



Module Definition Form (MDF)

Module code: MOD007330	Version: 2 Date Amended: 27/Jul/2021
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1. Module Title
Sequence and Narrative

2a. Module Leader
James Butler

2b. School
Cambridge School of Art

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

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
45

4b. Study Hours
450

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 runs over two trimesters and as the title suggests, the focus will be on how students develop skills in working sequentially and with narrative, considering composition and visual pacing as ways of visual storytelling. In the first trimester it encourages students to explore printmaking materials and processes as a creative means of developing visual narrative or sequential imagery. Students are expected to treat printmaking processes experimentally rather than reproductively. Students will be expected to develop a suite of images which explores sequential composition, the use of a coherent visual language, the relationship between printed text and image, the physical qualities of the materials used and the means by which the viewer interacts with the finished work.

The briefs cover a range of conceptual challenges including narrative/sequential contexts, visual interpretation for editorial design, type/ image relationships.

The technical and conceptual skills which you have attained in Trimester 1 are now applied in a more formal, industry focused manner with particular attention paid to the world of publishing

In trimester 2 the module introduces you to 'The Book' as an object, as a personal visual statement and as a fundamental vehicle for illustration. You undertake a major practical project in trimester 2 to create your own 'book' which may be anything from an experimental 'artist's book', graphic novel, to a traditional children's picture book. This section of the module includes bookbinding workshops and demonstrations. You are encouraged to explore a range of graphic media and processes both traditional and digital, with particular emphasis on reprographic processes- printmaking, screen based and digital printing.

Your self-initiated book project will prepare you for next year's Launchpad module in terms of structuring your time effectively, developing and executing your own brief and increasing awareness of the demands of the professional illustration world.

You will also gain insights into how publishers will expect book proposals to be submitted, which forms part of your professional practice and employability development.

Where relevant, you will be encouraged to submit your finished or proposed book to national or international competitions such as the Macmillan Children's Book Competition.

There is a contextual, written element to this module, which will be delivered through a series of seminars and workshops. Materials covered have been selected to enhance your understanding of your own studio practice, through examination of current and historic practitioners within the areas of illustration, book design, printmaking and typography.

6b. Outline Content

- Visual qualities of the materials of printmaking (zinc, wood, lino, true grain etc.)
- Colour in print processes
- Visual sequencing (pace, rhythm)
- Text and image
- Presentation and the relationship to the viewer / reader
- Typographic design/ illustrated letterforms
- Page layout and composition

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Printmaking open access

Letterpress Type Workshop

Computer Suites

Illustration studios

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	Implement experimental strategies and approaches towards a range of graphic and printed media as a means of articulating visual ideas.
2	Knowledge and Understanding	Critically analyse individual studio practice within the broader context of the discipline as an area of professional practice.
3	Intellectual, practical, affective and transferrable skills	Manage a self-directed print project in a safe and structured manner.
4	Intellectual, practical, affective and transferrable skills	Demonstrate effective use of time-management skills towards the resolution of self-directed and applied problem solving.
5	Intellectual, practical, affective and transferrable skills	Demonstrate an ability to critically analyse visual work in written form

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	12	1-5	A series of 1-hour lectures delivered across 2 trimesters
Other teacher managed learning	84	1-5	Practical project work including workshops, group tutorials, briefing sessions, critiques, reviews, seminars and associated activities
Student managed learning	354	1-5	Use of open access studio, workshop and computer suites.
TOTAL:	450		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	70 (%)	Fine Grade	30 (%)

Portfolio of work to include outcomes, evidence of research and development and reflection (equivalent of 6000 words)

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	5	30 (%)	Fine Grade	30 (%)

Written assignments (total of 3000 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]