

Module code: MOD005735		Version: 4 Date Amended: 10/Jul/2025	
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1. Module Title			
Illustration and Animation Practice			

2a. Module Leader			
Inbal Leitner			

2b. School			
Cambridge School of Art			

2c. Faculty			
Faculty of Arts, Humanities, Education and Social Sciences			

3a. Level			
4			

3b. Module Type			
Standard (fine graded)			

4a. Credits			
30			

4b. Study Hours			
300			

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Illustration and Animation		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module introduces and examines approaches, media and processes specific to illustrative image making. You will be encouraged to look closely at the visual world through studio and location based observational drawing, using sketchbooks and notebooks to develop and explore a personal, individual visual vocabulary. Central is the practical understanding of observational drawing in all its forms and drawing as a primary skill and fundamental language of the animator and the illustrator.

The module will include life-drawing classes in the drawing studio and numerous location-based drawing trips taking place in a variety of destinations in and outside the university; such as museums, markets and town centres. From a basis in observational drawing, you will begin to explore imaginative drawing, sequential and interpretative drawing through a range of project briefs.

Processes of graphic reproduction are introduced including printmaking and letterpress.

Ongoing presentations, oral and written crits, discussions, peer group critiques and other forms of formative assessment of smaller tasks and larger assignments will be throughout the module. Summative assessment will be based on a portfolio of required artefacts, which should contain developmental work, written reflections and finished pieces.

6b. Outline Content

- The use and application of a range of visualizing media, processes and materials.
- Observation and interpretation through drawing
- Narrative and sequential design
- Conceptual image-making e.g. visual metaphor
- Reprographic process
- Colour theory and application
- Space, scale and composition
- Schematic/pictorial space
- Illusory space
- Type and letterform

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Printmaking workshops, Letterpress workshop, Drawing studio, Live drawing studio, Field trips and outdoor drawing facilities, Cambridge Museums, Computer suite

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate the understanding of fundamental formal qualities of the image, such as composition, tone, line, rhythm and colour
2	Knowledge and Understanding	Show developing personal visual themes and preoccupations
3	Knowledge and Understanding	Demonstrate competence with and a readiness to experiment within a range of appropriate graphic media
4	Intellectual, practical, affective and transferrable skills	Retrieve, assess and interpret research material towards creative solutions
5	Intellectual, practical, affective and transferrable skills	Demonstrate the ability to critically and independently address the set tasks and requirements
6	Intellectual, practical, affective and transferrable skills	Demonstrate aesthetic understanding in visual interpretation through drawing

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	6	1-6	1 hour lectures, every other week (6 in total)
Other teacher managed learning	66	1-6	66 hours; up to 6 hrs weekly seminars, workshops, group tutorials, briefing sessions, critiques, reviews and associated activities and guided supervised learning in the form of studio practice and technician supported workshops
Student managed learning	228	1-6	Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Offsite and location working. Further support available through technician and studio supervision
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1, 2, 3, 6	30 (%)	Fine Grade	30 (%)
Element 010 (weeks 1-4): A body of observational drawings produced in week 1-4 during taught hours and independent work. A written reflection and critical commenting on the learning process in the form of blog entries or a PDF file. Equivalent to 2000 words.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	70 (%)	Fine Grade	30 (%)
Element 011 (weeks 5-12): Portfolio of outcomes, equivalent to 4000 words. Comprising: Sketchbooks/visual research, completed project work, produced in week 5-12 during taught hours and independent work, and progress file in the form of blog entries or a PDF file.					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]