



## Module Definition Form (MDF)

<b>Module code: MOD007331</b>	<b>Version: 1 Date Amended: 24/Jan/2020</b>
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<b>1. Module Title</b>
The Illustrated World

<b>2a. Module Leader</b>
Nicholas Jeeves

<b>2b. School</b>
Cambridge School of Art

<b>2c. Faculty</b>
Faculty of Arts, Humanities, Education and Social Sciences

<b>3a. Level</b>
5

<b>3b. Module Type</b>
Standard (fine graded)

<b>4a. Credits</b>
60

<b>4b. Study Hours</b>
600

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

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

An ability to observe and comment on the world around us is a key skill for the professional illustrator and this module will encourage both keen observational and conceptual skills. This is a broad, experimental module which runs across two trimesters and starts with an intensive one-week drawing trip. Previous locations have included Porto, Seville and Lisbon and those students, who, for whatever reason cannot join the overseas trip, undertake exactly the same observational exercises in Cambridge or other UK destination. The week is highly structured and completion of the set exercises will ensure that you have the relevant visual information to complete the subsequent briefs.

You are encouraged to build upon your experience of visual information gathering by applying personal research methods to visual communication project briefs.

Through the series of set studio briefs you will be applying the visual research that you have collected during the week, to illustrative contexts and making connections between primary and secondary research and considering the relationship between type and image.

You will be undertaking a project over the winter vacation which currently takes the form of a competition and curated exhibition. This is considered part of your employability and professional practice development and exposes you to concepts of "client brief" and audience communication.

In Trimester 2 we build on the conceptual and visual problem solving aspects of illustration, with the emphasis in on ideas, where they come from, how we can generate them under pressure. You will be encouraged to generate a wide range of ideas in response to set briefs. You will then need to demonstrate that you can select your strongest idea and develop it into fully resolved final artwork.

Through group project briefs, seminars and presentations, students will take a look at the way complex concepts can be articulated visually, in the context of, for example, editorial illustration and design, and illustration and design for advertising, covering concepts such as the visual metaphor and 'closure' in visual sequence.

The briefing for the Summer placement will take place in Trimester 2 of this module, and you will think ahead to L6 research projects.

This module includes personal development planning via a PDP Progress File.

### 6b. Outline Content

Collecting primary visual research through location/observational drawing

- Application of primary and secondary visual research to set briefs
- Ideas generation and selection.
- Introduction to visual metaphor and analogy within contemporary illustration contexts.
- Creative interpretation of external 'live' projects where appropriate
- Opportunity to work collaboratively on set 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

3D and ceramic workshop

Printmaking open access

Photography open access

Open access Life Drawing sessions

Letterpress Type Workshop

### 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 media as a means of articulating visual ideas.
2	Knowledge and Understanding	Make creative use of visual research to inform a personal visual language.
3	Knowledge and Understanding	Generate, explore and select from a range of visual ideas in response to a project brief.
4	Knowledge and Understanding	Communicate visual concepts effectively
5	Intellectual, practical, affective and transferrable skills	Demonstrate effective use of time-management skills towards the resolution of self-directed and applied problem-solving
6	Intellectual, practical, affective and transferrable skills	Pursue a Personal Development Planning in a manner appropriate to Level 5.

### 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

<b>8b. Learning Activities for the above Module Occurrence</b>			
<b>Learning Activities</b>	<b>Hours</b>	<b>Learning Outcomes</b>	<b>Details of Duration, frequency and other comments</b>
Lectures	0	None	None
Other teacher managed learning	120	1-6	Practical project work including workshops, group tutorials, briefing sessions, critiques, reviews and associated activities.
Student managed learning	480	1-6	Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Offsite and location working.
<b>TOTAL:</b>	<b>600</b>		

**9. Assessment for the above Module Occurrence**

<b>Assessment No.</b>	<b>Assessment Method</b>	<b>Learning Outcomes</b>	<b>Weighting (%)</b>	<b>Fine Grade or Pass/Fail</b>	<b>Qualifying Mark (%)</b>
010	Coursework	1-6	50 (%)	Fine Grade	30 (%)

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

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011	Coursework	1-6	50 (%)	Fine Grade	30 (%)

**Portfolio of work to include outcomes, evidence of research and development and reflection (equivalent of 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]**