



<b>Unit Title</b>	<b>Studio Practice 02: Concepts &amp; Communication</b>
<b>FHEQ Level</b>	4
<b>Unit Code</b>	ILC18105
<b>Credit Value</b>	30 credits
<b>Unit Type</b>	Subject

<b>Learning Hours</b>			
<b>Staff – Student Contact Hours</b>		<b>Independent Study Hours</b>	
Classes	90	Independent Study	80
Supervised access to resources	0	Preparation for Assessment	10
		Unsupervised Access to Resources	120
<b>Total</b>			<b>300</b>

**Unit Description**

This unit provides the opportunity to synthesise the knowledge and skills that have been developed across Level 04 and apply what you have learned to more resolved and ambitious final outcomes. You will work on a series of assignments that ask you apply your image-making skills to a series of communication problems. You will be asked to work with a variety of media and materials to create visual narratives that deliver a communication objective. (Originate Principle)

This will involve the consideration of audience, examination of content and the manipulation of visual language to engineer communication. You will evaluate and refine your ideas through experiments and tests— honing your creative thinking skills so that you can effectively propose solutions and visualise your ideas. (Cultivate Principle) As a culmination of your final first year your outcomes should be ambitious and presented to a appropriate professional standard. There could be opportunities to work on live industry projects or competition briefs. You will need to articulate how your intention in their creation connects to the objectives outlined in the assignments you were asked to tackle.

You will begin to develop transferable and employability skills through the creation of your own identity as an illustrator.

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

- Explore techniques and methodologies for visual storytelling
- Testing experimentation and discussion.
- Exploration and use of relevant software and cross platform communication.
- Exploration of visual language to engineer perception and understanding.
- Structured examination of communication objective.
- Examination and analysis of context and audience.
- Workshops to examine problem solving in relation to visual communication
- Reflection and evaluation using a sketchbook.
- The utilisation of relevant visual reference and observational drawing.

### Unit Aims

- To produce resolved and ambitious final outcomes
- To apply image-making skills to a communication objective.
- To consider context and audience in applied image-making
- To analyse and understand specified content to develop visual communication.
- To establish a structured process of testing and experimentation to evaluate ideas.
- To understand how to manipulate visual language to engineer perception and understanding.
- To validate and develop ideas through use of appropriate visual reference.

### Unit Learning Outcomes

#### **LO 6 Critical and creative mindsets**

Demonstrate enquiry into what makes good practice - both creatively and academically

**Related Principle: ORIGINATE**

#### **LO 7 Employability**

Evidence nurturing professional transferrable 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**

Evidence an emerging personal creative and professional identity

**Related Principle: CULTIVATE**

### Learning and Teaching Methods

Briefings and discussions will examine potential strategies for the development of visual responses to set communication problems. Lectures, tutorials and seminars will enable the examination contextual knowledge and conceptual ideas, alongside key practical skills. Tutorial feedback will support your progress in synthesising knowledge and skills into the production of more of more resolved and ambitious practical outcomes.

Formative feedback will be provided at the midpoint of the unit and summative assessment of specified assessment evidence will take place via a formal submission.

### Assessment methods and tasks

Assessment tasks	Weighting (%) ( <i>one grade or multi-grade unit</i> )
A portfolio of practical outcomes which might include tests, experiments, research and development material, sketchbook and research log	100%

### Indicative Assessment Criteria

- Production of resolved and ambitious final outcomes. LO7
  - Evidence of applied image-making skills to achieve a communication objective. LO8
  - Demonstrate the consideration context and audience in the development of applied image-making. LO7
  - Evidence of analysis and understanding of content in the development of visual communication. LO6
  - Demonstrate the effective utilisation of a structured process of testing and experimentation to evaluate ideas. LO8
  - Demonstrate the manipulation of visual language to engineer perception and understanding. LO8
- LO6,7,8

### Essential Reading list

1. Farrelly, Liz & Triggs, Olivia (2010) *For Love and Money: New Illustration*, London: Laurence King
2. Hyland, Angus & Vell, Roanne (2003) *Hand to Eye: Contemporary Illustration*, London: Laurence King
3. Hyland, Angus (2006) *The Picture Book: Contemporary Illustration*, London: Laurence King
4. Loft Publications (2009) *The Sourcebook of Contemporary Illustration*, New York: Collins Design
5. Rees, Darrel (2008) *How to be an Illustrator*, London: Laurence King
6. Wigan, Mark (2006) *Thinking Visually*, Lausanne: AVA
7. Wigan, Mark (2008) *Text & Image*, Lausanne: AVA

**\*Other reading matter and reference points will be specified within the project briefs that make up this Unit**