



Module Definition Form (MDF)

Module code: MOD007328	Version: 1 Date Amended: 24/Jan/2020
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1. Module Title
Illustration Practice

2a. Module Leader
Allan Drummond

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

In previous modules you will have been exploring analogue and digital ways of producing images. You will now get the opportunity to apply these skills to illustrative contexts and briefs that are structured in a way which reflects the structure of “real life” briefs, whilst allowing you to experiment broadly.

This module introduces and examines approaches, media and processes specific to illustrative image making. From a basis in observational drawing, you will begin to explore imaginative drawing, sequential and interpretative drawing through a range of set briefs. Processes of graphic reproduction are introduced including printmaking and letterpress. The interplay of text and image and explore elements of the narrative imagery and sequence, both in terms of the illustration as a designed form and the broader design contexts in which illustrations are used. These issues are examined with reference to the ongoing development of your own visual language through studio and location based project work that emphasises a balance between personal creative language and applied practice.

Within this module you will also be introduced to the academic study of illustration. Through a series of practical 'workshop' style sessions you will examine the work of a selection of significant and influential illustrators, animators, games designers and other artists, both contemporary and historical, in order to gain an appreciation and knowledge of the historical, cultural and intellectual context within which they were working. You will be taught through weekly seminars, which will give you the opportunity to discuss the works and the events and ideas underpinning them, and how these relate to your own studio practice and set briefs. As well as this subject-specific content, you will also undertake a series of workshops and exercises which introduce the skills of library research, critical analysis of visual imagery, essay writing and academic referencing, which will provide a foundation for your studies later in the course, and are important transferrable skills in terms of your future employability.

This module contains a written component.

This module includes submission of a PDP (Personal Development Plan) component.

6b. Outline Content

- Media, processes and materials: uses and applications
- Narrative and sequential design
- Conceptual image-making e.g. visual metaphor
- Reprographic process
- Space, scale and composition
- Illusory space
- Type and letterform
- Case studies of the works of a number of artists, illustrators, author/illustrators, animators and book artists
- Using cultural and historic contexts to understand selected works
- Study skills – research, different types of critical writing

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Illustration studios

Letterpress workshop

Mac Computer Suites

Library

Relevant local galleries and museums

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	Show signs of developing personal visual themes and preoccupations.
2	Knowledge and Understanding	Demonstrate competence with and a readiness to experiment within a range of appropriate graphic media
3	Knowledge and Understanding	Demonstrate an appreciation of the historical and cultural context of the work or works being discussed or analysed
4	Intellectual, practical, affective and transferrable skills	Retrieve and assess visual and written research material in a systematic way, towards applying to creative solutions
5	Intellectual, practical, affective and transferrable skills	Identify and select appropriate media at a level appropriate to Level 4 study.
6	Intellectual, practical, affective and transferrable skills	Articulate and describe concepts in written form and to complete a PDP at a level appropriate to Level 4 study.

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	0	None	None
Other teacher managed learning	72	1-6	12 x 2 hour critical studies seminars 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, open access life drawing sessions, off site and location working as briefed. Guided, self-managed learning in the form of studio practice, location/field work
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	1-5	70 (%)	Fine Grade	30 (%)
Portfolio of coursework to include outcomes, evidence of research and development and preparatory work (equivalent 4000 words)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	3-4,6	30 (%)	Fine Grade	30 (%)
Written exercises to comprise critical reflection (2000 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]

