



Unit Title	Ideas and Application
FHEQ Level	Level 5
Unit Code	ILC18204
Credit Value	30
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

The discipline of Illustration is constantly expanding and evolving through entrepreneurial innovations from a variety of contemporary practitioners. In this unit you will examine how emerging markets and media are shaping new opportunities for illustration. (Originate Principle) Using your image-making skills you will develop and market digital and/or physical products for sale. This might mean exploring your fabric, surface pattern, 3d products, toys, books, clothing, apps, mobile games and zines alongside other products and service. (Integrate Principle) This work will be underpinned by a thorough investigation into the contemporary illustration industry as well as addressing current social/economic/design problems.

This unit concludes the second year of the course and is an opportunity for you to consolidate all that you have already experienced, particularly building your own visual identity from year 1, as well as to explore the future possibilities of your practice which culminates in the Self Promotion and Professional Practice unit in year 3. (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

- Exploration of surface design, emerging print techniques
- Exploration of drawn image into 3D product
- Development of applications in answering design problems
- Understanding of emerging markets
- Understanding of marketing potential of the work
- Reflection and evaluation using a sketchbook.

Unit Aims

- To explore and utilise media effectively in answering design problems
- To examine emerging markets and media for illustration
- To research contemporary illustration and the development of the discipline
- To expand the use of media and techniques in practical work.

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 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 6 Critical and creative mindsets

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

Related Principle: ORIGINATE

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 guidance to enable the development of illustrative work to a variety of media. 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 (%) (<i>one grade or multi-grade unit</i>)
A portfolio of indicative content which could include; sketchbook/research log, developmental evidence/mock-ups, production and presentation of project work.	100%

Indicative Assessment Criteria

- Evidence of research into contemporary application of illustration work, with examples of emerging markets and media for illustration (LO1)
- Development of techniques/applications used to answer design problems (LO6)
- Evidence of production of physical/digital products suitable for emerging markets and audiences (LO3)
- Demonstrate understanding of marketing potential for the work/product (LO6)
- Ability to time manage effectively to produce work which communicates effectively and to meet project deadlines (LO7)

LO1,3,6,7

Essential Reading list

1. Caplin, Steve (2003) *The Complete Guide to Digital Illustration*, Lewes: Ilex
2. Farrelly, Liz & Triggs, Olivia (2010) *For Love and Money: New Illustration*, London: Laurence King
3. Hyland, Angus & Vell, Roanne (2003) *Hand to Eye: Contemporary Illustration*, London: Laurence King
4. Klanten, Robert (2008) *Illusive 2: Contemporary Illustration and its Context*, Berlin: Die Gestalten
5. Noble, Ian (2003) *Commercial Illustration: Mixing Traditional Approaches and New Techniques*, Mies: Rotovision
6. Zeegan, Lawrence (2014) *Fifty Years of Illustration*, London: Laurence King