Course Specification

Course Summary Information			
1	**Course Title**		BA (Hons) Illustration with Foundation Year
2	**BCU Course Code**	**UCAS Code**	US0789F	W22F
3	**Awarding Institution**		Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)		
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)		

6	**Course Description**

The Foundation Year:
This four-year Illustration Degree with a Foundation Year has been specifically designed to allow students to undertake an additional year of study which will build stronger creative footings to ensure successful progression through their chosen degree course.

Working in a lively and energetic environment, students will be given the freedom to expand their knowledge of practical skills, creative exploration and conceptual development, underpinned by broad critical understanding, academic writing and emerging theoretical principles.

There will be a range of opportunities to work on collaborative and individual projects aimed to develop employability partnerships and to identify the role of developing practitioner. BA teaching staff from across both schools will work closely with students throughout the course to prepare them for progression.

After successful completion of the foundation year, students will have the flexibility to switch (should they wish to change direction) onto a number of related undergraduate degree programmes within Birmingham School of Art or the School of Visual Communication.

BA Illustration:
Our BA (Hons) Illustration course aims to give those with a passion for image making and illustration the skills they need to capture and communicate ideas through pictures. We celebrate the challenge of finding your individual visual voice through experimenting, risk taking and critical reflection. You will also explore how your work can be applied across a wide range of contexts, from commercial work to personally-driven projects.

This course provides an opportunity to development a wide range of transferable skills and design process knowledge that is highly desirable to employers.

What's covered in the course?
Our challenging and exciting Illustration course will help you develop new skills and different ways of thinking, enabling you to find your own individual, visual voice and prepare you for the ever-changing creative industry.

All of this, combined with our innovative course structure, has led to us being recognised by Creative Skillset. This award recognises that we are a centre of excellence, teaching industry

The course celebrates the synthesis between illustration and all the other visual communication subject disciplines, leading to the development of strong student collaborations that again aims to reflect industry practice.

We support a lively creative community, encouraging the value of peer learning. This learning is supplemented by an integrated workshop course that provides the opportunity to work alongside, and be informed by, industry experts from a wide range of disciplines.

7	Course Awards		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with Honours Illustration	6	480
7b	**Exit Awards and Credits Awarded**		
	Foundation Certificate Visual Arts and Communication	3	120
	Certificate of Higher Education Illustration	4	240
	Diploma of Higher Education Illustration	5	360
	Bachelor of Arts Illustration	6	420

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns			
Mode(s) of Study	**Location**	**Duration of Study**	**Code**
Full time	City Centre	4 years	US0789F
Professional Placement Year	City Centre	5 years	US1348F

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website.

11	Course Learning Outcomes
1	**Knowledge & Understanding**
1.1	Describe and evaluate the critical, contextual and historical dimensions of illustration practice.
1.2	Develop a high level of technical and practical skills in analogue and digital image making and be able to creatively apply these.
1.3	Undertake research into illustration practice and its contexts, through the use of creative experimentation, academic rigour and critical analysis.
1.4	Develop multiple skills for employability and be working at a professional standard.
2	**Cognitive & Intellectual Skills**
2.1	The ability to source and apply research and to develop and articulate ideas in practical, written and verbal forms.
2.2	Demonstrate critical and reflective analysis of their own practice and the work of appropriate illustration practitioners.
2.3	Demonstrate creative thinking skills and different approaches to solving problems.
2.4	Review, consolidate, and apply their knowledge in accordance with theories, discourse and concepts of illustration.

3	**Practical & Professional Skills**
3.1	Generate a range of potential ideas and visual developments and apply this to the production of creative work.
3.2	Apply appropriate practical and technical knowledge through a wide range of materials, tools, technologies and approaches to illustration.
3.3	Explore the benefits of risk-taking, iterative failure and the possibilities found within innovative forms of cross-disciplinary activities.
3.4	Synthesise theory and practice towards personal career ambitions and reflect upon their position within illustration and related disciplines.
4	**Key Transferable Skills**
4.1	Manage own learning, including self-evaluation through reflection and take action that results in self-development.
4.2	Employ negotiation, enterprise, planning, exhibition and presentation skills to a professional standard.
4.3	Communicate ideas, information, problems and solutions in visual, written and oral forms.
4.4	Work effectively and efficiently, either autonomously or collaboratively.

12	**Course Requirements**

12a	**Level 3:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
VIS3004	Understanding Practice	20
VIS3001	Creative Development & Production	40
VIS3002	Perspectives on Practice	20
VIS3003	Creative Realisation	40

Level 4:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
VIS4059	Introduction to Illustration	20
VIS4052	Principles and Practice of Illustration	40
VIS4046	Enterprise of Illustration	20
VIS4041	Discourse	20

In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules:

Module Code	Module Name	Credit Value
VIS4038	Narrative (Space and Place)	20
VIS4040	Narrative (Time and Sequence)	20
VIS4037	Narrative (Sound and Movement)	20
VIS4039	Narrative (Text and Image)	20
VIS4036	Narrative (People and Identity)	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
VIS5039	Context of Illustration	40
VIS5041	Identifying Direction	40
ADM5001	Live Project	20

In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5006	Collaborative Practice	20

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
VIS6041	Advancing Practice	40
VIS6042	Independent Enquiry	20
VIS6039	Major Project	60

12b   Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 3

SEMESTER ONE	SEMESTER TWO
Core • Understanding Practice (20 credits) • Creative Development and Production (40 credits)	Core • Perspective on Practice (20 credits) • Creative Realisation (40 credits)

Level 4

Core • Introduction to Illustration (20 credits) • Principles and Practice of Illustration (40 credits)	Core • Enterprise of Illustration (20 credits) • Discourse (20 credits)
Optional • No Optional Modules this Semester	Optional • Narrative (Space and Place) (20 credits) • Narrative (Time and Sequence) (20 credits) • Narrative (Sound and Movement) (20 credits) • Narrative (Text and Image) (20 credits) • Narrative (People and Identity) (20 credits)

Level 5

Core • Context of Illustration (40 credits) • Live Brief (20 credits)	Core • Identifying Direction (40 credits)
Optional • No Optional Modules this Semester	Optional • Collaborative Practice (20 credits) • Work Placement (20 credits)

Level 6

Core	Core
• Advancing Practice (40 credits) • Independent Enquiry (20 credits)	• Major Project (60 credits)

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

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Level 3

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	480
Directed Learning	480
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

Level 4
Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	257
Directed Learning	703
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	201
Directed Learning	759
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	66%
Exam	
In-Person	34%

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	89.5
Directed Learning	870.5
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	
In-Person	