

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Bachelor of Arts with Honours - Illustration • Bachelor of Arts with Honours - Illustration with Professional Experience • Bachelor of Arts with Honours - Illustration with International Experience <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Bachelor of Arts (BA) - Illustration • Diploma of Higher Education (Dip HE) - Illustration • Certificate of Higher Education (CertHE) - Illustration
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Art and Design
Professional statutory or regulatory body	N/A
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • BA Illustration FT, Full-time, September start - 3 years standard length with an optional year abroad or placement
Valid for cohorts	From 2022/3

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

Aims of the programme

The BA Illustration aims to provide an intellectual and creative space for students to explore and build skills in a range of traditional, digital and emerging image making technologies. Industry modules enable students to develop transferable professional skills that support creative agility, resilience, and adaptability for rapidly evolving professional opportunities. The course enables students to use drawing as a fundamental creative tool to give expression to ideas, observations and experiences. It fosters the integration of contextual understanding & critical thinking as part of a holistic approach to the practice of illustration. In these you are able to apply skills and knowledge to client led projects and build industry ready portfolio. The course provides a supportive studio environment and learning community that encourages students to develop their own distinctive visual practice through experimentation and creative enquiry. In addition Illustration is situated within within a highly flexible and creative programme that offers shared learning with graphic communication design and animation, with access to optional module choices across the School of Media and Communication, and an opportunity of an additional year's work placement or study abroad opportunity.

We aim to:

- Provide an open and supportive creative environment that promotes research, speculative creative exploration in illustration contexts, applications and environments and both individual and collaborative enquiry across a broad approach to the subject discipline.
- Create a reflective studio culture that understands illustration as a diverse and socially engaged practice which informs and contributes to how we understand the world across multiple contexts.
- Provide students with integrated and industry relevant design methods, knowledge and understanding, in the reification and production of intelligent, communicative, socially aware and responsible illustration practice.
- Enable students to develop a broad range of relevant transferable skills and approaches, and to engender the creative exploration of existing and emerging design technologies.
- Foster student's independence and confidence in identifying and developing their personal and professional illustration trajectories.
- Provide an environment where knowledge and critical thinking is contextualised and integrated within practice, promoting independent thought and informed practical exploration and development.

The course has been designed and developed with Equality, Inclusion and Diversity at its heart, and reflects the University's commitment to EDI. This presents itself through the consideration of diverse reading and learning materials, which engage with a wide range of illustration practices from different cultures and communities. The use of real world examples, live brief projects and invited speakers that are representative of the diverse community in which we are working. Our assessments are designed to be accessible and authentic, making them achievable for students of all backgrounds, and representative of the global context.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

In addition to the University's commitment that all graduates will be able to demonstrate the five Graduate Attributes upon completing their degree, London is a major creative, intellectual and technology hub and a global city, with many employment opportunities in the cultural and media industries. We capitalise on the benefits this offers for your learning environment and experience, for example through field trips to galleries and museums for exhibitions, events and performances, and guest speakers.

The course team work closely with the award winning Westminster Enterprise Network, which offers you support to:

- explore opportunities and networks
- develop ideas and skills
- build experience
- accelerate business ideas and careers.

<https://www.westminster.ac.uk/current-students/employability-and-career-development/exploring-careers/enterprise-and-entrepreneurship>

Employability and enterprise are embedded in the curriculum, primarily through designated Industry modules in each year, which are shared across Animation BA and Graphic Design BA, offering the experience of cross-disciplinary team work on enterprise projects. Work experience is offered in the first and second year of study. Your final year focuses on self-promotion and further development of employability skills, creating an online presence and making networking contacts with potential employers significantly working with the Westminster Enterprise Network. Throughout the main course curriculum, subject learning is contextualised in terms of your personal and professional development.

The course is a member of the Association of Illustrators and Design and Art Direction (D&AD). D&AD offer students a range of industry led competitions and professional practice talks that cover aspects of free-lance practice from copyright law, tax returns, budgeting and contractual engagement with clients, agency work and self-promotion.

You will also have the opportunity to take an additional year between Levels 5 and 6 (second and third year) to spend on professional experience or international experience. This is a year long module and offers one or two semesters studying at one of our overseas partner Universities. This is both an exciting experience and also one that helps you to develop the global outlook that is valued by employers. The placement year is planned in partnership with the Creative Enterprise Centre for employability and the acquiring of entrepreneurial skills.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 course learning outcomes: upon completion of Level 4 you will be able to:

- LO 4.1 Begin to build awareness of your own agency within, and your impact on, society & the environment (GA)

KTS CS)

- LO 4.2 Communicate & present ideas in a variety of forms (written, visual, digital) (GA PPP KTS CS)
- LO 4.3 Use drawing as a creative tool to document from life, to identify and articulate what is important and interesting to you about an observed subject (GA KTS CS)
- LO 4.4 Inform your visual practice by analysis & evaluation of relevant histories and contemporary contexts for illustration (KU GA)
- LO 4.5 Explore a range of media a processes to build fundamental skills and knowledge in image construction (KU GA CS)
- LO 4.6 Develop visual outcomes in response to set tasks or projects (KU GA PPP KTS)
- LO 4.7 Creatively explore digital processes and technologies relevant to creative industries and illustration practice (GA PPP KTS CS)
- LO 4.8 Begin to build awareness of qualities and skills required for professional creative practitioner (KU GA KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- LO 5.1 Continue to build awareness of your own agency within, and your impact on, society and the environment (GA KTS CS)
- LO 5.2 Build skills and knowledge of working in a professional illustration context (KU GA KTS)
- LO 5.3 Be able to research independently to build knowledge to inform the development of your own visual practice (GA PPP CS)
- LO 5.4 Work conceptually, imaginatively and experimentally within a broad range of visual media, process and technologies (GA PPP CS)
- LO 5.5 Use varied technical & digital processes to design and present visual work (KU GA PPP KTS CS)
- LO 5.6 Discuss, debate and articulate concepts & contemporary visual practice around visual narrative in written and visual forms (KU GA PPP CS)
- LO 5.7 Work independently & in collaboration with others to develop visual outcomes for identified initiatives and contexts (GA PPP)
- LO 5.8 Begin to define the personal & professional direction for your own creative practice (GA PPP CS)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- LO E.1 Reflect and discuss in depth, cultural and intercultural from living and study abroad (KU GA PPP KTS CS)
- LO E.2 Synthesise ideas, influences and observations informed by living and studying abroad in the development of critical enquiry, research and practice (KU GA PPP KTS CS)
- LO P.1 Analyse, reflect and draw knowledge from the experience of a sustained work placement or internship that can inform further professional development in final year of study (KU GA PPP KTS)
- LO P.2 Undertake a sustained period of professional work experience as a work placement and use the skills and knowledge gained to inform and enhance professional strategies and learning for future employment and enterprise on graduation (KU GA PPP KTS)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- LO 6.1 Understand how to operate as an effective member within a community of professionals (GA KTS)
- LO 6.2 Understand your own agency within & your impact on, society and the environment (GA KTS CS)
- LO 6.3 Use research to continuously develop your knowledge of visual practices in aesthetic, socio-cultural, technical, theoretical terms (KU GA CS)
- LO 6.4 Determine with increasing confidence and independence the direction of your own creative and professional development (GA PPP KTS CS)
- LO 6.5 Synthesise and articulate theories of visual culture and practice in various forms. (KU GA PPP CS)
- LO 6.6 Present, distribute, and publish your work in professional settings (KU GA PPP KTS)
- LO 6.7 Work flexibly across various and emerging technologies and contexts for illustration & image-practice (GA

How will you learn?

Learning methods

Studio Practice is an important part of your learning and teaching. You will spend time immersed in your creative work within the Illustration Studio spaces. During studio time, you will be able to work individually, collaboratively, and/or with the guidance of teaching staff. Studio practice is designed to help stimulate new ideas, challenge old ideas and advance the students' skills and competencies through informal discussion, feedback, and critique of your own and your peers' creative work. This is known as experiential learning, or learning through making. It also offers the opportunity to meet and share with students from other year groups in a safe and creative environment.

Other scheduled learning includes lectures, briefings, work reviews, seminars, tutorials, workshops, projects, student awards and competitions, visiting industry professionals, and portfolio reviews. The course offers a fusion approach to learning, where practice is contextualised and informed through research, theoretical and cultural discussion.

Teaching methods

Teaching on Illustration encourages exploration and experimentation in a range of media and materials through projects that set conceptual challenges to be resolved for specific contexts, environments and audiences in a highly creative way. Projects help you prepare for working with clients and in industry. Some projects are self-initiated, others are live projects set by clients or industry, and other projects are national or international student competitions and awards such as those set by the Association of Illustrators and Design and Art Direction.

The course occupies purpose built, dedicated studios with individual work spaces, storage and Internet connectivity and printing facility. The studios accommodate space for large scale work, traditional drawing and there are additional facility centres for print-making (autographic paper printmaking and textile printing) 3D workshops, photography, animation and camera rooms with green screen. The course also utilises the University's online teaching and learning tools to enhance the learning experience. Students from all levels of the course can participate in field trips to London exhibitions, events and performances.

You can create your own pathway through the course via your choice of modules and project menus. Some modules in Industry, Digital Arts and Options are shared with other visual communications students, to accommodate a collaborative, cross-disciplinary approach. The Industry modules include work based learning and placements, projects and events. Digital Arts modules offer subject specific digital understanding and skills, and consider design in digital spaces, such as user experience, moving image and image making. Option choice modules expand the curriculum further into specialist areas including drawing, visual effects, sequential designing, user interface and user experience, interactive design and mixed realities.

Talks and workshops are also provided by from those working in the industry including creative practitioners, art directors, creative agencies and small company creatives. The end of the course culminates in your degree show and the opportunity to participate in national and international student competitions, these include House of Illustration Awards, Creative Conscious Student Awards, Macmillian Prize for Illustration, YCN student awards, the New Blood D&AD Festival and student awards <https://www.dandad.org/en/d-ad-new-bloodfestival/> at Truman Brewery, the creative hub of central London.

Assessment methods

- The course offers a variety of assessment to students which aim to develop the core knowledge, understanding and skills that are outlined in the learning outcomes above.
- Assessment can be through peer and group presentation of work, in class work reviews, exhibition, concept designs and drawings, short projects, industry initiatives, student national and international competitions.
- In many of the modules, you will submit a piece of creative work for each module supported by research that contextualises the brief / project and your response to it.
- Formative assessment will take the form of verbal feedback given to students during practical sessions and workshops, to demonstrate to students where they have already made progress and where they need to focus their learning. This does not form part of your final mark.
- Summative assessment includes a mark, and clear feedback aligned to the assessment criteria that are set out in your module handbook or pro forma.

All marking criteria on this course are based upon the University outcome classification descriptors as laid out in Appendix C of the Student Regulation Handbook: <https://www.westminster.ac.uk/current-students/guides-and-policies/academic-matters/academic-regulations>

Grade descriptors are a framework and will not provide mutually exclusive criteria for each grade band. The final grade will be a matter of academic judgement. Module handbooks and module sites on the VLE contain specific assessment criteria for the module which are informed by the university grade descriptors.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	LO 4.1, LO 4.3, LO 4.4, LO 4.5, LO 4.7, LO 5.1, LO 5.3, LO 5.4, LO 5.5, LO 5.6, LO 6.2, LO 6.3, LO 6.5, LO E.1, LO E.2, LO P.1, LO P.2
Literate and effective communicator	LO 4.2, LO 4.4, LO 4.5, LO 4.6, LO 4.7, LO 5.3, LO 5.4, LO 5.5, LO 5.6, LO 5.7, LO 6.3, LO 6.5, LO 6.6, LO 6.7, LO E.1, LO E.2, LO P.1, LO P.2
Entrepreneurial	LO 4.2, LO 4.7, LO 4.8, LO 5.1, LO 5.2, LO 5.3, LO 5.7, LO 5.8, LO 6.1, LO 6.2, LO 6.3, LO 6.4, LO 6.6, LO 6.7, LO E.1, LO E.2
Global in outlook and engaged in communities	LO 4.1, LO 4.3, LO 4.8, LO 5.1, LO 5.2, LO 5.7, LO 5.8, LO 6.1, LO 6.2, LO 6.4, LO 6.6, LO 6.7, LO E.1, LO E.2, LO P.1, LO P.2
Socially, ethically and environmentally aware	LO 4.3, LO 4.7, LO 4.8, LO 5.6, LO 5.7, LO 5.8, LO 6.1, LO 6.2, LO 6.6, LO 6.7, LO E.1, LO E.2, LO P.1, LO P.2

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

Modules

Level 4

Module Code	Module Title	Status	UK credit	ECTS
4ILLU005W	Digital Arts 1	Core	20	10
4ILLU011W	Documentary Illustration	Core	20	10
4ILLU001W	Illustration: Contexts and Cultures	Core	20	10
4ILLU012W	Industry 1: Working in Professional Contexts	Core	20	10
4ILLU009W	Visual Messaging and Communication	Core	20	10
4ILLU003W	Drawing Exploration	Option	20	10
4ANIM008W	Visual Effects	Option	20	10

Level 5

Module Code	Module Title	Status	UK credit	ECTS
5ILLU014W	Visual Storytelling	Core	20	10
5ILLU010W	Contextualised Practice	Core	20	10
5ANIM007W	Digital Arts 2	Core	20	10
5ILLU011W	Industry 2: Professional Practice and Enterprise	Core	20	10
5GPDS007W	Sequence and Message	Option	20	10
5GPDS008W	Brands	Option	20	10
5ILLU015W	Designing for Games	Option	20	10
5GPDS010W	Reality VR, AR, and MR	Option	20	10
5MECM001W	Theories of Media and Communication	Option	20	10
5GPDS009W	UX/ UI Design	Option	20	10

Additional Year

Module Code	Module Title	Status	UK credit	ECTS
5GPDS011W	Extended Work Placement (Visual Media)	Option	120	60
5GPDS012W	Study Abroad (Visual Media)	Option	120	60

Level 6

Module Code	Module Title	Status	UK credit	ECTS
6ANIM006W	Digital Arts 3	Core	20	10
6ILLU001W	Industry 3: Professional Practice and Public Engagement	Core	20	10
6ILLU005W	Major Project (Illustration)	Core	40	20
6MECM006W	Audio Storytelling	Option	20	10
6ILLU004W	Contextual Research Project	Option	20	10
6MECM007W	Creative Advertising	Option	20	10
6GPDS006W	Critical Design	Option	20	10
6ANIM008W	Stop-Motion Animation	Option	20	10
6MECM012W	User Experience (UX) and App Design	Option	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

N/A

Course management

The BA Illustration and Visual Communication is taught within the Westminster School of Media and Communication in the College of Design, Creative and Digital Industries. It is based on the green site of Harrow Campus, shared with **Westminster School of Arts** and the highly acclaimed research institutes **CAMRI** <https://camri.ac.uk/about-us/> and **CREAM** <https://cream.ac.uk/>.

The management structure supporting the course is as follows:

- The Course Leader is responsible for the day-to-day running and overall management of the course and development of the curriculum. The Course Leader holds regular meetings with student representatives to hear and act on feedback.
- The Head of School holds academic responsibility for the course and for the other undergraduate courses run within the Westminster School of Media and Communication.

The course team meet regularly to discuss the day to day running and updating of modules to make sure your learning stays up to date and engaging; course activities and events; student feedback; and opportunities for industry engagement. Most course team members are also module leaders and personal tutors. Module leaders design the module lesson plans and schedules, arrange workshops and training and ensure that the online learning platform Blackboard has correct information and guidance for learning on each module. Module leaders also plan, arrange, advise and organise assessments.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to

students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2021©

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