Unit Title	**Introduction to Studio Practice**
FHEQ Level	4
Unit Code	ILC18102
Credit Value	30 credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	80
Supervised access to resources		Preparation for Assessment	10
		Unsupervised Access to Resources	120
Total			**300**

Unit Description

This unit provides an introduction to the key methodologies and principles related to creating illustration for a communication outcome. It gives you the opportunity to develop key skills and understand and examine recognised working methodologies. (Originate Principle)

You will work from observation and learn to create images that are directed towards an idea, audience and content. (Collaborate Principle) You will be introduced to core software platforms and explore how to utilise these tools to create visual solutions to creative problems. (Integrate Principle) You will examine how visual decision-making can influence communication and understand how to identify and utilise the inherent qualities of specific processes, tools and materials. (Integrate Principle)

The Five Principles underpin the Mindsets and Skill sets 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

- Examination of process and methodology.
- Testing experimentation and discussion.
- Workshops and exercises using relevant software.
- Workshops to explore the inherent qualities of media and materials
- Drawing from observation
- Practical exercises to develop problem solving, ideas generation and visual analysis.
- Mood boarding and visual reference gathering.

- Introduction to research skills to define relevant and original reference points.
- Reflection and evaluation using sketchbooks, notebooks.

Unit Aims

- To understand how to identify and utilise the inherent qualities of specific media, tools and materials.
- To develop drawing and observational skills
- To establish skills in relation to analysis and critical thinking to support visual decisions.
- To develop a structured creative process and methodologies.
- To start to understand current practice in relation to illustration for communication.
- To establish basic skills in relevant software platforms.

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for 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

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

Learning and Teaching Methods

Workshops and structured studio sessions will support the examination of media and materials and support the development of a structured creative methodology. Lectures, tutorials and seminars will enable the examination of contextual knowledge and conceptual ideas, alongside key practical skills. Tutorial feedback will support progress and development as you move into longer more involved tasks where directed activities will be synthesised into a series of more ambitious practical outcomes alongside research and developmental material.

Formative feedback will be provided at the midpoint of the unit and at the end of the unit

summative assessment of specified evidence will take place via a formal submission.

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
A portfolio of practical outcomes which could include tests, experiments, research and development material.	80%
Sketchbooks and research notebooks	20%

Indicative Assessment Criteria

- Demonstrate an understanding of how to identify and utilise the inherent qualities of specific media, tools and materials. LO4
- Demonstrate skills in relation to analysis and critical thinking to support visual decisions. LO3
- Demonstration of development of drawing and observational skills. LO4
- Demonstrate use of structured creative processes and methodologies. LO2
- Evidence of an understanding of current practice in relation to illustration for communication. LO1
- Provide evidence of basic skills in relevant software platforms. LO4

LO 1.2.3.4

Essential Reading list

1. Berger, John (1972) *Ways of Seeing,* London: Penguin
2. Hyland, Angus (2006) *The Picture Book: Contemporary Illustration*, London: Laurence King
3. Klanten, Robert (2006) *Illusive: Contemporary Illustration and its context,* Berlin: Die Gestalten
4. Klanten, Robert (2008) *Illusive 2: Contemporary Illustration and its Context,* Berlin: Die Gestalten
5. Wiedemann, Julius (2007) *Illustration Now!: Volume 2,* Köln: Taschen
6. Zeegen, Lawrence (2005) *The Fundamentals of Illustration,* Worthing: AVA Academia