



Unit Title	<b>Introduction to Studio Practice</b>
FHEQ Level	4
Unit Code	ILC18102
Credit Value	30 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Formal planned learning & teaching delivery (Hybrid)	90	Independent Study	80
Supervised access to resources on campus (Hybrid)		Preparation for Assessment	10
		Unsupervised Access to Resources (Hybrid)	120
<b>Total</b>			<b>300</b>

**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)

**Hybrid delivery**

**Hybrid is commonly used to describe courses in which some traditional face to face teaching has been replaced with online learning activities.**

**The purpose of hybrid delivery is to take advantage of the best features of both online and face to face learning.**

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

- 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

**We will deliver our courses using a hybrid approach - a blend of online and face to face delivery, as appropriate to the best learning & teaching methods.**

**Lectures - online (asynchronous delivery)**

**Seminars - online (mixed asynchronous and synchronous)**

**Tutorials - online (synchronous)**

**Guest Lectures - online**

**Studio Based Workshops and Formative Practical Tasks – individual and group**

**Industry led Workshops and Demonstrations**

**Independent Study - booked access to Physical Resources as required**

**Directed Study - online (synchronous)**

### Assessment methods and tasks

*Brief description of assessment methods*

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
A digital (PDF) portfolio of practical outcomes which could include tests, experiments, research and development material.	100%
Digital documentation of sketchbooks and research notebooks submitted as part of PDF	

### 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

Books

Heller, S. and Chwast S - Illustration: a visual history, Abrams 2008

Male, A - Illustration: A Theoretical and Contextual Perspective, AVA Publishing 2007

Male, A - Illustration: Meeting the Brief, Bloomsbury 2014

Zeegen, L - The Fundamentals of Illustration, AVA Publishing 2005  
Hall, A - Illustration, Laurence King 2011  
Berger, J - Ways of Seeing, Penguin 1972  
Davies, J & Brazell, D - Becoming a Successful Illustrator, Bloomsbury 2017  
Kleon, A - Show Your Work, Algonquin 2014  
Zeegen, L & Roberts, C - Fifty Years of Illustration, Laurence King 2014  
Rees, D - How To Be An Illustrator, Laurence King 2008  
Styles, M & Salisbury, M - Children's Picturebooks (Second Edition): The Art of Visual Storytelling, Laurence King 2020  
New, J - Drawing from Life: The Journal as Art, Princetown Architectural Press 2005  
Hyland, A & Bell R - Hand to Eye, Laurence King 2003  
DeBono, E - Lateral Thinking, Penguin 2009

#### Websites

<https://www.itsnicethat.com/>  
<https://www.creativereview.co.uk/>  
<https://www.juxtapoz.com/>  
<https://theaoi.com/>