Module Definition Form (MDF)

Module code: MOD011483	**Version:** 1 **Date Amended:** 26/Apr/2026

1. Module Title
Launchpad - Major Project Illustration

2a. Module Leader
Chris Draper

2b. School
Cambridge School of Art

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

3a. Level
6

3b. Module Type
Project or dissertation (fine graded)

4a. Credits
60

4b. Study Hours
600

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

In this module, you will prepare yourself for the professional demands of a career in illustration. Building on the practical, conceptual, and technical skills you've developed in previous modules, you'll bridge the gap between your academic study and professional practice. You will identify and refine your unique "visual voice" through a combination of self-initiated projects, participation in national competitions, and an increasing awareness of the business aspects of illustration as a professional discipline.

A key component of this module is its focus on industry engagement. You'll gain practical, actionable insights into how the illustration world really works from understanding copyright and negotiating fees, basic tax, accounting, and effective self-promotion strategies.

By the end, you'll have the knowledge and confidence to navigate professional opportunities and take meaningful steps toward a sustainable illustration career.

As part of your Final Major Project, you will engage with a dedicated professional development strand. These sessions are designed to develop and build up your graduate skills and employability.

They will focus on portfolio development, specialist talks by professionals, and support from Anglia Ruskin Enterprise Academy (AREA) and our Placement and Employability teams.

6b. Outline Content

- Understanding and establishing the requirements of a professional Illustration brief
- Creative interpretation of external 'live' projects and competition briefs
- Development of personal visual language and authorial illustration
- Radical approaches and innovation within contemporary illustration contexts
- Self-promotional material in preparation for employment within illustration or other career
- Curation and editing of a body of work in preparation for website and public exhibition
- Effective project management: work schedules, presentations and design production
- Client liaison and collaborative practice, where appropriate
- Research methods, critical contexts and technical requirements for self-initiated projects
- Present your developing work to your tutors and peers in critical seminars and contexts

6c. Key Texts/Literature

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

6d. Specialist Learning Resources
Studios with access to sinks and running water Computer Suites Illustration studios 3D and ceramic workshop Printmaking open access Photography open access Open access Life Drawing sessions Letterpress Type Workshop Futures Lab access to 3D scanning, printing and other relevant technologies

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	Propose and design an ambitious and significant visual project or projects (this could include self-initiated briefs, client-based briefs or significant competitions), identifying clear goals, outcomes, proposals and appropriate timelines for the 12 available taught weeks.
2	Knowledge and Understanding	Identify and implement appropriate conceptual and technical strategies in response to client or self-initiated briefs and resolve them to a professional standard.
3	Knowledge and Understanding	Respond to the changing demands revealed by visual research, making creative use of unanticipated discoveries
4	Intellectual, practical, affective and transferrable skills	Engage with design briefs to a professional standard, demonstrating an informed understanding of audience and client requirements.
5	Intellectual, practical, affective and transferrable skills	Demonstrate both independent learning and active participation in group learning through clear and professional use of language including, visual, spoken and written, where appropriate
6	Intellectual, practical, affective and transferrable skills	Demonstrate effective and considered time management to sustain a body of creative practice allowing for development and feedback.

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	24	2,6	Weekly Professional Practice talks- 12 weeks x 2 hour lectures.
Other teacher managed learning	72	1,3,4,5	Studio based sessions 6 hours per week (for 12 weeks) in level 6 base studio. Includes tutorials, feedback and guided learning.
Student managed learning	504	1-6	Working independently between taught sessions and responding to feedback
TOTAL:	600		

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	100 (%)	Fine Grade	30 (%)

Portfolio of course work reflecting and contextualising professional illustration practice with evidence of research, development, reflection and final outcomes 12000 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]