

Programme Specification

CIL-CertHE-2022: Commercial Illustration

LU Certificate of Higher Education awarded by Lancaster University (FHEQ Level 4)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Commercial Illustration programme and includes the learning outcomes that you as a student are expected to have achieved on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

Key Programme Information

Programme Code	CIL-CertHE-2022
Programme Title	Commercial Illustration
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	30 August 2022
JACS Code	W220: Illustration (W220)
Programme Leader	Nicholas Kowalski

Programme Awards			
Award	Award Type	Level	Awarding Body
LU Certificate of Higher Education	Level 4 Target Award	Level 4	Lancaster University

Programme Overview

The Cert of HE Commercial Illustration is a 1-year course intended to provide a foundation in illustration to prepare you for further studies, by providing you with a unique experience that has a strong emphasis on supporting creative individuals to develop their own unique and personal visual vocabulary, in creating imagery for an array of commercial and social impact projects.

You will learn to translate and communicate your ideas through images across media including picture books, graphic novels, editorial and advertising illustrations, animation concepts, and surface design. You will develop your visual storytelling skills, cultivate your vision, authorial voice, creative problem-solving abilities, and curiosity. Illustration's unique ability to define social, political and cultural ideas makes it an ideal solution for an unparalleled scope of creative and communications projects.

Led by a team of Illustration industry professionals, the aims of the programme are to enable you to acquire the underpinning knowledge (both subject specific and generic) and the beginnings of a sound critical and contextual awareness of contemporary illustration, enabling you to apply your knowledge and transferrable skills in a wider sphere of commercial enterprise.

Admission Criteria

You require:

- A minimum of 48 UCAS points in an appropriate discipline
- Mathematics and English Language GCSEs at a minimum grade of C/4 or equivalent

We will also review your creative work to assess your previous experience and will be available to talk through any questions you may have.

Anyone who can demonstrate relevant work/life skills or knowledge can also be considered on an individual basis.

If English is not your first language, you will need to achieve an IELTS score of at least 5.5.

Career Options and Progression Opportunities

Progression

Certificates of Higher Education provide a solid grounding in the related subject discipline and are aligned to level 4 of their respective BA (Hons) which means students can if they choose, apply to study level 5 of the corresponding programme at B&FC or apply to other HE providers (subject to meeting their requirements for admissions and/or RPL)

Upon completion of the programme, you will have developed a variety of subject-specific and transferrable skills that will allow you to work in a freelance capacity, seek employment in a broad range of areas, or progress to further study at level 5.

Commercial Illustrator - on-line shop / art fairs

Printmaker / Print technician

Animator

Concept artist

Graphic designer

Production designer - theatre / TV / film Industry.

Programme Aims

To provide an alternative route into HE for those who wish to pursue education relevant to their level of study and ability, which serves as a foundation for further study and/or the workplace.

To develop the skills that will enable students to identify opportunities in the creative and related industries or further studies.

To introduce self-reflective approaches to creative practice, professional development, research, analysis and presentation.

To develop a broad range of transferable skills (including digital skills and entrepreneurship) which can be applied to employment in other sectors and further studies

To provide a creative and collaborative environment in which core skills and creative development are nurtured.

To develop skills and competencies in drawing, painting, mixed media, printmaking, and digital design

Programme Learning Outcomes

Level 4

Upon successful completion of this level, students will be able to:

1. Identify techniques and materials in response to projects and design briefs
2. Select research practices, procedures and traditions based on their strengths and limitations within illustration contexts.
3. Communicate design concepts and information to audiences using a range of presentation methods.
4. Utilise strategies related to freelance, self- promotion and marketing
5. Develop concepts and proposals for briefs, in accordance with basic theories and concepts of commercial illustration practices.
6. Describe principles of sustainable, ethical, and intellectual property (IP) practices within Commercial Illustration practice.
7. Use ideas and perspectives from others including peers, professionals and communities in order to make work.
8. Identify relevant theoretical contexts, concepts to develop an approach to creative practice.

Programme Structure

Module	Level	Credits	%	Category	Description	Length/Word Count	Grading Method
Stage 1							
C401CIL: Engaging the Archive (Mandatory)	4	20	100%	Coursework: Research Portfolio		3000	Letter Grade
CIL402: Enterprise and Sustainability (Mandatory)	4	20	30%	Coursework: Report	Investigation into commercial illustrator entrepreneurial traits	900	Letter Grade
			60%	Practical: Portfolio / e-Portfolio	Development of a self-promotion campaign for use online/on print.	1800	Letter Grade
			10%	Practical: Presentation	Present body of illustration work to a specified audience	10	Letter Grade
CIL403: Drawing and Image Making (Mandatory)	4	20	100%	Coursework: Portfolio / e-Portfolio	n/a	4000	Letter Grade
CIL404: Printmaking (Mandatory)	4	20	70%	Practical: Portfolio / e-Portfolio	A portfolio of work addressing specific design briefs which incorporates a sketchbook exhibiting the use of a range of media	2100	Letter Grade
			30%	Coursework: Evaluative/ Reflective Report	An evaluative reflective report on creative production and personal practice.	900	Letter Grade
CIL405: Conceptualisation and Characterisation (Mandatory)	4	20	40%	Coursework: Case Study	Exploration of conceptual thinking and the creative process	1200	Letter Grade
			60%	Practical: Portfolio / e-Portfolio	Portfolio piece for group exhibition supported by examples of practical work, reflective notes and evaluation of practice.	1800	Letter Grade
CIL406: Sequential Image Making (Mandatory)	4	20	80%	Practical: Portfolio / e-Portfolio	Portfolio containing final analogue and digital solutions, annotated designs and research journal.	2400	Letter Grade
			20%	Practical: Presentation	Presentation of final analogue and digital solutions	600	Letter Grade

Study Workload

For each of the 6 modules, you will have a number of hours timetabled each week where you will be supported by a subject specialist academic tutor. You are expected to attend all timetabled sessions. If you wish to see a member of staff at another time either drop in, make an appointment in person, by phone or email. In addition to your timetabled sessions, you will be expected to undertake further study independently, outside of the studios. This may be in the form of reading, research, revision or completing assignments as directed by your tutor. The amount of time you will need to allocate to your studies outside of timetabled sessions will vary greatly from person to person, and chances are there will be times within your programme of study where your workload will be heavier than others. Your tutors will work with you to ensure that you are aware of factors that may influence your workload, such as assessment deadlines well in advance to assist you in your planning.

Programme Delivery: Learning and Teaching

Throughout this programme, you will take an active role in your learning through a combination of enquiry, project and problem-based learning by working collaboratively and in partnership with your fellow students, staff and employers to take ownership of your personal and professional development. Working in partnership will support your learning processes, and enable you to develop begin developing as an independent and critically engaged creative practitioner, peer to peer review, critical debates and seminars encourage the constructive development of critical analysis, reflective thinking and self-evaluation. Processes such as problem solving, analysing, evaluating reflecting, deconstructing, and experimenting are all facilitated within industry relevant assignments. The teaching methods provide a range of skills and strategies to enable you to develop an understanding of critical creative illustrative design practice and image making. Collaboration and mutuality with other programmes across the School, formally and informally, will enrich the learning environment, supporting the discursive approach to learning across all levels.

You will acquire an insight into industry through Enterprise modules, research, lectures, seminars and live briefs, this will support you in the transition from student to further study and industry practitioner. Throughout the programme you will acquire skills in image construction using analogue and digital techniques, and will engage with hands-on skills such as drawing, printmaking, mixed media, whilst building confidence in industry-standard software such as Adobe Creative Suite for still and moving image. Sessions will be delivered through tutor led demonstrations, one to one development workshops and group work. There will be a combination of studio practice and on-line delivery.

Programme Delivery: Assessment

The programme offers a varied and student-centred approach to assessment that will develop your subject-specific and transferable skills. On the programme you will be encouraged to experiment with research and creative forms, independently and collaboratively. You will be given plenty of opportunities to submit work for formative feedback to help you to improve before summative assessments take place.

The variety of assessment methods used throughout the programme are: essays, physical and digital portfolios – some of which are in response to live briefs, enterprise opportunities and competitions, visual and verbal presentations: reflective journals, evaluations and critical reflections. Throughout each of these assessments you will be assessed formatively through 1:1 feedback sessions, tutor and peer critiques, engagement in digital forums, seminars in studios and regular written and verbal communication to help you to develop your academic, creative and professional literacy. This will then inform and enhance the work you produce for summative assessment, which occurs throughout the programme to help you to manage your workload.

All assessments carry an indicative length / word count, where assessment is practical you will be required to submit the equivalency in the form of sketchbooks, practical portfolio, e-portfolio as outlined in the module specifications reflecting the amount of time spent on each individual piece.

Programme Delivery: Work Based and Placement Learning

Work based learning is not a mandatory part of this degree, however, the programme is provides work-related learning opportunities which are designed to embed and develop a range of transferrable and graduate skills to prepare you for employment opportunities in a range of academic, creative and digital professions. These include skills in spoken, written and visual communication, the ability to manage collaborative and independent projects, creative problem-solving, an in-depth knowledge of the ways in which contextual factors influence academic and creative practice, digital and academic literacy and entrepreneurship. In order for you to succeed in further study and the creative industries, we want to embed professional skills and experiences that will enhance your qualifications and CV whilst studying with us.

Study Costs: Equipment Requirements

Essential additional costs for this programme are minimal and we make a considerable effort to provide in-house resources and a good library stock. However, when you are embarking on creative projects, enterprise and exhibition work, for instance, the purchase of some supplies will be require to realise your creative outcomes, but these costs are minimal and infrequent. In terms of other potential costs, you may wish to purchase books and / or other resources, but this is not essential as we try to ensure that an adequate quantity of core and secondary texts are available to borrow.

Study Costs: Additional Costs

During the programme you will be encouraged to participate in at least two programme outings. These will not be mandatory yet will give you the opportunity to experience real working environments, gaining an insight into professional culture and daily routines.

Related Courses

The college offers further and Higher Education in complementary programmes such as a BA (Hons) Commercial Illustration, Cert HE Fine Art and Professional Practice and BA (Hons) Fine Art and Professional Practice, which offer avenues for collaborative, inter-disciplinary project work – something that has been referred to throughout this specification. This ethos is at the heart of our Higher Education provision and is something that truly enhances your experience whilst you study, your ability to develop connections, internal and external to the college, and your prospects of landing the graduate employment you seek. In addition, owing to our accreditation with Lancaster University, progression upon completing the course can continue with further HE study in this field or a related discipline. This avenue allows a more focused approach to your learning and gives you the opportunity to continue your education.