industry, are introduced as a vehicle to develop your own visual narrative. Your creative practice will be further contextualised through the research of contemporary and historical narrative illustrators and the critical theory of narrative illustration and audience engagement.

The **Introductory Professional Studies** module (20 credits) introduces aspects of professional practice and employability that are relevant to creative practitioners, including IT, communication, research, presentation and individual weblogs. The global markets for illustration are explored at a general level in order to raise your awareness of the industry and how it operates, and the range of career options available.

The **Introductory Visual Culture** module (20 credits) explores the chronology and history of visual culture in a series of lectures and research seminars, and encourages you to appreciate the broader contextual influences on contemporary culture. It supports the development of research, study and analytical skills in the production of a Visual Culture Journal, which includes an essay based on an aspect of the lecture programme. The module content is relevant to all Visual Arts programmes at CCAD, and students are taught in larger mixed groups to encourage collaboration across disciplines.

Level 5

In Level 5 of the programme, you can extend your subject knowledge and associated skills, study specific areas in greater depth, and develop your experience and understanding of illustration further.

The Learning Agreement is introduced in Level 5 to enable you to take more responsibility for your learning through negotiation with your tutors. It is used to help you to identify and plan your individual focus within specific modules and supports the progression of independent learning.

The module structure of Level 5 includes 20 credit and 40 credit modules.

As an introduction to Level 5, the **Non-Narrative Illustration** module (20 credits) explores non-narrative illustration practice within its commercial context, including illustration for fashion, greetings cards, stationery, giftware, packaging and homeware products. You will undertake a range of activities that will enable you to generate ideas from conception to final outcomes for non-narrative illustrations and their potential for commercial application. This creative investigation will be contextualised within research of the work and strategies of other non-narrative illustrators and applications to develop your critical awareness of this illustrative genre.

The **Commercial Briefs** module (20 credits) enables you to extend your vocational experience, professional practice and creative problem-solving skills within the structure of client-led briefs and live assignments, which could include competition entries. This will enable you to develop your work in a professional context with consideration of commercial parameters and the requirement to be forward-thinking and adaptable as an illustrator.

The **Negotiated Project** module (40 credits) encourages a deeper and more independent level of investigation and exploration in preparation for Level 6 of the programme. It provides the opportunity to further extend and integrate your skills and knowledge within the context of your individual career aspirations and goals. Your individual routes of enquiry, aims and objectives for the module are identified and negotiated within the Learning Agreement, which is introduced in this module. Emphasis is placed on critical enquiry, problem-solving and negotiating a personal response to specialist creative practice through research, experimentation and evaluation within a specific area of illustration for commercial application. This could include collaborative projects with other illustration students, or with students from other disciplines.

The **Professional Studies** module (20 credits) extends and develops the knowledge of your chosen creative industry, its international perspective, and the roles available within it. This is enhanced by primary and secondary research into specific career pathways, with particular emphasis on employability and enterprise. The module aims to develop a practical focus on the further development of employability skills, professional practice and networking, including the application of IT for professional promotion, such as curriculum vitae and digital archives, and the further development of individual student weblogs.

The **Visual Culture Theory** module (20 credits) extends your knowledge and awareness of issues that shape, define and influence contemporary visual culture,

based on a series of thematic lectures and research seminars. The module further develops your skills in research and critical analysis, and extends your ability to formulate and conclude a written argument in essay format with adherence to academic conventions. At the end of the module, you are allocated time and tutorial guidance to research and propose a Dissertation topic in preparation for Level 6. The module is delivered to larger groups from a number of Visual Arts programmes to encourage students to work collaboratively.

Level 6

In Level 6, you can consolidate the knowledge, understanding and skills you have gained in Levels 4 and 5, and develop increasing levels of expertise and independence in preparation for your future professional practice. Extended projects encourage in-depth study and sustained research toward the realisation and presentation of a professional portfolio of illustration work. These are supported by a dissertation that enables you to develop a self-identified theoretical hypothesis related to your creative practice.

Level 6 modules are 20 credits in value with the exception of the Final Major Project which has a value of 60 credits.

In the **Minor Project** module (20 credits), you identify, initiate and negotiate a personal project through the Learning Agreement, and may lead into further development for the Final Major Project. It should reflect your individual focus of creative investigation and career aspirations, and enable you to further consolidate your skills and knowledge to produce innovative outcomes that have identifiable commercial potential. This module gives you the opportunity to manage your own independent project, and to challenge the boundaries of your existing practice, knowledge and understanding. Potential options include individual or collaborative projects, or you can negotiate your own self-initiated live project linked with an external partner, competition or event.

The **Final Major Project** module (60 credits) enables you to consolidate your professional and creative portfolio and requires you to produce an extended body of illustration work supported by in-depth intellectual enquiry, as well as research, planning and development. Through the Learning Agreement, you are expected to initiate and negotiate an illustration concept relevant to your area of specialism, and undertake investigative visual, theoretical and contextual research to inspire the synthesis and production of an original creative outcome. Clear personal direction for ideas generation and an independent and professional approach to the management of a complex project are key aspects of the module. The outcome should be executed and presented to professional standards and may be produced in a variety of formats as appropriate to its commercial focus, and for the purposes of exhibition.

The **Dissertation** module (20 credits) provides the opportunity for extended research and academic investigation into an individual topic negotiated and agreed with your Dissertation Supervisor. The nature and content of your dissertation should support and enhance your creative practice and demonstrate an advanced level of critical analysis. It also equips you with a wide range of skills that can be applied to any area of information retrieval and analysis, and academic writing.

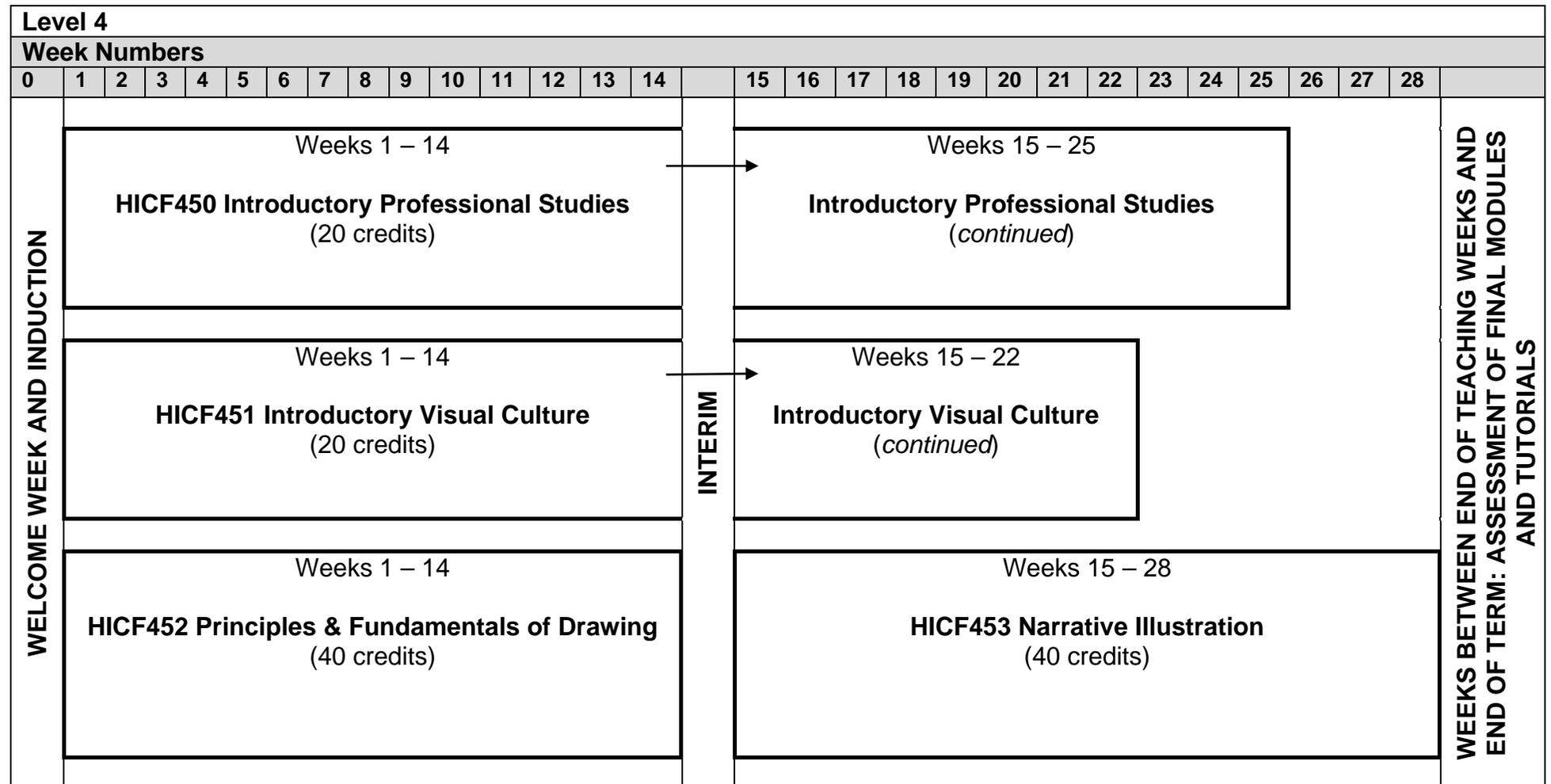
The **Professional Practice** module (20 credits) enhances your preparation for progression to employment, self-employment and/or postgraduate study through the research and production of a professional promotional portfolio. This will be appropriate to your individual career aspirations as a creative practitioner, and requires you to analyse your own employment potential in relation to relevant markets and industries.

Programme Modules

Module Code	Module Title	Credit Weighting
Level 4		
HICF452	Principles & Fundamentals of Drawing	40
HICF453	Narrative Illustration	40
HICF450	Introductory Professional Studies	20
HICF451	Introductory Visual Culture	20
Level 5		
HICF552	Non-Narrative Illustration	20
HICF553	Commercial Briefs	20
HICF554	Negotiated Project	40
HICF550	Professional Studies	20
HICF551	Visual Culture Theory	20
Level 6		
HICF650	Minor Project	20
HICF651	Dissertation	20
HICF653	Final Major Project	60
HICF652	Professional Practice	20

Programme Diagram

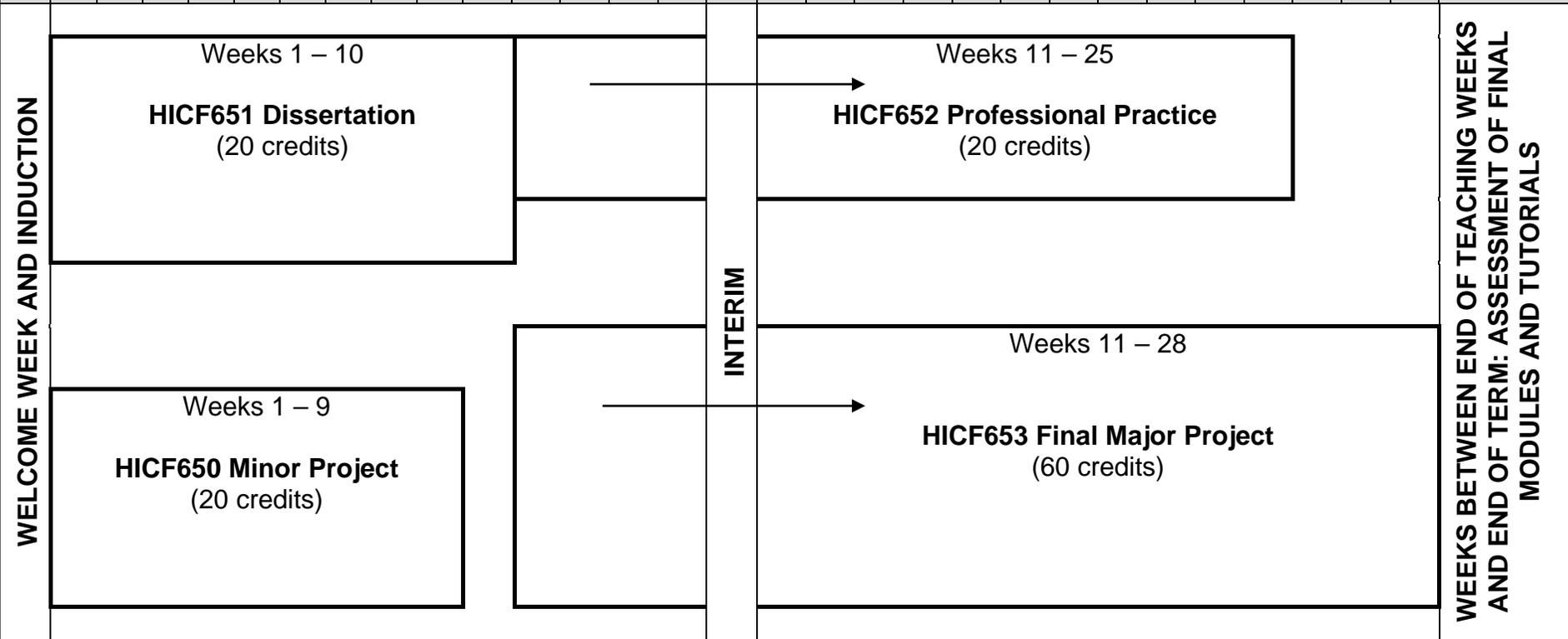
This schematic diagram shows the proposed start and end dates for each module. Assessment takes place at the end of each module and you will normally receive summative assessment feedback within 4 academic weeks of the original submission date. Further information on the structure of each module is included in your *Module Handbooks*.



Level 6

Week Numbers

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28



Mapping of Module Learning Outcomes to Level Outcomes

Level 4	Principles & Fundamentals of Drawing	Narrative Illustration	Introductory Professional Studies	Introductory Visual Culture
Level Outcome	40 credits	40 credits	20 credits	20 credits
Describe, explain and use key elements of knowledge and key concepts of, and influences on, illustration in defined contexts	* LO1	* LO1		* LO1
Gather, describe and apply research from a defined range of primary and secondary sources		* LO2	* LO1	* LO2
Apply defined methods to problem-solving and recognise the changing nature of knowledge and concepts relevant to the creative practice of illustration	* LO2	* LO2		
Apply a range of approaches to learning and identify your strengths and areas for development in order to manage your work and meet deadlines	* LO3			
Apply a range of practical and technical skills relevant to illustration in defined contexts	* LO4			
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility		* LO3		
Communicate ideas and information accurately and reliably with structured and coherent arguments	* LO4	* LO4	* LO2	* LO2

Level 5	Non-Narrative Illustration	Commercial Briefs	Negotiated Project	Professional Studies	Visual Culture Theory
Level Outcome	20 credits	20 credits	40 credits	20 credits	20 credits
Demonstrate knowledge and critical understanding of the established and emerging principles of, and influences on, illustration and apply these to a range of activities	* LO1		* LO1	* LO1	* LO1
Analyse, apply and interpret research from a variety of primary and secondary sources	* LO2			* LO2	* LO2
Apply an enquiring approach to the changing nature of knowledge and concepts relevant to illustration in order to link theory and practice in problem-solving	* LO2	* LO1	* LO2		
Evaluate the development of existing skills and new competences and recognise your strengths and areas of individual focus			* LO3		
Apply appropriate practical and technical skills to enable you to experiment and develop ideas and outcomes based on your own decisions	* LO3		* LO1		
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making		* LO2	* LO4		
Effectively communicate and present information, arguments, ideas and analysis in a variety of forms and situations		* LO3	* LO2	* LO3	* LO2

Level 6	Minor Project	Dissertation	Final Major Project	Professional Practice
Level Outcome	20 credits	20 credits	60 credits	20 credits
Demonstrate a comprehensive theoretical and professional knowledge and critical understanding of illustration for commercial application	* LO1		* LO1	* LO1
Synthesise, evaluate and apply research from a diverse range of appropriate sources to make independent academic and commercial judgements	* LO2	* LO1	* LO2	
Confidently and flexibly respond to a variety of complex problems and produce creative solutions relevant to your own practice and the requirements of its commercial application	* LO1		* LO3	
Apply an independent and self-motivated approach to your learning and creative practice, demonstrating effective organisation, time-management, reflection and evaluation		* LO2	* LO2	
Effectively apply an appropriate range of practical and technical skills to resolve problems and produce outcomes relevant to your creative and professional practice			* LO1	* LO2
Demonstrate your readiness for employment, continuing professional development and/or postgraduate study, including an awareness of professional and business practice within the creative industries			* LO4	* LO3
Communicate effectively, confidently and professionally in a range of formats to specialist and non-specialist audiences, including potential employers	* LO3	* LO3	* LO5	* LO3

Resources

Specialist resources:

The departmental resources for the BA (Hons) Illustration for Commercial Application programme are located in the historic Municipal Building on the College's Hartlepool HE campus. Dedicated studio accommodation is designed to simulate a professional working environment with the provision of individual workbays in large areas with good natural lighting. There are specific teaching spaces for Professional Studies and Visual Culture modules that are appropriate to their mode of delivery.

Illustration students have access to a workshop space for traditional print work, including screen printing and relief printing, which can be used as complete processes or in combination with further digital processing. Other workshops and equipment in the College can be accessed by arrangement with relevant departments. Students also have access to a digital laser cutter.

The programme benefits from the use of the CCAD Design Archive, which holds a collection of artefacts from a variety of historical periods, many of which have been donated by local museums. Staff and students use the items as research and inspiration as they can be inspected by hand, sketched, photographed and filmed.

College Resources:

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at CCAD. All new students receive an induction into the Library and a Library resource guide. Additional help is available within the Library for research, computer skills and the internet. The Library also provides sessions on information skills and e-learning, and a proof reading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds an excellent range of specialist learning materials including books, journals, CDs, DVDs, magazines/journals and newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design and media, including e-books and e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and CCAD portal.

The Library is wi-fi enabled, and facilities include study spaces, computers, printer, scanner, photocopier and a quiet study room. The resources and help from the knowledgeable and friendly staff make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology

CCAD provides a comprehensive range of IT resources and solutions based around Windows PCs and Apple Macintosh computers, using the latest in specialist

hardware solutions and industry-standard applications. You can use studio and open access facilities with every computer pre-loaded with the latest revisions of Adobe Master Collection and Microsoft Office Applications. Specialist programmes demand specialist solutions and the College tailors IT resources to these requirements too.

Studio and open access facilities are complemented by our BYOD (bring your own device) network with a wireless network that is continually being improved to provide you with a seamless, quick and secure link to the internet from any device you might own.

IT resources are supported by a knowledgeable and friendly IT team that endeavour to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5pm from Monday to Thursday and from 8.30am to 4.30pm on Fridays, email: helpdesk@ccad.ac.uk. Out of hours IT support is provided on Mondays and Tuesdays from 5pm to 9pm.

Student Support

Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through “critiques” and written feedback, as well as guidance on practical work and informal discussion about your concerns and progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to discuss in depth matters relating to creative or theoretical work, or the programme in general. You will be entitled to at least one formal recorded academic tutorial per term with a nominated member of the Programme Team.

Support and advice is also provided on an informal basis throughout the programme, through discussions between staff and students.

Career Education, Information and Guidance

Advice and guidance for careers support and further training is offered throughout your programme and developed in the Professional Studies modules to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme, many of whom are creative practitioners, will be able to give you further advice about careers in your subject area. In the Professional Studies modules, a variety of external business support specialists are invited into the College to talk to you about career planning and to offer advice about starting your own business. There is also a careers section in the Library.

Learning Support

Support for students with disabilities (including dyslexia)

CCAD is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The College aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty e.g. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Support team will support you to access additional funding (Disabled Students Allowances), which may fund the cost of any support needs you have. To help ensure you have all the support you need as quickly as possible, a member of the team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition all students are asked to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test, and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need, and help you access further diagnostic tests and funding. The Student Support team can also offer dyslexic thinkers 1:1 support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proof reading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within the Student Support team. This includes an onsite counselling service, which you can access at any time whether or not you have seen a counsellor before. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

Pastoral support is also available from the College Chaplain, who is located in the Multi Faith room on the Hartlepool campus. The Student Support team can arrange an appointment for you to see the Chaplain, or give you information about open access sessions.

Advice and support with practical issues such as finance, funding, accommodation and welfare is also available from the Student Support team.

You can find further information about Student Support and contact details in the *Student Support Handbook*, available on the VLE and as a printed booklet.

Methods for Evaluating and Improving the Quality and Standards of Learning and Teaching

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by AUB at periodic intervals,

normally of 5 years. This process ensures that the programme engages with the QAA Quality Code.

In addition all programmes undertake an Annual Programme Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives and Student Assemblies
- Feedback from relevant employer groups, including the programme Industrial Liaison Group [ILG]

All programmes develop an Action Plan from the Annual Programme Review process, monitored by the Programme Boards of Study, which are held twice a year. Your Student Representatives can keep you informed about progress against the Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the Annual Staff Review process.

Indicators of Quality and Standards

All students on taught higher education programmes at CCAD are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In 2011, CCAD underwent a very successful IQER Summative Review, which made no recommendations for improvement and highlighted areas of good practice in the quality of higher education provision at the College. This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

Please note that this specification provides a concise summary of the main features of the programme.

More detailed information about studying on your programme at CCAD is available on the VLE.