



Unit Title	Competitions and Live Briefs
FHEQ Level	Level 6
Unit Code	ILC18302
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Formal planned learning & teaching delivery	30	Independent Study	60
Supervised access to resources on campus		Preparation for Assessment	10
		Unsupervised Access to Resources (Hybrid)	50
Total			150

Unit Description

This unit provides you with the opportunity to take responsibility for your own direction of study by creatively engaging with external briefs set by industry professionals. (Cultivate Principle).

These briefs provide a framework within which you can consolidate and apply your skills in a competitive environment with real-world parallels and constraints. (Originate Principle)

You will learn how to recognise creative restrictions and deliver a project to the brief and to a deadline. This experience will enable you to locate your practice in relation to current industry practice. (Advocate 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

- The analysis of a brief(s) set by subject specialist industry professional(s) or student competition
- The interaction with topical issues, themes and problems
- The management of client expectation and own professional practice
- Effective time management to deliver creative solutions to deadline.
- The professional presentation of creative illustrative solutions.

Unit Aims

- Engagement with contemporary Illustration practice
- Working on external briefs and planning for deadlines;
- Building and developing the graduate portfolio
- Comprehensive submission of an illustration project proposal and its resolution.
- Professional presentation of creative illustrative solutions.

Unit Learning Outcomes

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 7 Employability

Effectively employ 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

This unit will be delivered using a combination of briefing lectures, workshops, small group seminars, tutorials, group presentation and critiques, individual presentations and critiques, self-directed study, peer learning, client feedback, guest speakers.

There will be formative feedback/feed forward at a mid-point of the unit and then the Summative Assessment at the end of the unit will provide feedback and critique.

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

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
Client brief presentation or competition submission demonstrating a variety of solutions with developmental work. All work documented and submitted digitally (PDF).	100%

Indicative Assessment Criteria

- Evidence of critical appraisal and evaluation of visual design, illustration and contextual research to generate original concepts and ideas that inform and underpin project development (LO2).
- Evidence of the ability to communicate illustration outcomes creatively and professionally, in a visual form. Shows evidence of audience-focused methods of presentation of the purpose of the work (LO5).
- Evidence of effectively employing creative professional skills, including the ability to manage time and work towards an externally set brief and objectives to communicate effectively. (LO7)

LO 2,5,7

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/>