

Module code: MOD007326	Version: 1 Date Amended: 24/Jan/2020
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1. Module Title
Digital and Moving Illustration

2a. Module Leader
Chris Draper

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		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module introduces you to a range of methods of image generation and manipulation in the context of the wider field of illustration. You will be encouraged to experiment with the deconstruction of the photographic image, arrangement and manipulation of found material and production of imagery through various combinations of traditional and contemporary media. The module aims to break down barriers and preconceptions about what constitutes creative 'ownership' of an image.

Project briefs will invite responses that demand an experimental approach to image manipulation both static and moving. Workshops on digital and photographic processes will support studio teaching that focuses on both the technical and conceptual aspects of image manipulation. You may explore the possibilities of photography in illustration, the areas where photography and drawing collide or overlap.

In Trimester one, you will be working and exploring the static, still image that may be commissioned for page or screen, and Trimester 2, you will be building on this experience and considering how your work can be developed in the form of moving illustration, which is currently an expanding marketplace. The potential liberation of image making from the static printed page offers new possibilities and challenges for the creative image maker. This module develops your awareness of the potential for digital, moving illustration and imagery, to prepare you to enter the rapidly evolving and changing professional environment. Digital means of production need to work hand in hand with ideas' generation, so whilst you are introduced to industry standard software, the "concept" and its communication is placed at the core of the briefs that are set. You will be working with industry standard software during this module, which enhances your employability.

6b. Outline Content

- Workshops on digital processes
- Workshops on photographic/ reprographic processes
- Group project briefs
- Studio/practice based learning
- Group critiques

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Computer Suites

Illustration studios

Printmaking open access

Photography open access

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	Articulate visual ideas through still and sequences of moving image.
2	Knowledge and Understanding	Employ materials and digital processes experimentally to develop visual language.
3	Knowledge and Understanding	Impose a personal creative agenda on found visual material.
4	Intellectual, practical, affective and transferrable skills	Demonstrate a broad understanding of and practical application of appropriate software packages
5	Intellectual, practical, affective and transferrable skills	Manage self-directed projects in response to briefs.
6	Intellectual, practical, affective and transferrable skills	Demonstrate an approach to creative decision making appropriate to Level 4 study.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	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	0	None	None
Other teacher managed learning	72	1-6	Practical project work including workshops, group tutorials, briefing sessions, critiques, reviews and associated activities.
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.
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	1-6	100 (%)	Fine Grade	30 (%)
Portfolio of course work with evidence of research, project development, reflection and final outcomes (equivalent to 6000 words)					

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]
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