Programme Title	BA (Hons) Illustration for Communication
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
Final Award	Level 6 – BA (Hons) Illustration for Communication
Interim awards	Level 5 – Dip HE Level 4 – Cert HE
UCAS Code	*TBC*
QAA Subject Benchmark	Art & Design (2016) Communication, Media, Film and Cultural Studies (2016)
PRSB reference	NA
Mode of study	Full time
Date produced/amended	May 2018
Course Leader	*TBA*

Distinctiveness

BA Illustration for Communication is a new dynamic course where you will gain the skills and knowledge to embark on a career within the expanding creative industries. The teaching ranges from traditional drawing skills to screen based digital media projects and will sit at the intersection between graphic design, animation, publishing, advertising, fashion, games design, film, television and architecture.

Futures

Contemporary illustration is positioned at the intersection of graphic design, advertising and publishing, fashion and product design, animation and games design. Illustrators create images and narratives for print and screen and are the creators of direct visual communication. There are unparalleled opportunities for image-makers to work with time-based, sequential and narrative forms and contemporary illustration practice is increasingly integrated across the creative industries. Illustrators are visual storytellers. An illustrator's work will enhance and describe the content of material such as books, print, screen media, film, television, games design, mobile devices and many other platforms. The trans-disciplinary nature of illustration today is at the cutting edge of a wide range of new media.

As a contemporary Illustration graduate, you will be entering a world of work where the Industry calls for adaptability, to think outside of the box and to develop complex visual responses to briefs. Illustrators can work independently as freelancers but often work in teams of creatives from other industries to deliver ever more dynamic and interactive material for today's image centred culture.

Illustration is at the core of many of the creative industries because it offers a more personally expressive approach to visual communication. The 'style' or 'voice' of an illustrator offers deeper meaning and a wider message to the communication of content.

This practice-led course uniquely prepares you for entry into a rapidly changing field of contemporary illustration through the exploration of ideas and themes across

commercial, social, political and cultural contexts utilising narratives in compelling and innovative ways. Ravensbourne's illustrators will comprise of the most experimental and creative practitioners equipped to work across media and formats, aware and informed by illustration's rich heritage yet forward-thinking in their understanding of the application of contemporary illustration in the 21st century.

Exploiting the numerous existing and evolving platforms for visual communication and storytelling, this course identifies the professional scenarios and applications for the illustrated image and prepares you for entry into the creative industries with an online portfolio of both self-directed and project-led personal and professional work that emerges from developing your own distinctive visual voice.

You will be taught drawing and other image-making skills from a broad methodology including observation and interpretation skills. You will also be guided by the rich history of illustration to encompass, painting, collage, digital print and animation. You will also be encouraged to make use of Ravensbourne's state of the art technical resources to develop new skills and imaginative ideas.

The Mindsets and Skillsets Manifesto: Five Principles

Ravensbourne developed its Mindsets and Skillsets Manifesto as part of an institution-wide Portfolio Review. This was the culmination of a significant process that included a broad literature review; various outputs from national and international conferences and institutional visits; a 'Futures in the Making Symposium' attended by academic faculty - featuring an industry panel and a second panel of high profile external academics; a '20 / 20 / 20 Visiting Lecture Programme'; and market analysis of existing courses and the university's academic framework. The final Manifesto also drew from the institution's Strategic Plan and the Director's post-2018 vision document.

The Mindsets and Skillsets Manifesto consists of Five Principles that creates the basis of a vision that informs a new academic framework, its new curriculum, and all course level learning outcomes. This Manifesto underpins the validation and revalidation documents presented here, and is briefly articulated in the following way:

1. **Cultivate / where the individual thrives**

- Holistic Education: beyond the discipline
- Life Skills: resilience, self-efficacy, multiple intelligence

Extending the norms of skills-acquisition and competency-based approaches Cultivate nurtures the creative individual beyond the academy, embracing the holistic notion of educating the whole person.

Critical life-skills are investigated and multiple intelligences explored through a model that supports professional and personal development to create and support resilient and inclusive individuals prepared for work in the ever-changing creative industries and for living with wider societal and cultural flux in the 21st century.

2. **Collaborate / where disciplines evolve**

- Blurring Disciplines: petri dish for new thinking and practice

- Shape-Shifters: new practice demands new practitioners

The Collaborate model enables students with discipline-specific knowledge to apply their own creative thinking, design and media practices and methodologies and production techniques to interdisciplinary and transdisciplinary projects.

Interdisciplinary project models integrate subject knowledge and working methods from a range of disciplines to create synthesis of practice, whilst the transdisciplinary model creates new and extended disciplinary modes through the unity of intellectual and practice-based frameworks to reach beyond single disciplinary perspectives.

3. Integrate / where education engages industry

- Professional Modes: education mirrors industry
- Depth and Breadth: specialists and generalists

A model that integrates academic delivery with industry practice; enabling subject-specific, interdisciplinary student teams to replicate modes of working found within relevant professional models; the Production House in Film and TV, the Design Studio in communication and media design, the Fashion House in fashion and textiles, the Advertising Agency in advertising and promotion and the Architecture Practice in architecture and interiors.

Typically the Integrated Team, with each member assigned a specific role, works to a phased delivery that may include the Discover, Define, Develop and Deliver stages of the Design Double Diamond. Integrate challenges traditional constraints in the teaching of the solo practitioner and embraces the notion of disciplinary discovery and practice through team working.

4. Advocate / where purpose meets practice

- Citizen Practitioners: tackling real-world problems
- Self to Selves: from the individual to the collective

Putting purpose first, Advocate recognises the responsibility for creative education to address the unprecedented environmental, social and economic challenges facing humankind; tomorrow's designers and media practitioners are increasingly aware of their responsibilities as global citizens to engage with complex ethical issues related to climate change, social justice, interdependence, wellbeing and biodiversity.

Advocate puts studio projects and commercial and charitable industry commissions at the centre of the educational experience enabling students real-world opportunities to improve the communities in which they live and work and in turn begin to transform the wider world.

5. Originate / where creativity meets technology

- Mind-Sets + Skill-Sets: the dynamism of ideas + technology
- Applied Mastery: leveraging theory, practice and innovation

Sitting at the intersection of creativity and technology, Originate enables the merging of visionary mind-sets and skill-sets to provide provocative and challenging design and media approaches. The amalgamation of theory and practice, Originate embraces both integrated and agile design-thinking and design-doing practice and research methodologies to forge

dynamic technologically-savvy and creativity-driven responses and solutions to given and self-directed industry-leading projects.

Programme aims

- · To enable you to develop a range of creative, technical and professional skills relevant to employment in Illustration and related areas
- · to equip you with a comprehensive knowledge of contemporary professional practice and the creative process in the field in which you will specialise.
- · A strong ability to make creative use of and experiment with current and future technologies in order to be confident and ambitious in the workplace.
- · To develop the ability to use visual language and media to create effective appropriate communication
- · A clear vision of where your creative strengths lie and how this can be utilised in the Illustration industry for potential career opportunities
- · To be able to demonstrate independence, resilience, persistence and self-motivation.
- · Think independently, exercise judgement with integrity, and contribute to collaborative learning in visual communication

Programme Learning Outcomes

The course provides opportunities you to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the course you will be able to:

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production
Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching methods	Assessment Strategy
A variety of learning methods and technologies are employed across all 3 year groups. They include: Briefings, Lectures, Project work, Tutorials, Seminars, Workshops, Group work, Online activity, Individual Presentations and critiques, Group presentations, critiques and self-directed independent study.	A variety of assessment methods are employed across all year 3 levels. They include: formative and summative presentations, peer assessment and external reviews. These methods encourage you to critically reflect on your learning and progress.
You may also work in teams and collaborate with external partners and students from other programmes. These assignments will build a personalized approach to illustration while recognizing and understanding the parameters of professional practice.	Formative feedback is given at the midpoint of the unit and will provide ongoing advice and guidance (feed forward) alongside a critique against learning outcomes and assessment criteria.
There are also range of procedures in place for evaluating the effectiveness of learning methods.	At the end of the unit summative assessment will provide conclusive feedback in response to an online submission of the assessment requirements.
They include: Unit evaluation, in year and end of year surveys , Staff Student Liaison Committee meetings, Personal Progress	

Review meetings and the National Student Survey.

There will be a strong focus on a staggered and supported independence and autonomous learning environment in which you flourish and grow in confidence. There is also a strong focus on widening participation and that includes consideration for a range of learners with unique abilities and skills. At Ravensbourne we work closely with professional services and resource teams including the Study Zone, Central Loan Resources and Prototyping teams as well as Student Services.

Unit Code	Unit Title	Credits
Level 4		
	Induction *(Inc. contribution from Theory)*	0 credits
C18101	**Theory Unit** – Themes in Contemporary Culture	15 credits
ILC18102	An Introduction to Studio Practice	30 credits
ILC18103	Illustration Contexts	15 credits
ILC18104	Studio Practice 1: Visual Storytelling	30 credits
ILC18105	Studio Practice 2: Concepts & Communication	30 credits
		total 120 credits
Level 5		
C18201	**Theory Unit** *–Big Ideas and Philosophies*	15 credits
EILC181	**Elective:** Icons, Memes & Visual Networks	15 credits
EILC182	**Elective**: Word and Image	
ILC18202	Self-Authorship and publishing	15 credits
CIE18200	**Elective 2:** *Cross-Institutional Elective*	15 credits
ILC18203	Medium and Message	30 credits
ILC18204	Ideas and Application	30 credits
		total 120 credits
Level 6		
C18301	**Theory Unit** - Dissertation	30 credits
ILC18302	Competitions and Live Briefs	15 credits
ILC18303	Major Projects	45 credits
ILC18304	Self-Promotion & Professional Practice	30 credits
		total 120 credits
		Total for course 360 credits

Entry Requirements

You will normally be expected to possess five GCSEs (grade C or above) or equivalent (including English) and also to hold at least one of the following or equivalent UK or international qualification:

- 2 A Levels (grades A-C) or 4 AS Levels (grades A-C)
- 2 vocational A Level (grades A-C)
- Level 3 Foundation Diploma or National Diploma
- Advanced Diploma (grades A-C)
- International Baccalaureate (28 points or above)

Where an applicant's first language is not English, proof of competence in English will be required. For undergraduate and postgraduate programmes, this will normally take the form of an approved English language test at B2 level in the Common European Framework of Reference. Any test for proficiency in English must have been achieved within 18 months preceding the date of entry. Individual programmes may have higher language requirements. Ravensbourne's international department will advise applicants on the language requirements for particular programmes.

Selection Criteria

Ravensbourne will use a number of methods to assess an applicant's suitability for their course of choice. Primarily applicants are selected on the basis of:

- an applicant's prior academic achievement/qualifications and/or previous employment/life experience;
- assessment of the applicant's ability and aptitude to succeed on the course for which s/he has applied.

Students will be selected according to the generic criteria set out below:

Personal attributes

- shows commitment, enthusiasm and interest in the subject area
- initiative and problem solving
- ability to communicate

Creative process

- can generate ideas and use external sources to develop them
- ability to research an idea and follow it through to a finished product

Study skills

- can understand and organise information clearly
- can investigate and analyse information
- shows reasoning and intellectual curiosity

Professional skills

- has shown they can initiate and deliver projects
- can work in a team and with people with different skills
- has shown confidence with IT

Career aspirations

- understands the relevance of the course to her/his career ambitions

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· understands current debates within industry

Accreditation of Prior Learning

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure.

Student Support	http://intranet.rave.ac.uk/display/SS/Student+Support
Assessment Regulations	http://intranet.rave.ac.uk/display/RA/Assessment+-+UG+and+PG

Course LOs	Level 4				Level 5				Level 6		
	Unit 1 ILC18102	Unit 2 ILC18103	Unit 3 ILC18104	Unit 4 ILC18105	Unit 1 ILC18202	Unit 2a/b EILC181/2	Unit 3 ILC18203	Unit 4 ILC18204	Unit 1 ILC18302	Unit 2 ILC18303	Unit 3 ILC18304
LO1	x	x	x				x	x		x	
LO2	x					x	x		x		
LO3	x		x					x		x	
LO4	x		x	x	x						x
LO5		x	x	x	x				x		x
LO6		x		x			x	x		x	
LO7				x	x	x		x	x		x
LO8				x	x			x			x

Description of the Course

This course is practice based and you will be taught drawing and other image-making skills from a broad methodology including observation and interpretation skills. You will also be guided by the rich history of illustration to encompass, painting, collage, digital print and animation. You will also be encouraged to make use of Ravensbourne's state of the art technical resources to develop new skills and imaginative ideas.

From a strong basis in illustration traditions you will be able to embark on the path of communicating ideas and telling stories in a range of different mediums such as 3D printing, embroidery, fashion technology, moving image, sound, film, photography, augmented reality and virtual reality. These possibilities will be facilitated by cross-school electives and other projects and events such as the degree shows.

The course will also include a focus on professional practice, which is designed to assist graduating illustrators to gain work in the ever-expanding creative industries. This will be facilitated by collaboration across the courses and schools, visiting industry lectures, studio visits, placements and new graduate information packs.

The contextual studies and project briefs will expand your critical thinking capabilities. There will be a series of lectures and seminars to debate ideas, politics and ethical

standpoints with a focus on new technologies and the wider social contexts that their work will influence and inform.

We will equip our Illustration for Communication students to be well versed in current technologies and to be confident and ambitious in the workplace. Ravensbourne is devoted to enhancing the student's experience. The building is architecturally designed to be a hub of creative activity, enabling the cross pollination of degree courses, allowing the students to become confident and well versed in communication skills and ideas generation.

Academic Framework – Course Diagram

	Term1	Term2	Term 3
Level 4 120 credits	**Induction** *(Inc. contribution from Theory)* 0 credits	**C18101** Themes in Contemporary Culture 15 credits	
	ILC18102 An Introduction to Studio Practice 30 credits	**ILC18104 Studio Practice 1**: **Visual Storytelling** 30 credits	**ILC18105 Studio Practice 2: Concepts & Communication** 30 credits
	ILC18103 Illustration Contexts 15 credits		
Level 5 120 credits	**C18201** – Part 1 *Big Ideas and Philosophies* *(7.5 out of 15 credits)*		**C18201** – Part 2 *Dissertation Proposal* *(remaining 7.5 out of 15 credits)*
	EILC181 Elective 1a: Icons, Memes & Visual Networks *15 credits* *or* **ELC182 Elective 1b:** Word and Image *(exploration of typography in Illustration)* *15 credits*	**Elective 2:** *Cross-Institutional* 15 credits	**ILC18204 Ideas and Application** 30 credits
	ILC18202 Authorship and Publishing 15 credits	**ILC18203 Medium and Message** 30 credits	
Level 6 120 credits	**C18301** *Dissertation* 30 credits		
	ILC18302 Competition and Live Briefs 15 credits	**ILC18303 Major Projects** 45 credits	**ILC18304 Self Promotion and Professional Practice** 30 credits