Module Definition Form (MDF)

Module code: MOD011477	**Version:** 1 **Date Amended:** 27/Apr/2026

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:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module introduces the core design principles of illustration and challenges you to apply your skills to creative briefs. You'll explore how images communicate ideas, solve visual problems, and express meaning.

You'll experiment with metaphors, symbols, and visual language to develop your voice as a visual communicator. We'll explore type, lettering, and how words and images can work together to create impact. You'll be encouraged to experiment with drawing, digital illustration, animation, 3D, photography, and mixed media — combining techniques to create engaging work. A series of short briefs will encourage experimentation, risk-taking, and professional practice, helping you develop ideas from concept to final piece.

You'll research and reflect on the work of influential illustrators to inform your own creative identity.

6b. Outline Content

- Media, processes and materials uses and applications
- Conceptual image-making e.g. visual metaphor
- Space, scale and composition
- Illusory space
- Typography 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
- Building on technical and analogue skills acquired in Tri 1.

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

Library

LinkedIn learning resources

Technical spaces; Mac Computer Suites, 3D futures lab, Ceramics studio, 3D workshop

Media services

Photographic studios

Relevant local galleries and museums

Studio Base room

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	Explore the use of metaphor and symbols within visual language.
2	Knowledge and Understanding	Explore a range of forms and expressions through which image and text are generated.
3	Intellectual, practical, affective and transferrable skills	Employ a range of media and processes experimentally.
4	Intellectual, practical, affective and transferrable skills	Combine text and image to communicate ideas in visual form.
5	Intellectual, practical, affective and transferrable skills	Develop projects from rough artwork to final outcomes.
6	Intellectual, practical, affective and transferrable skills	Complete a Personal Development Plan.

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	8	1-6	Regular lectures throughout the module in relation to set projects delivered in the studio space/base room (or other if specialised equipment is needed).
Other teacher managed learning	62	1-6	Studio-based learning: briefings, group discourse, tutorial dialogue, review and critique of work plus practical workshops.
Student managed learning	230	1-6	Independent study, coursework with project development, on or off-campus. Students can have access to shared spaces and base room.
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	0 (%)	Pass/Fail	100 (%)

Portfolio of introductory illustration practice with evidence of research, project development, reflection and final outcomes. Equivalence up to 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]