# Course Pitch

***Please liaise with your Faculty Web Content Officer to complete this form before it is submitted to Faculty Executive Committee.***

*This will ensure there is sufficient information on the form so the Marketing team can draft the Course web page. If the Course Pitch is not completed in conjunction with the Marketing team it may delay the process in publishing course information, which may impact student applicants.*

*The Marketing team will collate and adapt your answers to correspond with the University’s brand and style guidelines, including the Course web page, the prospectus and UCAS. They will then liaise with you to finalise the details for the web page and other publications before publishing. This will enable your course to be promoted effectively within the current market.*

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| **Course Pitch** | | |
| **Course Code** *(to be completed by ASQP)* | |  |
| **Course Award** *i.e. BA/ BSc (Hons), MEng, EdD, PhD* | | HNC |
| **Course Title** *Please state as will be written on parchment* | | *Illustration* |
| *(i.e. no abbreviations, words instead of punctuation)* | |
| **Course Level** *i.e. Level 5, 6* | | *4* |
| **Faculty** | | *Art, Design and Media* |
| **Department** | | *Art, Design and Media* |
| **Academic Contact** | | *Trevor Maskall (Curriculum Manager), Darren Cousins and Louise Wood (delivery contacts)* |
| **General Questions** | | |
| **How would you explain this subject to a potential student?** | | Illustration training covers creative methods that could lead to a rich variety of employment in commercial art. Your requirements will be to invest in a rigorous exploration of disciplines, practices and theories within illustration. The practical techniques you will explore will cover traditional and digital technologies employed within the contemporary field of Illustration. |
| **What will a typical student be doing in the 1–2 years before starting the course?** | | A Foundation Course in Art, Design and Media. Adult learners coming in from industry or with a professional standard portfolio. |
| **What are the main skills and techniques students will learn and what are the main topics they will cover?** | | Drawing skills, higher order thinking skills, visual problem solving skills, traditional illustration printing techniques, theoretical thinking skills, time management, concept development and analytical thinking skills, digital software skills, curatorial skills, cultural knowledge, elements knowledge?\*, specialist language skills, responding to a brief learning, critical analysis. |
| **Why should students study this subject with us and not somewhere else?** | | Locality, familiarity, reduced fees, personable, small numbers, transition to degree learning. |
| **What qualities are you looking for in prospective students on this course?** | | Awareness of the field of commercial art, passion for narrative, deep interest in culture and the arts broadly, and a demonstrated level of concept development and contextualisation skills. Additionally, practical drawing skills, applied art making and an enthusiasm for learning. |
| **Impact** | | |
| **Why is it important that students study this subject and go on to work in this field?** | | Degree level design training enables a growing understanding of how to visually problem solve and find relevant methods for contributing to a variety of fields within art and design. Professionalism in Illustration requires a certain length of training to embed and thoroughly grasp theoretical and practical skills. Creative software skills alongside hand rendered skills take time to learn and build toward proficiency. When achieved, they enable pathways to employability as they reflect industry standards. |
| **How will students have an impact on society or the world after the course?** | | Illustration has a long history within visual communication as a relevant commentator, educator and entertainer within culture at large. Artistic visual language speaks directly to its audience. This can take many forms from children’s books to graphic novels, educational pamphlets, animation, etc. Additionally, learners will be able to contribute to a digital marketplace, where they can contribute their illustrative skills through a variety of new and emerging media platforms. |
| **What areas do you expect students to go on to work in?** | | Students can enter a range of visual creative fields from this training, including traditional print-based media, publishing digitally or with the hand rendered methods. From solo start-ups to freelance opportunities in multi-corporation to graphic design companies. Illustrative opportunities are diverse and across disciplines. |
| **What job roles, courses or professional qualifications do you expect students to go on to complete after the course?** | | Students will have the opportunity to develop onto an HND here at Eastleigh in time or go directly to the second year at the University of Portsmouth to complete the last two years of the BA Hons Degree in Illustration. |
| **What transferable skills will students learn on this course that they can apply in any area or career?** | | Problem solving, time management, creative thinking, flexibility to a working environment, working in a team on a design process and solutions. Drawing skills, design software skills, construction skills, strong understanding of material properties which are essential for any design process. |
| **Work Experience** | | |
| **What work experience opportunities (including voluntary, part-time and internships) do you expect to be available to students on this course?** | | Through our building of relationships with many local design, performance and creative industries we will direct students through the Professional Practice unit to building their own exhibition, design and presentation skills. Students will also seek their own contacts through our suggestions to enable appropriate and pertinent experience in their chosen illustrative field they would like to develop. |
| **Placement Year (if relevant)** | | |
| **What do you expect to be common placement destinations?**  *Include a description of what each organisation does, if it’s not already clear from its name, or it’s not very well known.* | | Graphic Design companies. Marketing companies, Visual Design companies, Styling and Marketing companies, textile deign companies, book illustration companies, teacher training within education institutions. Marketing departments in any institution or private organisation or industry. |
| **What are common roles or job titles students could take on their placement year?** | | N/A |
| **What help and support is available for students on this course during their placement year?** | | *N/A* |
| **Can students set up a business in their placement year?**  *If so, include examples of businesses they could set up and highlight the support they get.* | | N/A |
| **Facilities and Equipment** | | |
| **What specialist facilities and equipment will students on this course have access to? What is the benefit of these facilities for students?** *Add additional rows if necessary.* | | |
| **Facility/equipment** | | **Benefit for students** |
| Print based studio, including: dry-point etching facilities, mono-print facilities, heat-press for disperse printing. Letter blocks for printing. Roll or press for lino printing. Screen for stencil printing.  Drawing medium: Inks, quills, graphite, fine liners, charcoal, paint,  Alternative media for mark making and construction: Wire, thread, string, plastics, projection, etc.  Photographic Dark Room  Editing Suite for film and photography  Sculpture studio  Fashion studio  Textile Studio  Purpose built computer labs with the latest software that may be used outside of timetabled hours. | | Diverse range of illustrative and print based methods to enable learner’s exploration of media, process and techniques.  Illustration embodies all techniques and media exploration that we promote along a process path to an illustrator’s realisation and will explore many alternative and diverse medias to create a fresh an innovative creative series of outcomes.  Our facilities enable a rich pathway to refine these skills, their materiality and a range of methodologies to a higher standard within the training of the degree level enquiry.  Connect the digital with the hand rendered technologies for up to date diversity of techniques to apply to industry required format and scale and flexible outcomes.  Understand the link with Illustration and time-based media. |
| Digital suites including iMacs, PC’s scanners, laser cutter, 3D printing. | | Base level digital requirements for any design degree level pathway. The Adobe suite is standard industry level design software that needs thorough training and understanding for the learner to be employable. |
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| **Additional exit awards/qualifications (if relevant)** | | |
| **What additional exit awards, qualifications or professional training can students get during the course in addition to the main course award?** | |  |
| **Accreditations and professional recognition** | | |
| **If this course is (or likely to be) accredited, recognised, approved or endorsed by a professional organisation(s), what is the value of this to the student?** | | University of Portsmouth accredited first year BA Hons Degree level in illustration. |
| **Do we have permission to use the accrediting organisation’s logo or mark?** | | *To be completed by Academic Standards, Quality and Partnerships and University Admissions Centre.* |
| **Is there specific wording that we must use to describe the accreditation, recognition, approval or endorsement?** | | *To be completed by Academic Standards, Quality and Partnerships and University Admissions Centre.* |
| **Professional membership and training** | | |
| **Does this course include free or discounted professional membership?**  *If so, to which organisations and how does membership benefit your students?* | | Not in this one year course but a high potential following it dependant upon progression destinations. |
| **Will graduates of this course be eligible for professional membership or professional training schemes after the course?**  *If so, which memberships or schemes will they be eligible for and what are the benefits to your students?* | | ? |
| **Will graduates of this course be exempt from any elements of professional training schemes?**  *i.e. certain units or examinations* | | ? |
| **Modules** | | |
| Please indicate all Core and Optional Module choices at each level *(i.e. Introduction to Graphic Design – Core Module)* | | |
| **Level** *4 (core)* | *20cr* | *INTRODUCTION TO PROFESSIONAL PRACTICE* |
| **Level** *4 (core)* | *20cr* | *INTRODUCTION TO VISUAL CULTURE* |
| **Level** *4 (core)* | *40cr* | *LINE, COLOUR AND DEVELOPMENT* |
| **Level** *4 (core)* | *40cr* | *RESEARCH AND NARRATIVE* |
| **Learning Support** | | |
| **As well as support from the Academic Skills Unit (ASK) and Additional Support and Disability Advice Service (ASDAC), what additional learning support is available for students on this course?**  *For example, specialist IT/laboratory support, maths support, online support for distance learning courses etc.* | | HE Base room, Specialist IT support, Learning Centre Support, Maths Support. |
| **Teaching** | | |
| **What are the teaching methods on this course?**  *Please explain any terms/methods students may be unfamiliar with, for example, teaching methods they may not have experienced in their previous education.* | | Lectures, Seminars, Workshops, Tutorials, (self, peer, in the round), Critiques, Formative and Summative assessment, Final exhibition |
| **How many hours a week can students expect to spend in scheduled teaching activities in each stage/year?** | | Approximately 8 – 12 scheduled hours/wk. over 24 weeks  There are also exam weeks in January and May in addition to the above, during which attendance will vary from the above norm. |
| **What sort of industry success, expertise and professional experience do your teaching staff bring to the course?** | | Professional Illustrators, art and design lecturers, professional practitioners, History and Theory lecturers, Technician expertise and support, Digital media specialists. |
| **How students spend their time** | | |
| **How many hours a week will students typically spend studying on this course?**  *Including scheduled and self-directed study* | | 35-40 hours / wk., based upon a 20credit module having a nominal 200 hours assigned |
| **What self-directed study activities will students do away from scheduled teaching?** | | Research, essay writing, workshop and studio practice and self-funded trips to exhibitions and location research. |
| **If this course doesn’t follow the standard academic year structure, please provide details.** | | *N/A* |
| **Will students be expected to attend course events or teaching in the evenings or weekends?** | | Not usually, except study trips nationally or internationally. Or any extra seminars or lecturers provided by the University. |
| **If this is a part-time or distance learning course (or has these as options), please give details on when students will need to attend the University (where applicable) including number of days a week and which days, if relevant.** | | Timetabled lectures tend to be booked over a two-day period each week, currently Thursdays and Fridays. The facilities are available to be booked outside of these times. |
| **Assessment** | | |
| **What are the assessment methods on this course?** *Please explain any terms/methods students may be unfamiliar with, for example, assessment methods they may not have experienced in their previous education.* | | Formative and Summative assessment methodology in line with University guidelines.  This will include moderation internally and externally. |
| **Can students test their skills informally before assessments that count towards their final mark?** | | Yes, as these modules follow our assessment methodology and are coursework based. |
| **Can students get feedback on all informal and formal assessments?** | | Yes, this assessment methodology is our standard practice. |
| **Further course features** | | |
| **Are there any other beneficial features of this course not already covered above?**  *For example, features could include:*   * *Studying alongside students from related disciplines* * *Studying or working abroad* * *Applying learning in the field, in the community or in industry* * *Lecturers with research interests or professional experience* * *Field trips* * *Guest lecturers/experts* * *Showcasing work to industry* * *Networking with industry* * *Involvement in research activity* * *Access to restricted or exclusive resources or locations (i.e. data, industry partnerships, local facilities)* * *Recognition of Prior Learning*   **For any additional feature please give details on the feature and the benefit it gives students.** | | |
| **Feature** | | **Benefit** |
| Related HND in Creative Media and Technology | | Cross pollination of skills for a combined project brief. |
| Guest Lecturers and Speakers | | Direct information with regards to professional practice within the Industry |
| Field trips | | Exhibition and gallery visits, to enable stronger understanding of methodology, process and design specialisms within our profession. Inspiration from practitioners, cultural education and independence development for the learner. This can apply to national and overseas trips. |
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| **Dealing with objections** | | |
| Are there common reasons why potential students might decide not to join this course? For each, please identify how you’d persuade them otherwise. | | |
| **Objection** | | **How to overcome** |
| May miss out on the full University experience. | | Students are enrolled as University of Portsmouth and Eastleigh College students and therefore can be included in activities available at both locations. |
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| **Course costs** | | |
| **As well as standard financial support, is there any specific financial support available for this course?**  *i.e faculty scholarships, Government funding etc* | |  |
| **What’s included in the tuition fees for this course?**  *For example:*   * *printing allowance* * *compulsory field trips* * *textbooks* | | Access to our facilities, including digital software, tuition and academic support and designated spaces for theory and practice learning |
| **What additional costs do students need to budget for?** *Include description and approximate costs.*  *For example:*   * *recommended reading* * *clinical equipment* * *field trips* * *costs of study/work abroad* * *printing costs* | | Printing, materials, consumables, travel, field trips, recommended reading. |