



Unit Title	Word and Image
FHEQ Level	Level 5
Unit Code	EILC182
Credit Value	15 credits
Unit Type	Elective

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent Study	50
Supervised access to resources	0	Preparation for Assessment	12.5
		Unsupervised Access to Resources	50
Total			150

Unit Description

'Lettering is the art of drawing letters; Calligraphy is the art of writing letters; Typography is the art of using letters.' Definitions by @ianbarnard

In this elective unit you will have the opportunity to research and explore hand drawn and digitally produced lettering and calligraphy techniques, with a view to embellishing illustrative work or developing word as image. (Originate Principle) You will understand how letterforms can be used to add to communication techniques and latent meaning in words. (Advocate Principle) You will also explore how this skill is utilised in other industries, Fashion, Architecture, Advertising for example.(Collaborate Principle) This will be a practical based unit involving a series of workshops and projects, with a view to adding to the portfolio and enhancing to your skill base for future units. (Cultivate Principle)

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Workshops experimenting with calligraphic techniques
- Use of a range of both digital and print based media.
- Hand-drawn lettering /sign writing workshops

- Reflection and evaluation using a sketchbook.
- Type and image experimentation
- Exploration of moving/animated letterforms

Unit Aims

- To develop confident hand drawn lettering techniques
- To explore the digital production of hand drawn letterforms (ipad)
- To explore calligraphic techniques and their role in illustrative responses
- To explore the relationship between word and image
- To develop techniques for moving letterforms for narrative

Unit Learning Outcomes

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Demonstrate 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

Learning and Teaching Methods

Workshops and lectures will provide support and guidance to enable the development of lettering techniques and calligraphy. Feedback will be provided throughout the unit to

provide strategies to overcome obstacles and the inherent challenges of the specific aims of the unit. Formative feedback is provided at the midpoint of the unit and at the end of the unit summative assessment will be provided on the required assessment evidence for the unit.

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Main project outcome production and report	100% (pass/fail)

Indicative Assessment Criteria

Demonstrate a development of hand drawn lettering techniques (LO5)

Evidence of research into historical and contemporary sign writing, lettering and calligraphy (LO2)

Demonstrate an understanding of the relationship between word and image (LO5)

Evidence of exploration of digital production techniques of letterforms (LO4)

Evidence of the utilisation of letterforms to communicate illustratively (LO7)

LO 2, 4, 5, 7

Essential Reading list

1. Bell, Roanne (2005) *Pictures and Words: New Comic Art and Narrative Illustration*, London: Laurence King
2. Brazell, Derek (2018) *Becoming a Successful Illustrator*, London: Bloomsbury
3. Fowkes, Alex (2014) *Drawing Type: An Introduction to Illustrating Letterforms*, Beverly, MA: Rockport Publishers
4. Graphis magazine
5. Harris, Jack (2008) *Vector Graphics and Illustration: A Masterclass in Digital Image-making*, Mies: Rotovision
6. Hische, Jessica (2015) *In Progress: See Inside a Lettering Artist's Sketchbook and Process, From Sketch to Vector*, San Francisco: Chronicle Books
7. i-D magazine
8. The Eye magazine
9. Zeegan, Lawrence (2007) *Secrets of Digital Illustration: A Masterclass in Digital Image Making*, Hove: Rotovision