

**KEY INFORMATION**

**BA (HONS) ILLUSTRATION**

**FULL-TIME, PART-TIME & TOP UP**

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# Key Information for the BA (Hons) Illustration Degree (including full time, part time and Top Up) starting in 2021/22

**About this document:** This key Information gives you a summary of the core characteristics of the BA (Hons) Illustration degree at HCA. Students may have learnt about this course from multiple sources: the college website, the college prospectus, and from conversations with staff and students for example, but we want to ensure that students have this overview for reference at any time during their studies with us as a record of the service we are agreeing to provide when a student accepts our offer of a place.

**Award:** The qualification that a student will receive upon successful completion of the programme is a BA (Hons) Illustration. This means that the award will be a Bachelor of Arts 'with honours'.

If a student does not complete the course, they may be eligible for a Certificate or Diploma of Higher Education.

**Validating Body:** The BA (Hons) Illustration Degree is validated by the University of Wales Trinity Saint David. However, the course has been designed and is delivered by Hereford College of Arts.

**Regulatory Body:** Hereford College of Arts is registered with the Office for Students (OfS) to deliver Higher Education. The OfS is an independent public body which reports to Parliament through the Department for Education <https://www.officeforstudents.org.uk>. (Their aim is to ensure that every student, whatever their background, has a fulfilling experience of higher education that enriches their lives and careers.)

**Length of Course:** The standard and minimum length of this course is as follows:

Course	Standard/minimum length of the course
BA (Hons) Illustration Full time	3 years
BA (Hons) Illustration Part time	6 years
BA (Hons) Illustration Top Up Full time	1 year
BA (Hons) Illustration Top Up Part time	2 years

Students will need to complete the course to gain the award.

## **ENTRY REQUIREMENTS**

All students need to be at least 18 years of age at the start of the course.

Applicants will normally have an interview where they will present a portfolio of work or perform an audition. The interview can be conducted in person or remotely. This will be a supportive process where guidance will be given on the strengths and areas for improvement.

We normally expect applicants to have achieved 80 UCAS points at entry. Whilst qualifications are important, our offers are not solely based on academic results. We may make offers based on other evidence of talent or suitability for the course.

Applicants who do not satisfy the normal entry requirement but offer other qualifications and or relevant experience will be considered on an individual basis subject to satisfactory information being provided at interview.

Applicants whose first language is not English and require a student visa must achieve Level B2 in an approved Secure English Language Test (SELT) prior to enrolment. For further guidance, please visit the UK Visa and Immigration website <https://www.gov.uk/student-visa>

Your offer letter will include any requirements specific to your offer.

Our Admissions Policy can be found here; <https://www.hca.ac.uk/wp-content/uploads/2018/08/Admissions-Policy-Apr-2021.pdf>

## **CORE MODULES**

All programmes of study are made up of modules. Some modules are comprised of two or more assignments. Modules have a credit value that contribute to the achievement of the qualification. Each module has its own syllabus, handbook and assessment. In order to pass each year, you need to achieve 120 credits. Modules vary in size from 20 credits to 60 credits.

**PROGRAMME STRUCTURE:**

<b>BA (Hons) Illustration Level 4 (Year 1) Full time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Descriptor</b>
<b>Practice in Context One</b>	20	During the first year, you will be provided with a solid grounding in the history of your studio subject. Practice in Context One demonstrates that all creative practice is influenced by its historical and cultural context – including factors such as: contemporary events and conditions, the available technologies of production, creative work previously made by other practitioners, and the ideas, values and beliefs of the cultures in which the work is produced.
<b>Introduction to Creative Practice</b>	20	This practical module establishes fundamental methods of working individually and collectively to solve challenging visual communication problems. Students learn to develop their own in individual creative workflow to produce exciting outcomes to a range of micro projects designed to develop visual communication skills to deadlines.
<b>Drawing to Print One</b>	20	This is the first of three drawing modules that recognise drawing at the centre of everything that illustrators do. Weekly classes include still-life, model and landscape drawing tasks which are then used as starting points for making prints using a range of processes popular with illustrators.
<b>Drawing to Print (Landscape)</b>	20	This second drawing module seeks to explore the relationship between the illustrator and place/location. There is an emphasis on ‘concept art’ for theatre, animation or film, with students working on designs for landscapes as ‘stages’ for action.
<b>Drawing &amp; Illustration</b>	20	This third drawing module focusses on generic forms of illustration that are very dependent on excellent drawing skills. These include Reportage, Fashion Illustration and character design for animation and comics.
<b>Narrative &amp; Sequence</b>	20	This module gives students the opportunity to explore storytelling in range of formats.  Starting with story construction and creative writing tasks, the students go on to create proposals for a children’s book, graphic novel or short animated film.

<b>BA (Hons) Illustration Level 5 (Year 2) Full time</b>		
<b>Module Title</b>	<b>Credits</b>	<b>Module Descriptor</b>
<b>Practice in Context Two</b>	20	This critical studies module will provide an introduction to a number of theoretical approaches which will help students extend their understanding of how illustration and animation can be critically understood (its meaning) and evaluated (its value).
<b>Self-Publishing (Including Book Arts)</b>	20	This practical module is the opportunity for students to learn specific skills related to the production of media, such as small books and visual ephemera. Skilled practitioners will teach a series of workshops in paper engineering and other related paper crafts before individuals create personalised items for their portfolios.
<b>Illustration Applications</b>	20	This module looks at specific generic forms of illustration such as editorial (working in newspapers and magazines), book covers and

		poster design, plus packaging and advertising. It also reveals the whole process of commissioning illustration, from concept to print and considers the role of the Art Director. Students will Art Direct each other to learn the difficulties of commissioning to order.
<b>Developing Practice</b>	20	Students choose their own focus for this module, which is an opportunity to stretch out and create a personal project that will help prepare for Level 6. There is an opportunity to discuss and decide on a personal direction that begins to focus on an illustration 'specialism' which could be children's books, editorial, satire and caricature, or graphic novels etc. The work produced by the group will be used to hold a local exhibition.
<b>Professional Practice</b>	20	This module focusses on preparing to begin work as a professional illustrator or visual communicator. Industry professionals offer our students insight and advice on how to go about getting work, using social networking to advertise, sell and showcase work as a start to generating and sustaining interest.
<b>Competition &amp; Commission</b>	20	The module engaged with external contacts to generate projects that are site specific and ambitious in size, scope and scale. Recent years have seen major projects commissioned by Hay Festival that included delivering art workshops to children and creating themed banners to decorate the site

#### BA (Hons) Illustration Level 6 (Year 3) Full time

Module Title	Credits	Module Descriptor
<b>Confirmation of Practice</b>	30	This portfolio-building module is an opportunity to challenge and test picture making skills by taking on a range of national and international competitions, locally sourced commissions and personally sourced projects that will combine to help build an exciting personal portfolio ready to impress potential employees.
<b>Practice in Context Three</b>	30	In this module you will undertake a substantial piece of self-directed research on a theme of your choice. This module provides you with the opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take.  The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.
<b>Major Project and Specialist Practice</b>	60	This triple module is a chance to further develop personal work specifically aimed at potential clients, commissioners and employees. Through negotiation with a personal tutor the tasks will form the basis for assessment and exhibition both locally and nationally at selected prestigious sites.

#### BA (Hons) Illustration Level 4 (Year 1) part time

Module Title	Credits	Module Descriptor
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<b>Practice in Context One</b>	20	During the first year, you will be provided with a solid grounding in the history of your studio subject. Practice in Context One demonstrates that all creative practice is influenced by its historical and cultural context – including factors such as: contemporary events and conditions, the available technologies of production, creative work previously made by other practitioners, and the ideas, values and beliefs of the cultures in which the work is produced.
<b>Introduction to Creative Practice</b>	20	This practical module establishes fundamental methods of working individually and collectively to solve challenging visual communication problems. Students learn to develop their own individual creative workflow to produce exciting outcomes to a range of micro projects designed to develop visual communication skills to deadlines.
<b>Drawing &amp; Illustration</b>	20	This third drawing module focusses on generic forms of illustration that are very dependent on excellent drawing skills. These include Reportage, Fashion Illustration and character design for animation and comics.

#### BA (Hons) Illustration Level 4 (Year 2) Part time

Module Title	Credits	Module Descriptor
<b>Drawing to Print One</b>	20	This is the first of three drawing modules that recognise drawing at the centre of everything that illustrators do. Weekly classes include still-life, model and landscape drawing tasks which are then used as starting points for making prints using a range of processes popular with illustrators.
<b>Narrative &amp; Sequence One (Animation)</b>	20	This module gives students the opportunity to explore storytelling in range of formats.  Starting with story construction and creative writing tasks, the students go on to create proposals for a children’s book, graphic novel or short animated film.
<b>Drawing to Print Landscape or</b>	20	This second drawing module seeks to explore the relationship between the illustrator and place/location. There is an emphasis on ‘concept art’ for theatre, animation or film, with students working on designs for landscapes as ‘stages’ for action.
<b>Narrative &amp; Sequence Two (Graphic novel or Children’s Book)</b>	20	This module gives students the opportunity to explore storytelling in range of formats.  Starting with story construction and creative writing tasks, the students go on to create proposals for a children’s book, graphic novel or short animated film.

#### BA (Hons) Illustration Level 5 (Year 3) Part time

Module Title	Credits	Module Descriptor
<b>Practice in Context</b>	20	This critical studies module will provide an introduction to a number of theoretical approaches which will help students extend their understanding of how illustration and animation can be critically understood (its meaning) and evaluated (its value).
<b>Self-Publishing (including Book Arts)</b>	20	This practical module is the opportunity for students to learn specific skills related to the production of media, such as small books and visual ephemera. Skilled practitioners will teach a

		series of workshops in paper engineering and other related paper crafts before individuals create personalised items for their portfolios.
<b>Developing Practice OR</b>	20	Students choose their own focus for this module, which is an opportunity to stretch out and create a personal project that will help prepare for Level 6. There is an opportunity to discuss and decide on a personal direction that begins to focus on an illustration 'specialism' which could be children's books, editorial, satire and caricature, or graphic novels etc. The work produced by the group will be used to hold a local exhibition.
<b>Self-Publishing (including Book Arts) Two</b>	20	This practical module is the opportunity for students to learn specific skills related to the production of media, such as small books and visual ephemera. Skilled practitioners will teach a series of workshops in paper engineering and other related paper crafts before individuals create personalised items for their portfolios.

#### BA (Hons) Illustration Level 5 (Year 4) Part time

Module Title	Credits	Module Descriptor
<b>Illustration Applications</b>	20	This module looks at specific generic forms illustration such as editorial (working in newspapers and magazines), book covers and poster design, plus packaging and advertising. It also reveals the whole process of commissioning illustration, from concept to print and considers the role of the Art Director. Students will Art Direct each other to learn the difficulties of commissioning to order.
<b>Competition &amp; Commission</b>	20	The module engaged with external contacts to generate projects that are site specific and ambitious in size, scope and scale. Recent years have seen major projects commissioned by Hay Festival that included delivering art workshops to children and creating themed banners to decorate the site.
<b>Professional Practice</b>	20	This module focusses on preparing to begin work as a professional illustrator or visual communicator. Industry professionals offer our students insight and advice on how to go about getting work, using social networking to advertise, sell and showcase work as a start to generating and sustaining interest.

#### BA (Hons) Illustration Level 6 (Year 5) Part time

Module Title	Credits	Module Descriptor
<b>Practice in Context Three</b>	30	In this module you will undertake a substantial piece of self-directed research on a theme of your choice. This module provides you with the opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take.

		The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.
<b>Confirmation of Practice</b>	30	This portfolio-building module is an opportunity to challenge and test picture making skills by taking on a range of national and international competitions, locally sourced commissions and personally sourced projects that will combine to help build an exciting personal portfolio ready to impress potential employees.

#### BA (Hons) Illustration Level 6 (Year 6) Part time

Module Title	Credits	Module Descriptor
<b>Major Project and Specialist Practice</b>	60	This triple module is a chance to further develop personal work specifically aimed at potential clients, commissioners and employees. Through negotiation with a personal tutor the tasks will form the basis for assessment and exhibition both locally and nationally at selected prestigious sites.

#### BA (Hons) Illustration Top Up Level 6 (Year 1) Full time

Module Title	Credits	Module Descriptor
<b>Confirmation of Practice</b>	30	This portfolio-building module is an opportunity to challenge and test picture making skills by taking on a range of national and international competitions, locally sourced commissions and personally sourced projects that will combine to help build an exciting personal portfolio ready to impress potential employees.
<b>Practice in Context Three</b>	30	In this module you will undertake a substantial piece of self-directed research on a theme of your choice. This module provides you with the opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take.  The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.
<b>Major Project and Specialist Practice</b>	60	This triple module is a chance to further develop personal work specifically aimed at potential clients, commissioners and employees. Through negotiation with a personal tutor the tasks will form the basis for assessment and exhibition both locally and nationally at selected prestigious sites.

#### BA (Hons) Illustration Top Up Level 6 (Year 1) Part time

Module Title	Credits	Module Descriptor
<b>Practice in Context Three</b>	30	In this module you will undertake a substantial piece of self-directed research on a theme of your choice. This module provides you with the



		<p>opportunity to research and critically assess the ideas and contexts which give meaning and resonance to your own area of studio practice. Your research may be produced in a number of different optional formats, ranging from a written essay to more creative, practice-led options, and you can choose which option you wish to take.</p> <p>The aim of this module is to give you a solid intellectual basis to support you to create a final body of work which is original, perceptive, meaningful, coherent and resolved.</p>
<b>Confirmation of Practice</b>	30	This portfolio-building module is an opportunity to challenge and test picture making skills by taking on a range of national and international competitions, locally sourced commissions and personally sourced projects that will combine to help build an exciting personal portfolio ready to impress potential employees.

#### **BA (Hons) Illustration Top Up Level 6 (Year 2) Part time**

<b>Module Title</b>	<b>Credits</b>	<b>Module Descriptor</b>
<b>Major Project and Specialist Practice</b>	60	This triple module is a chance to further develop personal work specifically aimed at potential clients, commissioners and employees. Through negotiation with a personal tutor the tasks will form the basis for assessment and exhibition both locally and nationally at selected prestigious sites.

## **COMPOSITION OF THE COURSE AND HOW THE COURSE WILL BE DELIVERED**

The course is modular and is managed on a two semester schedule, each of 15 weeks' duration. The academic year begins in September and ends in June.

**Level 4:** the course defines Level 4 as induction and core generic skills acquisition

**Level 5:** applies the new skills gained at Level 4 in a range of appropriate contexts

**Level 6:** students specialise through individual learning programmes

The total length of the academic year is 32 weeks (including enrolment, induction and a reading week), with breaks for Christmas, Easter and Summer.

Students will have access to College resources (studios, library, workshops, social areas) on week days during normal working hours and later on some days and at certain times of the year. Students may also have access to some of the resources in vacations, and current information on this is available by request.

Students are awarded 'credits' for the successful completion of a module, totalling 120 in each academic year. A single credit is defined as ten hours of study so a 20 credit module requires 200 hours of study in total. A student must successfully achieve 120 credits. 1200 hours of study in total.

The percentage of contact time devoted to differing learning environments depends on the individual module content, but the course seeks to use a wide variety of teaching methods wherever possible. Examples of teaching methods include, process inductions and workshops, demonstrations, lectures, presentations, master-classes, on-line learning activities, tutorials and seminar discussion groups.

Assessment is almost exclusively made by submission of course work in the form of a portfolio, although written essays and reviews plus presentations are also used. There are no timed, written examinations.

## TUITION FEES

The tuition fees for 2021/22 are outlined in the table below. For more information about applying for a tuition fee loan, please visit [www.direct.gov.uk/studentfinance](http://www.direct.gov.uk/studentfinance).

Please note that this annual fee will remain unchanged for the 3-year duration of your course. However, following enrolment, students transferring to an alternative mode of study, repeating or retaking modules or suspending their studies, will need to confirm fees with the Finance Department.

COURSE	LEVEL	YEAR	FEES
BA (Hons) Illustration full time (UK/EU students with settled or pre settled status)	4	Year 1	£9000
BA (Hons) Illustration full time (UK/EU students with settled or pre settled status)	5 (Direct entrants)	Year 2	£9000
BA (Hons) Illustration Top Up full time (UK/EU students with settled or pre settled status)	6	Year 1	£9000
BA (Hons) Illustration part time (UK/EU students with settled or pre settled status)	4	Year 1	£4500
BA (Hons) Illustration Top Up part time (UK/EU students with settled or pre settled status)	6	Year 1	£4500
BA (Hons) Illustration full time (Overseas students and EU students)	4	Year 1	£11,200

EU students who have pre settled status under the EU Settlement Scheme will be eligible for a tuition fee loan only.

Please note that the Higher Education Student Finance portal normally opens in mid-February. The College would encourage students to submit their student finance application as soon as possible so funding is in place for when they start their course

**All students need to ensure that the funding is in place for their tuition fees and living costs prior to enrolment.**

### **PAYMENT, SERVICE DELIVERY AND PERFORMANCE ARRANGEMENTS:**

- If the tuition fee is paid to the College via the Student Loans Company, it will be paid in 3 instalments – 25% in term 1, 25% in term 2 and 50% in term 3.
- If a student is paying their own tuition fees, students can pay in instalments by direct debit only. Students will be required to pay 1/3 of their annual tuition fees each term.
- Overseas students are required to pay their tuition fees in full by June prior to the commencement of their course.
- Any of the additional costs (see additional costs section) are collected via an online secure payment system.

## **ADDITIONAL COSTS**

Additional costs are directly related to your study but exclude accommodation and student's personal living costs. Further information about halls of residence and other accommodation available in Hereford is available on our website.

In addition to the tuition fees charged, the nature of creative arts practice means students will need to allow for some additional costs, for example, materials that they choose to use in the production of work and activities such as trips to external events and exhibitions. The courses at HCA have been designed to minimise the impact of additional costs; some trips and materials will be fully funded by the college or heavily subsidised. However, typically, a student will choose to spend around an additional £200 in the first year, £225 in the second year and £325 in the third year. The figure will rise to approximate £625 in Level 6 if the student takes part in a post-graduation London publicity event such as New Designers. It should be stressed that most students undertake fundraising activities in order to raise funds when taking this option.

It is also worth noting that there are many opportunities embedded within the course for students to undertake low paid work through commissions and sales of their work via exhibitions and trade fairs.

The college shop stocks specialist materials at competitive prices and digital equipment can be loaned from the media stores at no extra cost to students.

Students on all courses will also have the chance to take part in optional trips that require additional payment. Non – attendance on the trips will not incur assessment penalties, though trips are designed to help students develop their practice. There is an optional annual cross-course overseas residential trip. During the academic year 2019-20, the planned destination was Copenhagen and the cost to students was £385 for shared dormitory rooms which included UK airport transfers, overseas airport transfers and insurance.

Places on the optional trips are allocated on a first come first serve basis.

On completion of Level 6 (the final level of study), some students also choose to take part in an optional residential trip to London for one of the various graduate showcases (for instance Free Range). Decisions about these showcases are made by the college with students on an annual basis and costed according to differing showcase fees, numbers of students taking part and ambition of display. Students are required to contribute to financing this activity and are encouraged to take part in fundraising events and grant applications.

The College is committed to ensuring that students considering studying at HCA are fully aware of the possible additional costs.

Following enrolment, students that face genuine financial hardship may apply to the College Hardship Fund.

## AVERAGE ANNUAL COST BREAKDOWN

This table is an estimate of the costs a typical BA (Hons) Illustration student may face during each of the three years on the course.

The blue figures represent realistic costs for students who purchase materials at their average costs. The Yellow figures are hypothetical costs for those who are able to invest in additional resources pertinent to their emerging practice.

These are estimated annual figures unless specified.

LEVEL OF STUDY	LV4		LV5		LV6	
Adobe CC subscription for use outside of college hours (discounted by 70%) NB Adobe CC is free to use for any student working <b>within</b> the college.	£16.24 per month		£16.24 per month		£16.24 per month	
Drawing & painting materials (pens, ink, paper, paint etc)	£35		£45		£100	
Portfolio cases*	-	-	-	-	£15	£50
Books, magazines, subscriptions	£45		£45		£50	
Museum and events entry fees etc	£10	£50	£10	£50	£10	£50
Printing costs for physical portfolio and publicity including Risograph printing	£20	£40	£30	£50	£80	£100
Expenses (on field trips)	£20	£50	£20	£50	£20	£50
Level 6: New Designers, London (exhibition contribution & accommodation)	-		-		£300	£500

\*many students already have portfolios from previous education route; these don't become a course 'requirement' until L6 in preparation for industry interviews

## **LOCATION OF STUDY**

Our degree courses are all based at our College Road Campus but several specialist workshops and performing spaces are located nearby on our Folly Lane Campus and degree level students often work between both sites. Much of a student's study will also involve working in different locations in the city and surrounding area.

## **LOCATIONS AND CONTACT DETAILS**

- **College Road Campus:** Hereford College of Arts, College Road, Hereford. HR1 1EB.
- **Folly Lane Campus:** Hereford College of Arts, Folly Lane, Hereford. HR1 1LT.
- **Telephone:** 01432 273359
- **Fax:** 01432 341099

If you have any enquiries please contact our registry department: [registry@hca.ac.uk](mailto:registry@hca.ac.uk)

## **COMPLAINT HANDLING PROCESS**

Our full complaints policy can be found here; <https://www.hca.ac.uk/wp-content/uploads/2020/03/student-complaints-policy-and-procedure.pdf>

Information relating to all academic regulations, including complaints procedures can be found via the UWTSD public website. <https://www.uwtسد.ac.uk/academic-office/academic-quality-handbook>