THE NORTHERN SCHOOL OF ART

Programme Specifications

BA (Hons) Illustration for Commercial Application

2019-2020

TEF Gold

northernart.ac.uk

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Section One

Programme Specification

The Programme Specification provides a summary of the main features of the **BA (Hons) Illustration for Commercial Application** programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and learning and teaching methods of each module can be found in your module handbooks.

Key Programme Information	
Final award	BA (Hons)
Programme title	BA (Hons) Illustration for Commercial Application
Teaching institution	The Northern School of Art
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of programme/mode of study	3 Years Full-Time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W220
Language of study	English
External Examiner for the programme:	Neil Leonard University of the West of England
Please note that it is not appropriate for students to contact External Examiners directly	
Date of validation	March 2013
Date of the most recent review	March 2017
Date programme specification is written/revised	June 2019

Programme Introduction

This unique programme offers you the opportunity to create your own illustrative voice through building key and new skills. Your development creatively, academically and professionally will be directed into producing a credible portfolio and strong business aptitude, this will launch your career into the creative industries.

Being part of a creative community will allow you to work and learn from others whilst building your confidence and ability to portray yourself, and your work, in a professional manner.

Within our unique and inspirational studios, you will be given your own space which you are encouraged to make your own, and this will be yours for the three years you are with us. We will ask you to experiment, teach you how to research and show you how this will inform and develop your creativity. Best of all, you will learn how to take calculated risks!

As you learn to negotiate with staff on how you wish to tackle the briefs the focus on your development as an illustrator will start, and understanding your target market and where you fit within the industry will inform your decision making. Our excellent 'Live' briefs will give you the opportunity to get feedback from publishers, clients or working illustrators. These briefs allow you to experience the real world of working in industry but gives a safe and supportive environment in which to do so.

As you become a specialist in your chosen field, you will fully understand the industry you are entering and have a professional, international portfolio of work that is supported by business knowledge and understanding. Your creative and conceptual skills will ensure you are working at the highest level you can achieve. You are building towards being an independent learner who is ready to enter an illustration career or postgraduate study pathway.

The programme presents you with many opportunities to build transferable skills and opportunities to network. This allows you to consider pathways you may never have thought about before and opens doors to the diversity within the creative industries.

These tools will transform you into an informed graduate, someone who can present themselves as a fully realised illustrator in a confident manner, someone who demonstrates specialist knowledge and has focus and independence.

All of this is underpinned by excellent resources, a high level of contact time with tutors, the ability to book time with technical demonstrators across the campus and with staff that are experienced as well still practising within industry. Add to this an incredible list of over 65 visiting lectures over the past five years, which has included; Chris Riddell, Tor Freeman, Godmachine and Sam Arthur MD of NoBrow Publishing.

This programme will provide you with a unique student experience in an inspirational environment, and this will support you on your journey towards achieving your own goals and aspirations.

Programme Aims

PA1 To enable you to review, consolidate and extend your knowledge and understanding of illustration and its application in a range of contexts

PA2 To provide opportunities for individually-focused research and investigation that informs your creative practice and personal development

PA3 To enable you to identify and critically analyse the relationship between your professional practice, audiences, clients and markets

PA4 To develop independent and collaborative approaches to your creative practice, through exploration, communication and evaluation

PA5 To develop a body of work using appropriate materials and processes to a professional standard

PA6 To apply knowledge and understanding of ethics and intellectual property rights within illustration

Programme Outcomes

By the end of the programme you will be able to:

PO1 Demonstrate knowledge and understanding of illustration in a range of contexts, including market trends, contemporary practice and commercial applications

PO2 Demonstrate individually-focused research and investigation in your personal development, through primary and secondary sources relevant to your own creative practice

PO3 Apply self-critical analysis to identify the relationship between your own professional practice, through innovative and in-depth understanding of relevant audiences, clients and markets

PO4 Apply independent and collaborative skills through exploration, communication and evaluation of your own creative practice

PO5 Manage the development of your own illustrative voice and professional standards using current industry materials and processes

PO6 Demonstrate and communicate knowledge and understanding of ethical and legal considerations to inform your future employment and/or further study

Reference Points

UK Quality Code for Higher Education, including:
- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications [FHEQ]

AUB Undergraduate Regulatory Framework
The Northern School of Art Strategic Plan
The Northern School of Art Higher Education Learning, Teaching and Assessment Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take a more questioning approach, so that you can resolve problems with increasing confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for coordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used to enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team-teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar rooms.

Level 4 – Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 – Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take more responsibility for your learning and personal development, underpinned by formative self and peer evaluation. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of inquiry, including research, development and realisation, in response to module learning outcomes. Elements of work-related learning, such as live projects, enable you to develop your professional practice and experience of working in a commercial context. Throughout Level 5, you are also encouraged to seek and negotiate your own work experience, if suitable opportunities are available.

Level 6 – Consolidation and Expertise

In Level 6, you are encouraged, within a supportive environment, to interrogate your specialism, consider your future direction and use the opportunity to effectively and meaningfully plan, prepare and move forward. Through analysing and defining your individual direction, you will develop a range of intellectually and practically challenging work that helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, specialist academic tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy, while continuing to address any potential issues. Individual student-initiated projects are developed, negotiated and undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner.

Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled teaching sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Flipped Learning – introduced to the learning material before class, with classroom time then being used to deepen understanding through discussion with peers and problem-solving activities
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities

Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module.

During these periods, tutors are not timetabled to teach you, but technician demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The School's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments

A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

Live assignments or live briefs

An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

Projects

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement (see below), and supporting you throughout the

project, including ethical considerations, which will be undertaken on an individual basis and/or in groups.

Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

Group critiques

These involve students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Educational visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

Personal Development Planning [PDP]

Personal Development and Planning [PDP] are linked to all Levels of the programme through methods of reflective practice and planning which are integral to each module and help you to plan, integrate and take responsibility for your personal, academic and career development. In dialogue with tutors through formative feedback, you are encouraged to identify strengths and areas for development and establish learning goals that might improve perceived weaknesses and enhance your strengths.

Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. The Learning Agreements contribute towards evidence of your Personal Development Planning. At level 6, the learning agreement includes an ethical approval process showing evidence of ethical awareness processes to overcome issues.

Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement and also gives you regular feedback on how your learning is developing.

At every level of your programme, you will be provided with a Module Handbook for each module, which contains information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed; the deadline for submitting your work for assessment; and when you can expect to receive summative feedback.

You will receive a final mark for each module in the form of a percentage, which is recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

All learning outcomes must be passed to successfully complete the module.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the Undergraduate Regulatory Framework and Assessment Regulations (available on the VLE). If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 either through the Accreditation of Prior Learning [APL] route or having completed a Foundation Degree [FdA], the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however, exit awards are available if you leave the programme early, having successfully completed one or

two Levels. If you successfully complete a level of the programme, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the School following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the School following the successful completion of the second year of your programme.

For the award of a BA (Hons), you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

Level 4

The structure of Level 4 modules provides the foundation of skills and knowledge required for progression through the programme. These core skills will be delivered through a variety of briefs and workshops and will encourage experimentation with the space for you to make mistakes, to learn how to reflect on these and develop your own processes. You will be encouraged to bring your own individual interests into your practice and studio environment and to start to look at global, cultural and historical influences on contemporary illustration. You will be introduced to traditional academic conventions in both studio and theoretical modules.

In the **Creative Processes & Visualisation** module (20 credits), you are introduced to visual communication through the development of mark-making, drawing, printing, collage, and photographic and digital image-making, with an emphasis on creative methodologies and experimental processes for illustration. The module also provides you with an induction to study skills and academic conventions, and the personal attributes needed for success and progression in higher education.

The **Exploring Contemporary Illustration** module (40 credits) introduces the creative and ethical practice of drawing and mark marking, and you will start to look at the commercial world of contemporary illustration. Assignment briefs that promote experimentation and investigation will drive the module. You will develop your skills in analogue and digital mediums, and explore the relationship between research and the development of your own visual language through a series of briefs and workshops. You will explore contemporary line in illustration from a variety of cultures in the context of commercial applications and target markets. To help you to develop an understanding of commercial practice, elements of professional studies will be embedded into this module, initially focusing on professional behaviours and ethical practice.

The **Introductory Visual Culture** module (20 credits) introduces the development of research, study and analytical skills through the exploration of contemporary and historical contextual issues. A series of lectures and research seminars enables you to appreciate and understand the diversity of global and historical influences on contemporary culture. The module content will explore many aspects of the visual world pertinent to illustration and how this relates this to your own practice. You will be introduced to academic conventions of referencing and presentation.

The **Exploring Narrative in Illustration** module (40 credits) provides a vehicle for you to develop your own visual narrative and an understanding of visual storytelling through narrative illustration. Through practical and theoretical investigation, you will explore the relationship between words and images with applications such as books, comics, graphic novels and digital representations in the context of commercial illustration. The development of research skills and an awareness of professional standards such as copyright and plagiarism will inform your creative practice and reinforce your commercial understanding

Level 5

In Level 5 of the programme, you will be provided with opportunities to extend and develop your research and critical thinking skills, alongside your illustrative skills, within the context of your professional and academic development. You will be able to consider and develop your ideas and concepts, and take the next steps towards being an independent learner through the negotiation of your individual routes of inquiry in Learning Agreements. These are introduced in Level 5 to enable you to take more responsibility for your learning and help you to identify and plan your individual focus within specific modules. You will also be given opportunities to work on live briefs and competitions, which will develop your understanding of the requirements of industry.

During Level 5, you will be encouraged to seek and negotiate work experience of up to two weeks, which should be appropriate to your individual development and areas of interest within illustration for commercial application. However, whilst the School can give you help and support in finding work experience, it cannot guarantee that suitable opportunities will be available. It is your responsibility to organise your work experience, which will be negotiated and approved within the framework of the *HE Work Experience Release Procedure*. This enables you to apply for extensions to assessment submission deadlines of up to two weeks to correspond with the length of the work experience for modules being studied during your period of absence from the School; and also requires that rigorous risk assessment procedures are followed to ensure your health and safety.

The **Innovation in Illustration** module (20 credits) gives you the opportunity to discover new avenues and research for your professional practice. It introduces and explores new and non-conventional illustration, including what innovation means in terms of illustration, and how you can adopt innovative processes to enhance your work. By looking at digital and analogue solutions, the module will promote exploration and encourage debate. With access to a variety of specialist workshops, you will be encouraged to investigate your own practice and develop your skills in

3D, photography and digital enhancements. By looking at innovation in industry and how that affects business practice, you will extend your knowledge of your chosen target markets. Collaborative practice will be encouraged to emphasise the importance of working with others in the creative industries.

The **Illustration for Editorial and Advertising** module (40 credits) enables you to extend your creative problem-solving skills through a structure of briefs that investigates visual responses to commercially focused non-narrative outcomes. Through in-depth research and seminars that are based on client expectations, you will extend your knowledge of the commercial applications of non-narrative illustration. This is supported by developing your understanding of the illustration industry through research into specific target markets and the professional standards required, and extending your awareness of your own potential role and audience within the industry.

The **Visual Culture Theory** module (20 credits) extends your knowledge and awareness of issues that shape, define and influence contemporary visual culture, based on a series of thematic lectures that relate to visual communication in the arts and design. Research seminars enable you to appreciate the interrelationship of disciplines and relate the theories being discussed to Illustration in particular. The module also further develops your skills in research and critical analysis and extends your ability to formulate and conclude a written argument in essay format employing appropriate academic protocols.

In the **Negotiated Commercial Application** module (40 credits), you will be able to choose from a spectrum of live briefs and competitions. This will inform your individual pathway and allow you to make decisions that are based on your commercial aspirations. Through further and deeper individual investigation and development of your illustrative skills, you will progress your commercial and theoretical understanding within the exploration of your own practice. Communication, negotiation and evaluation will challenge and inform perceptions of your own work and its relationship to industry or postgraduate study. You will define the conceptual realisation of your project within the framework of the Learning Agreement, which is introduced in this module to enable you to negotiate how you will respond to the module learning outcomes. This will relate directly to the further development of your professional practice and become integrated into your research and knowledge transfer skills, and your ability to employ academic conventions in the presentation of your work.

Level 6

At Level 6, you are able to consolidate and demonstrate the knowledge, understanding and skills you have gained in Levels 4 and 5, and to develop increasing levels of expertise and independence in preparation for future professional practice or postgraduate study. Extended projects encourage the in-depth study and sustained research towards the realisation and presentation of a substantial illustration portfolio to a professional standard.

The Level 6 modules have been devised to enable you to design your individual pathway through the final year, resulting in a focused package of skills which is supported by extensive critical and analytical research and is demonstrated in your

visual language. For students who wish to progress onto postgraduate study, the emphasis will be focused on the requirements of a successful application.

The structure of Level 6 modules is common to all undergraduate programmes at The Northern School of Art and consists of four consecutive modules that enable you to research, plan, undertake and conclude a pathway of study that is specific to your individual areas of focus and interest within your creative discipline. The common structure also provides opportunities to work collaboratively with students from other disciplines, and the potential cross-fertilisation of creative practice is intended to reflect the realities of the contemporary creative industries.

The modules are structured to promote the integration of theory and practice and to ensure that concepts are realised in a manner that will support your personal and professional development. The final module concludes with a degree show that will focus on your future intentions with relevant written and practical work. The dissertation or report will inform the work for your final portfolio and develop a self-identified written investigative study that relates directly to your creative practice.

Throughout Level 6, you will be provided with a curriculum that allows for individual progression and development and is integrated with opportunities that enhance the realisation of your own vision to enable you to graduate as a professional and informed creative practitioner.

Level 6 modules are either 20 credits or 40 credits in value.

In the **Project Research and Preparation** module (40 credits), you will identify, initiate and negotiate a personal project that will enable you to consolidate and demonstrate your individual creative identity. This should reflect the individual focus of your creative practice and career aspirations; and be underpinned by extensive research, analysis and development work that supports the realisation and production of your creative outcomes in the Final Major Project. You will be able to research, define and develop a complex project that challenges your existing practice, and to consider potential collaborations in preparation for working in the creative industries, or for postgraduate study. The research, planning and development that you undertake during the Project Research and Preparation module will include identifying and negotiating the topic of your written investigative study for the Dissertation / Report module, which will be devised to inform and enhance your practical work.

The **Dissertation / Report** module (20 credits) provides you with the opportunity for extended research and investigation into a negotiated individual topic based on an aspect of your creative practice. The choice of either a theoretical argument (dissertation) or a factual report (for example, on an aspect of potential entrepreneurial activity) should be determined by your individual aims and aspirations after graduation. Both options will equip you with a wide range of skills that can be applied to research, information retrieval and academic writing.

The **Final Major Project** module (40 credits) enables you to focus on your specialism and to apply the knowledge, skills and intellectual abilities acquired and developed throughout your programme. You will realise the conceptual, theoretical

and professional inquiry identified in the Learning Agreement that you produced in the Project Research and Preparation module in order to bring your ideas to a reasoned conclusion, based on problem-solving, decision-making and critical evaluation. Your ability to manage a complex project with an independent and professional approach is a key aspect of this module. The final creative outcomes should be executed and presented to a standard appropriate to Level 6 Honours degree study and to their commercial or professional focus.

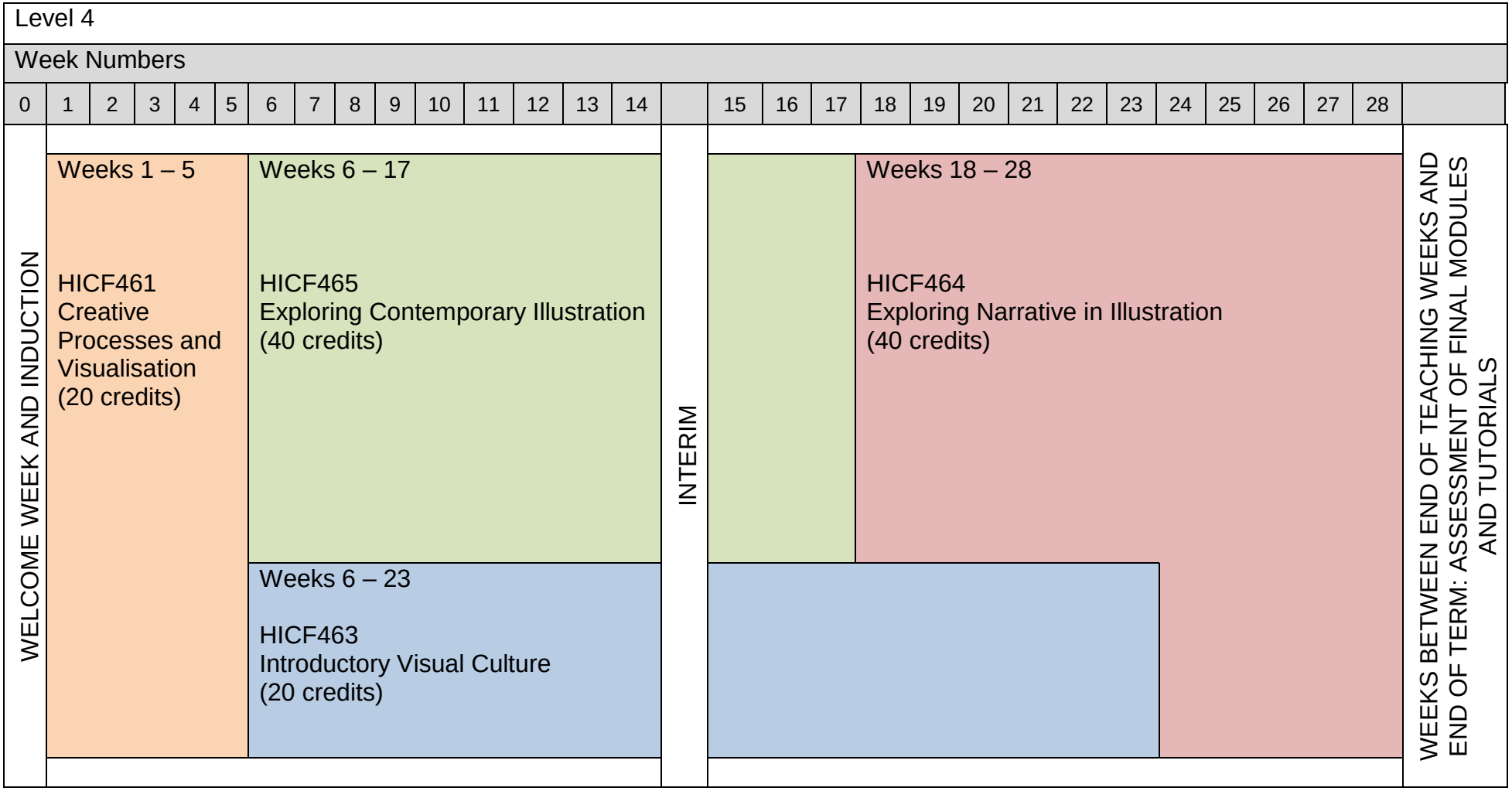
The **Final Show and Portfolio** module (20 credits) is a launch point for your commercial vision or progression to postgraduate study. You will present yourself and your work in a relevant professional context that highlights the progression you have made as a critical creative practitioner. The opportunity to create an outward-facing exhibition that showcases your creative practice and achievements is your chance to take the first steps into the creative industries. Working with a provided space, you will manage and deliver an individual show that promotes your final portfolio of work, supported by self-promotion and marketing tools directed at your own professional aspirations.

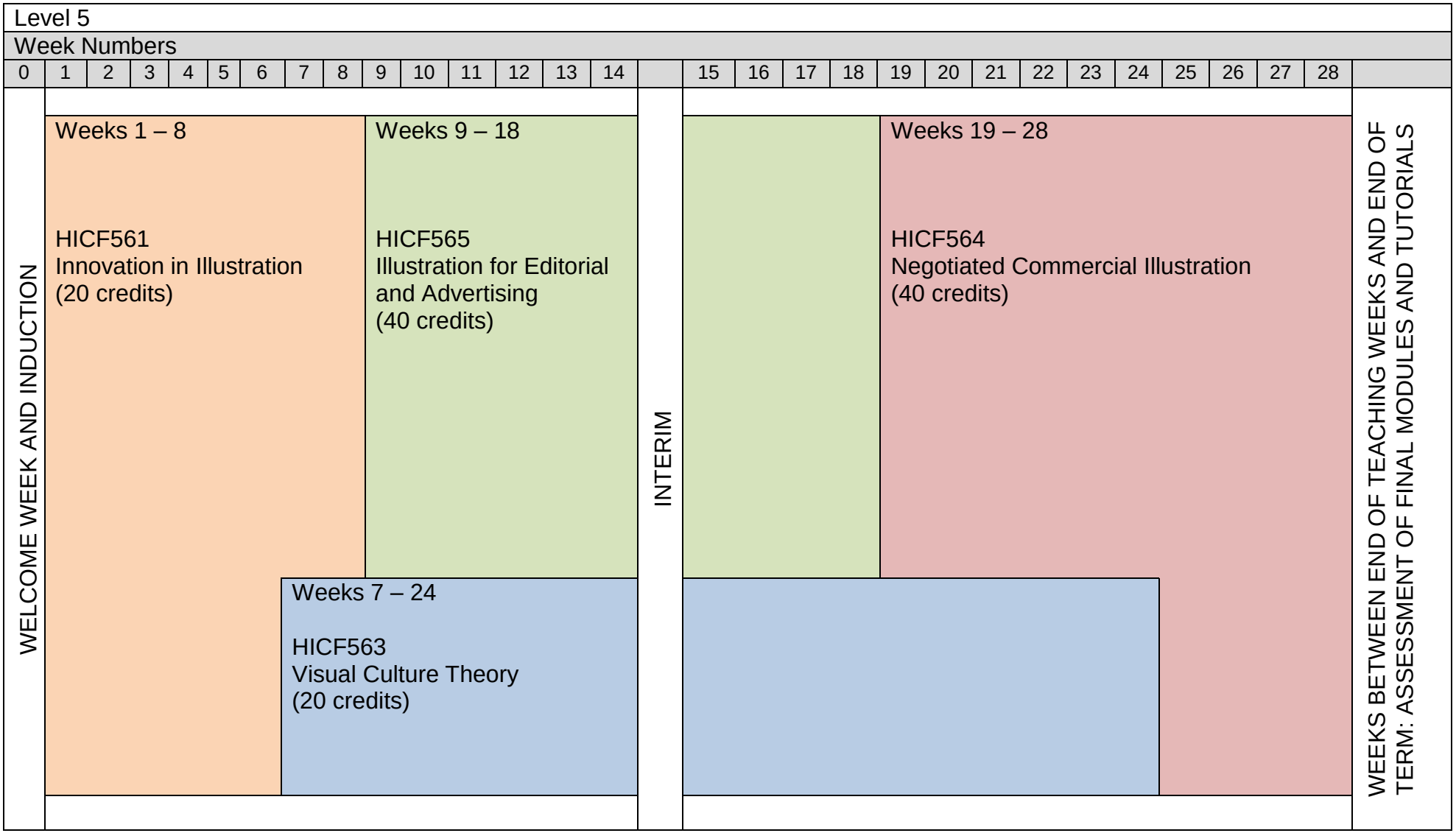
Programme Modules

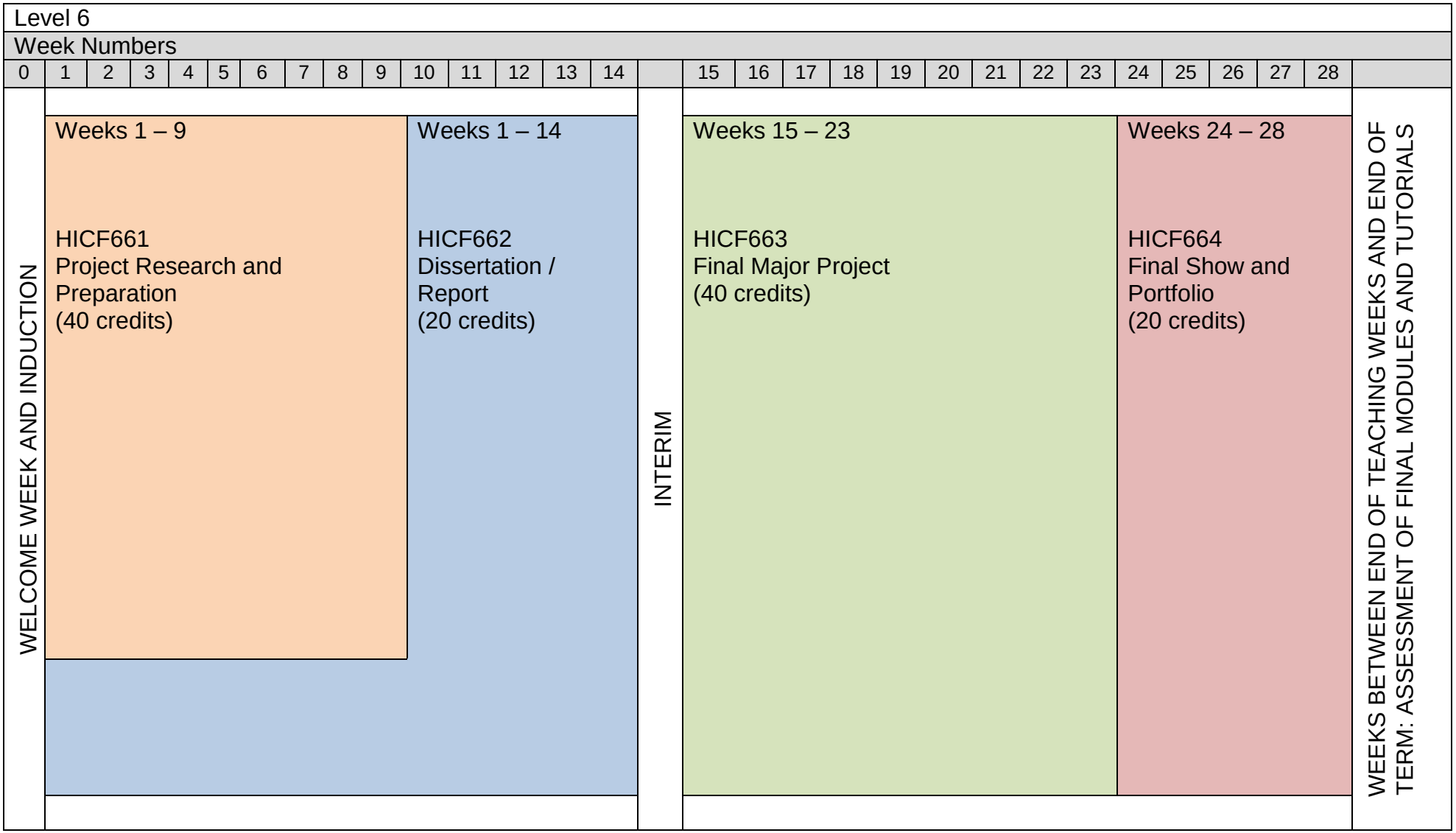
Module Code	Module Title	Credit Weighting
Level 4		
HICF461	Creative Processes and Visualisation	20 credits
HICF463	Introductory Visual Culture	20 credits
HICF464	Exploring Narrative in Illustration	40 credits
HICF465	Exploring Contemporary Illustration	40 credits
Level 5		
HICF561	Innovation in Illustration	20 credits
HICF563	Visual Culture Theory	20 credits
HICF564	Negotiated Commercial Application	40 credits
HICF565	Illustration for Editorial and Advertising	40 credits
Level 6		
HICF661	Project Research and Preparation	40 credits
HICF662	Dissertation / Report	20 credits
HICF663	Final Major Project	40 credits
HICF664	Final Show and Portfolio	20 credits

Programme Diagram

This diagram indicates the proposed start and end dates for each module and shows teaching weeks only; holiday periods are not included. Further information on the structure of each module is included in your Module Handbooks.




Level 5
Week Numbers
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
WELCOME WEEK AND INDUCTION
Weeks 1 – 8
HICF561
Innovation in Illustration
(20 credits)
Weeks 9 – 18
HICF565
Illustration for Editorial and Advertising
(40 credits)
Weeks 7 – 24
HICF563
Visual Culture Theory
(20 credits)
INTERIM
Weeks 19 – 28
HICF564
Negotiated Commercial Illustration
(40 credits)
WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS


Level 6
Week Numbers
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
WELCOME WEEK AND INDUCTION
Weeks 1 – 9
HICF661
Project Research and Preparation
(40 credits)
Weeks 1 – 14
HICF662
Dissertation / Report
(20 credits)
INTERIM
Weeks 15 – 23
HICF663
Final Major Project
(40 credits)
Weeks 24 – 28
HICF664
Final Show and Portfolio
(20 credits)
WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Mapping of Module Learning Outcomes to Level Outcomes

Level 4 Outcomes **On successful completion of Level 4, you will be able to:**	**Creative Processes and Visualisation** **20 credits**	**Exploring Contemporary Illustration** **40 credits**	**Introductory Visual Culture** **20 credits**	**Exploring Narrative Illustration** **40 credits**
Describe and explain key elements of commercial application within the illustration industry		**LO1**		**LO3**
Gather, describe and apply research from primary and secondary sources in order to develop ideas and make sound judgements.	**LO1**		**LO1**	
Explore professional practice within the creative industries		**LO2**		**LO2**
Identify a range of independent and collaborative processes used to explore, communicate and evaluate creative practices	**LO2**			**LO4**
Identify professional standards using a range of current materials and processes to develop visual language		**LO3**		**LO1**
Demonstrate knowledge and critical understanding of ethical and legal requirements within creative industries		**LO4**	**LO2**	

Level 5 Outcomes **On successful completion of Level 5, you will be able to:**	**Innovation in Illustration** **20 credits**	**Illustration for Advertising and Editorial** **40 credits**	**Visual Culture Theory** **20 credits**	**Negotiated Commercial Illustration** **40 credits**
Apply knowledge and understanding of illustration markets and their commercial applications to your own practice		**LO1**		**LO1**
Evaluate various research and investigation methods that are relevant to creative practices	**LO1**		**LO1**	
Identify the relationship between professional practice, and understanding of relevant audiences, clients and markets		**LO2**		**LO2**
Apply a range of independent and collaborative processes to explore and evaluate your own creative practices	**LO2**			**LO3**
Identify professional standards using a range of current industry systems and processes that support the development of your illustrative voice		**LO3**		**LO4**
Apply knowledge and critical understanding of ethical and legal creative industry requirements to your own illustrative practice		**LO4**	**LO2**	

Level 6 Outcomes **On successful completion of Level 6, you will be able to:**	**Project Research and Preparation** **40 credits**	**Dissertation / Report** **20 credits**	**Final Major Project** **40 credits**	**Final Show and Portfolio** **20 credits**
Demonstrate knowledge and understanding of illustration in a range of contexts, including market trends, contemporary practice and commercial applications	**LO1**		**LO1**	
Demonstrate individually-focused research and investigation in your personal development, through primary and secondary sources relevant to your own creative practice	**LO2**	**LO1**		
Apply self-critical analysis to identify the relationship between your own professional practice, through innovative and in-depth understanding of relevant audiences, clients and markets			**LO2**	**LO1**
Apply independent and collaborative skills through exploration, communication and evaluation of your own creative practice	**LO3**			**LO2**
Manage the development of your own illustrative voice and professional standards using current industry materials and processes			**LO3**	**LO3**
Demonstrate and communicate knowledge and understanding of your personal professional values, showing ethical and legal consideration to inform your future employment and/or further study		**LO2**	**LO4**	

Resources

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at the School. All new students receive a Library induction and a subject-specific resource guide which is followed up by an information skills session. Additional help is available within the Library for research, and there is a proofreading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds a variety of learning materials including books, academic journals, DVDs, and magazines. There is also a wide range of specialist electronic resources focusing on art, design and media, including e-books and online e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and the School portal.

The Library is Wi-Fi enabled, and facilities include study spaces and a photocopier. The resources, and help from the knowledgeable, friendly staff, make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology [IT] and digital learning resources

The School provides a comprehensive range of IT resources based around Apple Macintosh computers and Windows PCs using the latest in specialist hardware and software solutions. In our studio and open access facilities every computer is pre-loaded with the latest versions of Adobe Creative Cloud and Microsoft Office 365 applications. Specialist programmes demand specialist requirements and the School caters for this with IT resources utilising industry-standard software and hardware solutions.

Studio and open access facilities are complemented by our Bring Your Own Device system allowing access of personal hand-held devices to our wireless network and the internet.

IT resources are supported by a knowledgeable and friendly IT team that endeavours to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5.00pm Monday to Thursday and 8.30am to 4.30pm on Fridays, email: helpdesk@northernart.ac.uk.

The School provides access to a variety of programme and School-related information including Programme Handbooks, Module Handbooks and online learning materials through the VLE.

Student Support

Academic guidance and support

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through critiques and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work or the programme in general. You will be entitled to at least one formal recorded academic tutorial per semester with a nominated member of your Programme Team. For further information about academic tutorials, you can refer to the HE Academic Tutorial Policy, which is available on the VLE.

Support and advice are also provided on an informal basis throughout the programme, through discussions between staff and students.

The School's HE Academic Support facility provides additional taught sessions and talks for all students in areas that will support your academic studies. These sessions are scheduled to align with the curriculum and relevant module deadlines and are delivered within programme areas as requested by academic staff or students.

- Academic referencing
- Academic research/reading
- Note-taking
- Essay and dissertation preparation
- Report writing
- Understanding module requirements
- Understanding summative and formative feedback
- Writing a self-evaluation
- How to complete a Learning Agreement
- Personal Development Planning [PDP]
- Time-management
- Confidence-building

In addition, HE Academic Support provides one-to-one and group support tutorials for all students throughout the academic year.

More information is available on the HE Academic Support section of the VLE.

Career education, information and guidance

Advice and guidance for careers support and further training are offered throughout your programme to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme,

many of whom are creative practitioners, will be able to give you further advice about careers in your subject area. Additional support and mentoring to assist in your career planning and research is available from the School's Employability and Enterprise Centre (Folio), and there is also a careers section in the Library.

Support for students with disabilities (including dyslexia)

The School is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The School aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty, e.g. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Services team will support you to access additional funding (Disabled Students Allowances - DSA), which may fund the cost of any your support needs. A member of the Student Services team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students have the opportunity to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need and help you to access further diagnostic tests and funding. The Student Services team can also offer dyslexic thinkers one-to-one support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proofreading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters are provided through trained and qualified professional staff within the Student Services team.

The Student Services team is based in the main building behind reception and is open 5 days a week. There is no need for an appointment, you can access support at any time, and the team are all contactable by email or through the online chat facility on the VLE.

The team can help with a variety of issues from practical support in areas such as finance, funding, accommodation and health-related issues, to support and advice on personal issues.

The team also has an onsite counselling service, which you can access whether or not you have seen a counsellor before. This service can help to find positive solutions to issues such as bereavement, mental health issues, and support in managing stress and anxiety. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

You can find contact details and further information about Student Services in the Student Services section on the VLE and in various printed booklets available on the noticeboard outside the Student Services office.

Monitoring the quality of your programme

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by the Arts University Bournemouth at periodic intervals, normally of 5 years. This process ensures that the programme remains up to date, and is preparing you for a career in the creative industries while also delivering a high-quality student experience.

In addition, all programmes undertake an Annual Programme Review, which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey [NSS]
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives, Student Assemblies and Programme Boards of Study
- Feedback from relevant employer groups

All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the School. Your Student Representatives can keep you informed about progress against the programme Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the staff Performance Management process.

Indicators of quality and standards

All students on taught higher education programmes at the School are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In February 2016, the School underwent a Higher Education Review [HER] with the Quality Assurance Agency for Higher Education [QAA], which formed the following judgements about the higher education provision at The Northern School of Art [formally, Cleveland College of Art & Design]:

- The maintenance of the academic standards of awards offered on behalf of degree-awarding bodies meets UK expectations
- The quality of student learning opportunities meets UK expectations
- The quality of the information about learning opportunities meets UK expectations
- The enhancement of student learning opportunities is commended

This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

More detailed information to support your study on the programme is available in the following documents, which are available on the VLE:

- Online programme information
- Module Handbooks
- Undergraduate Regulatory Framework and Assessment Regulations
- HE Student Regulations
- Student Charter
- School policies and procedures