

Programme Title and Name of Award	BA (Hons) Illustration		
Academic Level	6	Total Credits	360
Professional Body Accreditation / Qualification	not applicable		
Date of Professional Body Accreditation	not applicable	Accreditation Period	not applicable
UCAS Code	W220		
HECoS Code	100062		
Criteria for Admission to the Programme	<p>The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information. For Accreditation of Prior Learning (APL), please refer to the University website.</p> <p>Detailed criteria for admission to this programme can be found on the programme webpage.</p> <p>https://www.cumbria.ac.uk/study/courses/undergraduate/illustration/</p>		
Teaching Institution	University of Cumbria		
Owning Department	Institute of the Arts (IoA)		
Programme delivered in conjunction with	Not Applicable		
Principal Mode of Delivery	Face to Face		
Pattern of Delivery	<p>Full-time</p> <p>This programme may also be made available on an infill part-time basis at the discretion of the academic programme leader.</p>		
Delivery Site(s)	Brampton Road Campus, Carlisle		
Programme Length	Standard full time registration period is 3 years with a maximum reistration period of 7 years		

Higher Education Achievement Report (HEAR)	Upon successful completion of this programme you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR).
Exit Awards	You may be awarded one of the following Exit Awards if you fail to achieve the requirements of the full programme. Cert HE Illustration (120 credits) Dip HE Illustration (240 credits) BA Illustration (300 credits)
Period of Approval	August 2019 – July 2025

Cumbria Graduate Attributes

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development
- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

Programme Features

In a professional sense, the word 'Illustration' represents an exciting and very varied discipline that ranges from self-authored graphic novels and comic art, through concept art for film, TV and games to the more traditional work for magazines, books and advertising, animation and much, much more. What links all of these disciplines is the ability to connect audiences with ideas, information or products through engaging and memorable illustrative communications.

Our aim is to inspire you to become an innovative, individual illustrator, graduating with an impressive professional portfolio of work and a unique approach to creating work that will lead to commissions, employment or Masters level study. We'll help you develop strong drawing skills as a firm foundation for your life as an illustrator, but our uniquely-designed course will also expand your design skills to give you an insight into one of the major markets for illustration work.

The BA(Hons) Illustration course operates from the University's stunning Brampton Road Campus in Carlisle, just to the north of the Lake District National Park and World Heritage Site.

The Campus is devoted to arts, design, culture and creativity, continuing a tradition of art and

design education in Carlisle that stretches back nearly 200 years. Today it is a passionate, thriving creative community that encourages collaboration with colleagues across a wide range of other arts disciplines. We have all the advantages of being part of a University, whilst retaining the atmosphere and spirit of an Art College.

To make the most of these opportunities illustration class sizes are small, typically around 20 students a year. This means that you can have your own workspace along with lots of attention throughout your time at University, enabling you to develop your individual creative personality and achieve your professional ambitions.

The amazing natural environment and busy rural county of Cumbria that we're lucky enough to work and study in is a truly unique feature of the course. Our location provides not only creative inspiration and a healthy lifestyle, but also exciting opportunities to work with world-leading businesses across many sectors from the tech industries of the Energy Coast, to retail, tourism, heritage and arts projects.

We have graduates working all over the world, but as illustration has always been a freelance business and the Internet has made it practical for Cumbrian-based illustrators to have world-wide portfolio of clients, there is much more temptation to remain in Cumbria as a lifestyle choice..

Although we're justifiably proud of our location, it is always beneficial to cultivate a wider world view, after all illustration is a global business.

Educational visits in the UK and abroad are an enjoyable and effective way of broadening your professional networks, understanding cultural influences and seeing iconic or brand new work. In recent years we've visited exciting locations such as Berlin, The Netherlands, Barcelona and New York.

Our institutional membership of AoI (The Association of Illustrators) enables you to access AoI resources. You also get reduced entry fees into D&AD's student awards competition, 'New Blood'; and the opportunity, at the end of the course, to exhibit alongside your colleagues at the 'New Blood' graduate show in London. You will be invited to attend any external events generated by the academic team and have access to every member of the academic team on every level of your degree.

When appropriate, we'll encourage you to test your skills in other competitions too; for instance, The House of Illustration or Penguin Book competitions. It's a great way of keeping yourself sharp and up-to-date in this very competitive field!

Overall, the course aims to provide opportunities to develop the skills, knowledge and above all confidence, to make appropriate and relevant choices regarding your future career development. Right now you probably have your sights firmly fixed on a career in illustration. Perhaps, eventually, you want to work as freelance or even run your own illustration business? So, it shouldn't be surprising that many of our graduates have gone on to do exactly that, forging successful careers in the field of illustration. And, when you graduate, we expect that you too will have the passion, skills and knowledge to be able to make the move into industry or Masters level study with confidence.

In Level 4, you will gain fundamental knowledge and practical experience of visual communication, the building blocks of visual language and professional attitudes and practices.

A distinctive feature of the illustration course is that, initially, you'll work closely with Level 4 graphic designers exploring the fundamental principles of visual communication and many of the core principles and considerations are shared between the two disciplines, for instance; colour theory and application, traditional and digital media, development processes, presentation skills, etc.

Throughout the course, you will gain the experience, confidence and creative skills to stand out from the crowd when it comes to getting a job. When you join us you become part of a creative community and from the outset, you'll be encouraged to share your ideas, experiences and work by talking to everyone – staff, fellow students and industry. You'll also put lots of effort into developing

the scope and ambition of your work because it's the only way to guarantee success. Above all else, you'll gain understanding, enjoyment and confidence in using the creative process to solve all manner of visual communication problems through illustration.

Practical projects will enable you to develop skills and understanding in diverse areas such as visual narratives, editorial and book illustration, packaging, animation, promotion and publicity, etc. These all present conceptual, intellectual and practical challenges that aim to help you approach illustrative problem-solving in a structured but flexible way. They will also provide opportunities to develop a range of specialist skills and knowledge, for instance; drawing, colour theory and practice, traditional and digital visualisation, development techniques, basic typography, composition, specialist software expertise, time-management and presentation skills, etc. Through practical project work, you will experience a range of workshop areas at the Brampton Road campus including printmaking, 3D workshops, audio-visual, etc., and develop digital illustration techniques using industry standard software.

You'll also develop the personal management, interpersonal and team working skills that will help you to deal with the challenges of the fast-changing industry that you'll encounter during and after life as a student.

Because illustration is essentially a freelance occupation, traditional 'work-placement' is not an assessed part of the programme. However, live project and competition work will give you opportunities to build your confidence and test your knowledge and skills in a professional context. You will work with a range of visiting lecturers and travel to relevant exhibitions, and we will also encourage and support you in entrepreneurial activities that place your work in the public realm.

As you progress you'll be able to define an ever more personal route of study until, ultimately, you become the kind of illustrator you want to be. We put great emphasis on knowledge, passion and enjoyment and showing you how they can be used to make memorable, meaningful visual communication.

The course aims to give you opportunities to develop the skills and knowledge to make appropriate and relevant choices regarding your future career development. Right now you probably have your sights firmly fixed on a career in illustration, most probably working as a freelancer. So, it shouldn't be surprising that many of our graduates have gone on to do exactly that, forging successful careers as illustrators across a variety of creative areas. And, when you graduate, we expect that you too will have the passion, skills and knowledge to be able to make the move into industry or Masters level study with confidence.

To summarise, on the course you will:

- develop an appreciation of the key theories and contexts that influence illustration today
- develop a portfolio of illustrative work that demonstrates your understanding, visual skills and critical judgement
- work on industry-led briefs enabling you to develop autonomy, creativity and professionalism
- develop a range of industry standard skills: idea generation, drawing and media skills, development techniques, basic typography, composition, 3-Dimensional illustration, animation, digital artwork, presentation skills, etc.
- be encouraged to be imaginative and innovative in your use of technology
- be encouraged to be critical and analytical in your approach to problem-solving
- be encouraged to explore and develop your own visual vocabulary as a professional illustrator through an exploration of ideas, techniques and the practical application of theory
- undertake group projects, developing team-working skills
- be given the chance to attend relevant research related trips in the UK or abroad

- develop the skills and attitudes necessary to become a life long learner with critical interpersonal skills, a professional team working practitioner with analytical and contextual reflective abilities.

On completion of the course you will:

- have developed the work ethic to be an autonomous creative professional
- demonstrate knowledge, imagination and innovation in your use of technology
- have critical and analytical skills in your approach to narrative and visual communication
- have refined and enhanced your individual visual approach to illustration
- have developed interpersonal skills, professional team working practices
- have the opportunity to study at Masters level

This programme fully supports the Mission of the University of Cumbria as:

- The programme is fully committed to inclusivity and accessibility.
- The programme will promote an environment where diversity is celebrated and inventiveness flourishes.
- The programme delivers accessible lifelong learning opportunities.
- The programme will inspire you to achieve your potential by providing progressive teaching in an innovative and flexible learning environment which encourages independent thinking.

Aims of the Programme

The overall aims of the Programme are:

1. To enable you to develop as a creative individual with the capacity for independent judgement, initiative, innovation, flexibility, ambition and with a responsible awareness of the social, cultural and ethical contributions of your work.
2. To enable you to make appropriate use of developing technologies and develop your digital capabilities to communicate effectively as a socially responsible global citizen.
3. To encourage you to work across disciplines and with other people, be open to new ideas, responsive to change and evolve in relation to the developments in illustration practice.
4. To encourage you to develop confident, imaginative and creative approaches to problem solving through enquiry, research, understanding, and the use of critical judgement.
5. To develop appropriate self-reflective approaches to research, analysis, production and presentation.
6. To develop the skills, knowledge and personal/professional confidence that will enable you to identify, generate and access opportunities in industry, or in continuing education.
7. To enhance, through increased opportunities for student centred learning, qualities of personal initiative, self-motivation, management and self-discipline.
8. To enable you to acquire, practice and synthesise practical skills and theory to produce effective illustration work

Level Descriptors

Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national [Framework for Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.

At Level 4: (Usually Year 1 undergraduate), you will be able to demonstrate that you have the ability:

- To apply a systematic approach to the acquisition of knowledge, underpinning concepts and principles and deploy a range of subject specific, cognitive and transferable skills.
- Evaluate the appropriateness of different approaches to solving well defined problems and communicate outcomes in a structured and clear manner.
- Identify and discuss the relationship between personal and work place experience and findings from books and journals and other data drawn from the field of study.

At Level 5: (Usually Year 2 undergraduate), you will be able to demonstrate that you have the ability:

- To apply and evaluate key concepts and theories within and outside the context in which they were first studied.
- Select appropriately from and deploy a range of subject-specific, cognitive and transferable skills and problem solving strategies to problems in the field of study and in the generation of ideas effectively communicate information and arguments in a variety of forms.
- Accept responsibility for determining and achieving personal outcomes.
- Reflect on personal and work place experience in the light of recent scholarship and current statutory regulations.

At Level 6: (Usually Year 3 undergraduate), you will be able to demonstrate that you have the ability:

- To critically review, consolidate and extend a systematic and coherent body of knowledge.
- Critically evaluate concepts and evidence from a range of resources.
- Transfer and apply subject-specific, cognitive and transferable skills and problem solving strategies to a range of situations and to solve complex problems.
- Communicate solutions, arguments and ideas clearly and in a variety of forms.
- Exercise considerable judgement in a range of situations.
- Accept accountability for determining and achieving personal and group outcomes.
- Reflect critically and analytically on personal and work place experience in the light of recent scholarship and current statutory regulations.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

K1. Your understanding of the ideas and development process, and imagination in the conception, development, production and presentation of illustration artefacts

K2. Knowledge of visual communication theory – message, tone of voice, artefact

K3. Knowledge of the historical contexts that have influenced the development of illustration

After 240 credits of study (DipHE) you will be able to demonstrate:

K4. Knowledge of the ethical, legal and moral contexts and frameworks that apply to illustration projects.

K5. A critical appreciation of the roles of commissioning agent, client, audience and illustrator

K6. Knowledge of the social, political and technological contexts that have influenced the development of illustration

K7. Knowledge of print and on-screen production processes

K8. Knowledge of the principles, behaviour and dynamics of working in a team

After 300 credits of study (BA) you will be able to demonstrate:

K9. Your understanding of the principles and practice of problem identification and project management

K10. Knowledge of a variety of sources for research and the conventions and formats for presentation of academic research

K11. Knowledge of a range of methods and technical skills to present your creative work to the client and others involved in the development and production process

After 360 credits of study (BA Hons) you will be able to demonstrate:

K12. An autonomous, creative and professional approach to illustration projects

K13. Autonomous critical evaluation skills in the resolution of creative work

K14. Critical interpersonal skills, professional team working practitioners with analytical and contextual reflective abilities

Programme Outcomes – Skills and other Attributes (including Employability Skills)

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

S1. Your ability to respond appropriately to a brief by visualising a range of ideas and making informed value judgements about their effectiveness

S2. Your ability to develop your ideas through a process of open-minded experimentation and critical evaluation

S3. Personal organisation, time management skills and taking responsibility for your own learning

S4. Your ability to research a given topic and to present your findings in written, verbal and visual formats

After 240 credits of study (DipHE) you will be able to demonstrate:

- S5.** Your ability to respond creatively and systematically to a wide range of visual problems using your individual visual voice to create original illustration work
- S6.** Effective verbal, visual and written communication skills with those involved in the process of delivering appropriate illustrative solutions
- S7.** Effective verbal, visual and written presentation skills
- S8.** Independent visual research skills

After 300 credits of study (BA) you will be able to demonstrate:

- S9.** A critical understanding of the production processes and how these influence decision-making in illustration projects
- S10.** Your independent research skills and the ability to formulate a design project proposal
- S11.** Your fluency in a range of industry-standard design software packages
- S12.** Confidence in evaluating and reflecting on your own practice

After 360 credits of study (BA Hons) you will be able to demonstrate:

- S13.** Your ability to think systematically and strategically and to reflect critically and analytically on your own work
- S14.** Your ability to work independently in formulating and resolving illustrative briefs
- S15.** Your ability to experiment with and challenge the conventions of form, function and communication
- S16.** Your ability to apply subject-specific, cognitive and transferable skills and problem solving strategies to a range of situations

External and Internal Reference Points

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

QAA Subject Benchmark Statements: Art & Design (Published: February 2017)

http://creativeskillset.org/creative_industries/advertising_and_marketing_communications/job_roles

http://creativeskillset.org/creative_industries/publishing/job_roles

http://creativeskillset.org/creative_industries/animation

<https://creativepool.com/articles/jobdescriptions/illustrator-job-description>

[UoC Academic Regulations and Academic Procedures and Processes](#)

[UoC Vision, Mission and Values](#)

[UoC Corporate Strategy](#)

[UoC Strategic Plan](#)

[UoC Learning, Teaching and Assessment Strategy](#)

[UoC Departmental Business Plan for IoA](#)

Graduate Prospects

As a successful graduate of the BA (Hons) Illustration programme you will be able to access a variety of career options. A degree in illustration becomes a passport to enter an extensive range of careers throughout the creative industries.

According to Prospects* (2018), six months following graduation nearly 80% of illustration graduates are in employment, with nearly half in employment in the arts, design or media sector, 6.7% continued with further study. These statistics have confirmed to us that employability skills are central to the success of our graduates and so we have embedded the professional skills and working with industry into the programme.

Transferrable skills (these skills are valued by most employers):

- Being able to work independently, but also working effectively with others
- Clear communication and good interpersonal skills
- The ability to manage your time effectively
- Innovation, creativity and problem-solving
- Presentation skills
- Self-evaluation
- Technical, research, critical and analytical skills

Progression Routes:

- Independent freelance illustration practice
- Salaried or freelance employment
- Setting up your own business
- Postgraduate education: MA, MPhil and PhD level study

Examples of Illustration Graduate Destinations:

- Animator
- Book illustrator
- Art director
- Advertising illustrator
- Reportage illustrator
- Editorial illustrator
- Illustration agent
- Studio assistant
- Designer/Maker
- Graphic design assistant
- Printmaker
- Teaching

The scope described by these destinations is testament to the flexibility of the programme that supports all the individual interests of our students. It also speaks to the potential that illustration holds as a great career choice.

Learning, Teaching and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated

A key feature of the BA (Hons) Illustration course is the opportunity, at Level 4, to work alongside students studying graphic design. By learning as an integrated member of this creative community you will experience, first-hand, the methods and techniques used by other visual practitioners. This will foster an appreciation of how your work fits into the wider world of the visual arts and provide you with greater confidence, knowledge and skills as you progress through the levels.

Planned collaborative and interdisciplinary learning tapers off towards the end of Level 4 as more specialist skills, knowledge and understanding become the focus of learning and your identity as a illustrator is nurtured. Collaboration is still encouraged, it is a fact of professional creative life, but the learning is centred on you and the operational contexts illustrators work within.

Most of your studies will be centred around practical projects that have been designed to not only help you practice and improve visual skills, but also develop your study skills, methods of research, critical and analytical abilities, and your ability to manage your time and plan your work.

You'll be continuously involved in the assessment of your own work and that of your peers; developing the critical, interpersonal and team-working skills that are vital to gaining confidence and independence as a creative practitioner.

A wide range of learning, teaching and assessment methods are used in order to develop work related skills:-

- **Tutorials** provide individually tailored feedback to you. They can range from one-to-one to small group situations. They will often be informal sessions conducted in the studio on timetabled taught days. As the course progresses you will be assigned weekly time slots with specialist tutors for more involved and technical feedback reflecting the advanced level at which you are working.
- **Crits** (short for 'critique') lie at the heart of an education in Illustration. These take place at the end of a project and will normally comprise a small group of your fellow students, and up to two members of staff, where you will be expected to present your work to the group. The effectiveness of your work and presentation will then be discussed by all present and you will receive a large amount of verbal feedback.
- **Lectures** are used by both studio and theory tutors using a variety of media as support. You will be expected to take notes, ask questions and contribute to any group discussions that ensue.
- **Seminars, Presentation and Discussion** sessions will explore issues in greater depth with both tutor and student-led formats. These will require you to engage in research and background reading and will consider the relation of theory to practice and help develop wide ranging transferable skills.
- **Practical Workshop Sessions** will provide the opportunity for you to develop specialist technical skills and knowledge. They normally take the form of tutor-led studio workshop demonstrations, designed to allow you to focus on, experiment with, develop and personalise specialised skills, media, techniques and concepts.
- **Problem based learning** will comprise the majority of your course programme. Graphic Design and Illustration are, by their very nature, problem-solving disciplines. There will never be only one answer to a specific design problem (normally defined by the *project brief*). You will be expected to work on your own or as part of a small team to find a range of possible solutions.

This will involve thorough research, synthesising the information you have discovered and developing and presenting a range of appropriate visual responses.

- **Group work** is very important, as both Graphic Design and Illustration are collective activities where communication, trust, responsibility and reliability are fundamental requirements. We write projects and tasks that allow you to experience, consider and develop your team-working skills.
- **Projects** are the usual vehicle by which you develop your design knowledge and expertise. As outlined above, the evaluation of project work is central to this degree programme. The project work you undertake during year two and three will form the content of the professional portfolio of work you will take with you when pursuing employment at the end of the course.
- **Portfolio/s** In assessment terms, 'portfolio' refers to the presentation of a body of visual design work presented in a designer's presentation portfolio case (aka a 'folder' or 'book') – most likely A3 or A4 size. It is important to note that two things make up the 'portfolio' – the qualities of the work itself (is it good design / contemporary / fully resolved); and the manner in which that work is presented on the portfolio pages (visual narrative / flow / sequencing / attention-to-detail)
- **Written work** is central to a degree course and many of the learning approaches and emphasis is put upon clarity of style and argument as well as presentation. Different forms of written language will be explored to ensure appropriate critical skills and creative authorship are examined.
- **Self-directed study** forms a natural and expected extension of the formal aspects of the course. Your ultimate success will be dependent on your willingness to develop, experiment with and extend the concepts and approaches introduced by project briefs. It is only with continued application that lasting and valuable progress can be made.
- **E-learning and Blackboard** is the portal to access to project briefs, timetables and lecture notes, to submit module assessments and summative feedback. Learning packages which can be completed at your own pace are also a feature in some modules.
- **Work placement** You will be encouraged and supported in setting up a short (1-2 week) work placement with a company of your choice. It goes without saying that this proves invaluable experience and can be an important stepping stone to your professional career and life after university.

The range of learning teaching and assessment methods used enables different aspects of your learning to be developed and tested. As well as testing what you know and can do at the end of a module (*Summative Assessment*) you'll get regular advice and guidance while your work is in progress (*Formative Feedback*) through one-to-one, peer-to-peer and group tutorials where you will have the opportunity to discuss and develop strategies to develop your work. This enables you to develop and refine the work as it is being produced with the structured guidance required to achieve the best possible results.

The University of Cumbria's Learning, Teaching and Assessment Strategy sets out clear aspirations and commitments for and to our students. Cumbria graduates are enquiring and self-reliant, confident and capable, professionally ready, responsible individuals that are ambitious and proud. These attributes are practiced on every year of study as we support you in your studies. You will find your place in learning environments that will both support and challenge you, explore ideas in and around your discipline, enabling you to grow and develop to become adaptable and reliable agents in the field of illustration.

Course Structure

There are two semesters each year and each semester will contain one 20 and one 40 credit module and at the very end a 60 credit showcase module. In every module you will be formatively assessed to support your development, and summatively assessed to measure your achievement. The methods we use to teach and assess you are outlined below.

20 credit modules deal with contextual history and theory content or, in the case of ILLU5040 Drawing, a focus on developing advanced specialist skills and knowledge.

The longer 40 and 60 credit modules are dedicated to illustration practice and professional skills, providing an extended time to critically reflect on and modify conceptual and visual approaches to design problem-solving. In these modules, professional and employability skills are designed into briefs; for example, the formative group work element in the Illustrator's Toolkit module requiring you to work closely with your peers to produce a single outcome.

At the end of your degree is a 60 credit module where all of your knowledge about being an illustrator is demonstrated in a body of work for the graduate exhibition. The skills, knowledge and other attributes synthesise at this point and this larger module gives sufficient time for you to develop and find resolution. This is the culmination of your degree where everything comes together and you prepare to graduate as a rounded independent practitioner.

Student Support

We provide responsive learner support that promotes student success. Our approach to learner support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As a student of the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality academic resources through physical and digital libraries and will be supported to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

Programme Induction

When you join us you will undergo a comprehensive induction that introduces you to the city of Carlisle, the University, its systems, how the course works, your tutors and peers. The aim is to give you the information you need to make a confident start to your studies and make you feel part of the creative community that is 'The Institute of the Arts'.

Studio Accommodation and Technology

While many students arrive at University with their own computer it is not absolutely necessary because our outstanding graphic design and illustration studio is well equipped with AppleMac computers and industry standard software. You'll be trained on the AppleMac operating system as part of your initial induction, and on specific software packages as the course progresses.

Personal Tutors

You will also be allocated a Personal Tutor. Your Personal Tutor will be proactively involved in the delivery of your programme and will have contact with you throughout your time at the University. They will support your learning and development, including tutorials and other support as outlined in the Personal Tutor Policy.

Occasionally there might be instances when your Personal Tutor will not be available – for instance, to undertake research activities. In this instance you will be allocated a substitute Personal Tutor from the Programme team.

Academic Tutorials

Aside from project focussed tutorials you will also have regular tutorials with your Personal Tutor reflecting on your progress so far and creating strategies for your development.

Personal Development Planning

As you progress through the course you will develop skills in personal conduct, time-management and communications; these skills will make you a more confident individual who has something to

say and is able to say it. In every year of study, we work on these personal attributes developing your ability to practice with autonomy and independence.

In year one we embed skills of time management, project management, presentation skills and engaged thinking. In year two these skills are put into practice with input from client briefs, folio reviews and working on collaborative projects that all require you to draw on the skills practiced in year one. On completion of year two, you will have gained confidence in your own abilities to produce work, but also to work with others, a crucial attribute in any employment. In year three, your personal development is the platform upon which you devise your projects, recognise your specialism, communicate that to a wider audience and present your work in a public arena. By this stage in your learning, you will have developed into a creative autonomous individual illustrator.

Library and Academic Support (based in Information Services)

Module leaders will collaborate with Library and Academic Advisors to ensure that your reading and resource lists are current and items are available via the library discovery tool OneSearch. In order to maximise access, availability and usefulness, ebooks and electronic journal titles will, in most cases, be prioritised. You can access a wide range of electronic and print content using [OneSearch](#) and you can find out more about key texts, databases and journals for your subject by accessing the library's [subject resources webpages](#). Module reading and resource lists will be made available to you electronically using the University's [online reading and resource list system](#).

The [Skills@Cumbria](#) service can help support your academic skills and success throughout your programme. This service is delivered by a team of professional Library and Academic Advisors. It includes a suite of [online self-help resources](#) accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual.

IT and Technical Support

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent [facilities](#) we have available. Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The [Student Hub](#) is your one-stop gateway to all university systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the [website](#) and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

Staff and Student Services

Staff and Student Services offer a wide range of support, including careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via the [website](#) and/or via the Student Services guidance tile on the [Student Hub](#).

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by professional services advisers:

Headstart

Head Start is a self-learning pre-entry module that is completed online and at your own pace. The module gives new undergraduate students an opportunity to prepare for their transition into university and to start to develop the academic skills that will help them become successful students.

All UG students are given the opportunity to register and complete Head Start prior to entry on their main programme of study. If you haven't been able to complete Head Start before starting your

course, you can access the module via Blackboard by selecting the Skills@Cumbria tab and then the Head Start tile. Learning at university, academic writing and referencing are the key topics introduced in the module and previous students have told us how useful they have found the online resources and activities.

Head Start Plus

Head Start Plus is also an online skills development course, designed to support students who are about or who have just started study at level 5 or 6 (2nd and 3rd year undergraduate). This course is particularly recommended to students who may not have studied at HE level for some time or who are transitioning into the higher HE levels. The course provides a useful refresh on academic skills and practice and an insight into the expectations of tutors at those levels.

This course is free and available via the Open Education Platform powered by Blackboard. To access the course, follow the link to <https://openeducation.blackboard.com/cumbria> and set-up a free account with Open Education. Once logged on, select the course free of charge and work through it at your own pace.

Peer Mentoring @ Cumbria

You will be allocated a student Mentor who will be in touch to offer a non-judgemental and friendly hand and to help with various aspects of your student experience, from making friends to settling in, to helping you understand the expectations of academic study and dealing with assessment worries.

Mature Students' Events

Whether it is a coffee morning, lunchtime gathering or a social event, there are events happening throughout the year to link you up with other mature students who will also be juggling a number of commitments alongside their studies.

Help is at Hand Events

Keep a look out for these interactive events on campus around October and January. You are encouraged to attend these as they showcase the range of support available here and gives you the opportunity to talk to people from Finance, Accommodation, the Students' Union, the Wellbeing and Disability Team etc.

Career Ahead

Career Ahead is the University's Employability Award, which gives students the opportunity to make their graduate CV stand out. Based on what employers look for in an ideal candidate, this award works with students to identify any gaps in their skill set, reflect on their experiences and develop further skills. The University of Cumbria's employability award is split into three stages: Bronze, Silver and Gold, with a further Career Ahead + Platinum level. Students' engagement in extra curricula activities such as volunteering, part-time work, project and charity work and peer mentoring are recognised within Career Ahead. To find out more or to register, email careerahead@cumbria.ac.uk.

International Students

As an international student you will be supported in your transition into the UK Higher Education system. You will join your cohort and be expected to undergo the inductions into the art and design discipline and other resource areas in the Institute of the Arts in the same manner as domestic students. We will assess your design portfolio and identify any areas that need some extra work; tutors will support you in achieving that work. You will be allocated a personal tutor and engage with Personal Development Planning. The International Team will support you in your time studying in the UK and the Student's Union will be a place to explore and establish new friends and communities of support.

Programme Curriculum Map					
Academic Level	Module Code	Module Title	Credits	Module Status*	Programme Outcomes achieved
4	VCOM4000	Introducing Visual Communication	40	Compulsory	K1, K2, S1, S2, S3, S4
4	ILLU4040	Illustration History & Practice	20	Compulsory	K2, K3, S3, S4
4	VCOM4010	Visual Problem Solving	20	Compulsory	K1, S1, S2, S3, S4
4	ILLU4020	Multi-Dimensional Illustration	40	Compulsory	K1, S1, S2, S3, S4
5	ILLU5020	The Illustrators Toolkit	40	Compulsory	K4, K7, K5, S5, S6, S7, S8
5	ILLU5040	Drawing	20	Compulsory	K6, K7, S5, S8
5	ILLU5050	Illustration Projects	40	Compulsory	K4, K5, K7, K8, S5, S6, S7, S8
5	ILLU5060	The Critical Illustrator	20	Compulsory	K4, K6, S7, S8
6	ILLU6040	Advanced Illustration Projects	40	Compulsory	K9, K10, K11, S9, S11, S12
6	ARTD6000	Independent Research Paper	20	Compulsory	K10, S10, S12
6	ILLU6050	Illustration Showcase	60	Compulsory	K12, K13, K14, S13, S14, S15, S16
Notes					
<p>This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes with the following permitted exceptions:</p> <p>Larger modules of 40 and 60 credits are recognised by the QAA to be typical in Art and Design programmes, and reflect the pedagogic approach that encourages independent working on significant bodies of work.</p> <p>The 40 and 60 credit modules are all dedicated visual practice modules and have been designed such to:</p>					

- **Enable progression:** the intensity of the modules will establish and ensure a working practice that is maintained throughout the degree from level 4 to 6, and designed so that you will be equipped to meet the increasing expectations as you progress through each level.
- **Streamline assessments:** the longer modules allow fewer assessments with a greater emphasis on linking practice to professional outcomes, hence you will be more focused and driven on achieving holistically rather than in separate components.
- **Reduce the Intended Learning Outcomes (ILOs):** as with the streamlining of assessment, this would have the same effect of the ILOs, these can be more focused and relevant to real-world expectations.

In response to student and industry feedback, the modules are designed so that you have a longer period to rigorously develop your work. This aspect allows you to manage bigger projects, develop personal management skills and experience a practice more closely related to the time-frames and conditions experienced in industry. You will be well supported with formative assessment points and interim objectives.

Module Statuses

Compulsory Modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed)
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Programme Delivery Structure: Full Time				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn Semester / Spring Semester		
VCOM4000	Introducing Visual Communication	Autumn Semester	Project Work	December
ILLU4040	Illustration History & Practice	Autumn Semester	Written Assignment	December
VCOM4010	Visual Problem Solving	Spring Semester	Project Work	May
ILLU4020	Multi-Dimensional Illustration	Spring Semester	Project Work 75% Set Exercise 25%	May
Students exiting at this point with 120 credits would receive a CertHE Illustration				
ILLU5020	The Illustrator's Toolkit	Autumn Semester	Project Work 80% Set Exercise 20%	December
ILLU5040	Drawing	Autumn Semester	Project Work	December
ILLU5060	The Critical Illustrator	Spring Semester	Written Assignment	May
ILLU5050	Illustration Projects	Spring Semester	Portfolio	May
Students exiting at this point with 240 credits would receive a DipHE Illustration				
ARTD6000	Independent Research Paper	Autumn Semester	Dissertation	December
ILLU6040	Advanced Illustration Projects	Autumn Semester	Project Work	December
Students exiting at this point with 300 credits would receive an Ordinary BA Illustration				

ILLU6050	Illustration Showcase	Spring Semester	Portfolio 70% Set Exercise 30%	May
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Methods for Evaluating and Improving the Quality and Standards of Learning

<p>Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods</p>	<ul style="list-style-type: none"> • Module Evaluation • Student Voice Meetings • Programme Validation and Periodic Review • Annual Monitoring • Peer Review of Teaching • External Examiner Reports • Student Success and Quality Assurance Committee
<p>Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.</p>	<ul style="list-style-type: none"> • Staff Student Forum • Course Team Meetings • Student Voice Meetings • Module Evaluation Forms • Programme Evaluation: National Student Survey, UK Engagement Survey • Module/Programme/Personal tutorials • Meetings with External Examiners

<p>Date of Programme Specification Production:</p>	<p>May 2018</p>
<p>Date Programme Specification was last updated:</p>	<p>October 2018</p>
<p>For further information about this programme, refer to the programme page on the University website: https://www.cumbria.ac.uk/study/courses/undergraduate/illustration/</p>	

<p>The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK</p>	
<p>Is the placement requirement more than 50% of the programme?</p>	<p>No</p>
<p>If yes, what % of the programme is the placement requirement?</p>	<p>Not applicable</p>
<p>If yes, is the amount of placement a statutory requirement to meet Professional, Statutory or</p>	<p>Not applicable</p>

Regulatory Body (PSRB) or Department of Education requirements?	
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