Unit Title	Medium and Message
FHEQ Level	Level 5
Unit Code	ILC18203
Credit Value	30 credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	75	Independent Study	70
Supervised access to resources		Preparation for Assessment	100
		Unsupervised Access to Resources	55
Total			**300**

Unit Description

As this course progresses you will be able to develop a visual language that is personal to you. This will involve exploring how imagery is shaped by the materials you work with, the reference material you look at and your interests as a visual practitioner. (Originate Principle) This unit directly addresses this intention by asking you to engage with and identify the inherent communication held within a range of different visual languages. You will be encouraged to develop a bank of reference material that is personal to you and start to find ways to articulate and rationalize your visual decision making. You will be encouraged to explore and experiment with new processes, materials and tools to understand how these might influence a message and support communication. The aim of all of this is to support your developing visual literacy and allow you to manipulate visual elements with fluency and precision. (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

- Experiments with media and materials and new processes.
- Analysis of reference material to enable a development of a personal visual style
- Development of visual literacy

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- Collation of reference and research material
- Articulation of visual decision making

Unit Aims

- To thoroughly research visual language and analyse reference material effectively in project outcomes
- To develop visual literacy through critical analysis
- To experiment with techniques, media and materials in the production of project outcomes
- To articulate visual decision making

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret 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

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

Related Principle: ORIGINATE

LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

Related Principle: CULTIVATE

Learning and Teaching Methods

Workshops and lectures will provide guidance to enable the development of illustrative work to a variety of media which is personal to you. Feedback will be provided in tutorials throughout the unit to provide strategies to overcome obstacles and the inherent challenges of the specific aims of the unit. Students will be encouraged to make mistakes and expand their repertoire. Formative feedback (feed forward) is provided at the

midpoint of the unit and at the end of the unit summative assessment feedback will be provided on the required assessment evidence for the unit.

Assessment methods and tasks

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Portfolio which could include research/reference log, project work and presentation	100%

Indicative Assessment Criteria

Thorough research of visual language with analysis of reference material to effectively produce project outcomes. (LO1)

Evidence of development of visual literacy through critical analysis (LO6)

Evidence of experimentation with techniques, media and materials in the production of project outcomes (LO2)

Articulation of visual decision making in project development. (LO8)

LO 1,2,6,8

Essential Reading list

1. Berger, John (1972) *Ways of Seeing,* London: Penguin
2. Bergstrom, Bo (2008) *Essentials of Visual Communication,* London: Laurence King
3. Hyland, Angus & Vell, Roanne (2003) *Hand to Eye: Contemporary Illustration,* London: Laurence King
4. Loft Publications (2009) *The Sourcebook of Contemporary Illustration,* New York: Collins Design
5. Valli, Marc & Ibarra, Ana (2013) *Walk the Line: The Art of Drawing,* London: Laurence King
6. Wigan, Mark (2006) *Thinking Visually,* Lausanne: AVA
7. Wolk, Douglas (2007) *Reading Comics: How Graphic Novels Work and what they Mean,* Cambridge, MA: Da Capo Press
8. Zeegan, Lawrence (2014) *Fifty Years of Illustration,* London: Laurence King