



## Level 6 Module Descriptions

### Critical and Cultural Studies

This module will enable you to conduct an in-depth study of an aspect of design culture of your choice, with emphasis on the analysis of appropriate social, cultural, economic, technical, historical and aesthetic issues relevant to your chosen topic and creative work.

You will have the opportunity to bring your own interests into your work, and your independent research will be supported through discussion with your peers in the forums and course materials. You will also further develop skills in research, organisation and planning, and critical analysis.

The assessed element of this module consists of a 6,000 word essay or technical report.

### Illustration Advanced Practice 1

This module places increased emphasis on preparing for professional practice as an illustrator after graduation, and for entering the competitive and challenging professional environment of contemporary illustration. You will have the opportunity to respond to briefs set in national and international illustration competitions, ensuring that you are aware of the requirements of industry and the standards of work of graduating students from the UK and internationally.

Set briefs will vary, but typical competitions include Penguin Random House Books, The Folio Society, Young Creative's Network (YCN) and Design & Art Direction (D&AD), or other equivalent set briefs. Project briefs will cover a range of illustration areas such as editorial illustration, illustration for moving image, packaging illustration, publishing, print and digital formats.

The briefs aim to support you in achieving professional standards and realising your personal employment ambitions. Alongside guided and group work, you are also expected to work with a high degree of independence and personal initiative as you further refine your personal visual language and advanced skills as an illustrator at Level 6.

### Illustration Advanced Practice 2

This final module on the BA (Hons) programme represents the culmination of your undergraduate illustration journey. It contains a series of challenging and rewarding set and personally generated project briefs, which will develop your commitment, visual language and skills in illustration to advanced levels, as well as your time and project management skills.

In this module, you will complete a final project alongside at least two other projects. The work produced within this module will form the bulk of your final graduating illustration portfolio, and there is scope and potential for you to select and negotiate self-generated projects that provide a unique and individual direction to your portfolio.

Your final project will typically emerge from a set of self-negotiated briefs. This constitutes the most ambitious illustration project undertaken on the programme. In addition, you will complete two further competition briefs or negotiated self-initiated projects. Within these, you will also consider your own portfolio and self-promotion as an illustrator. This will provide opportunities for you to consider self-branding and the presentation of your work in printed and digital formats in order to launch your career as an illustrator.