

BA(Hons)

ILLUSTRATION

“We encourage development of the individual ‘voice’ within a framework of traditional and experimental image-making.”

Phil Gray
COURSE LEADER

ABOUT THE COURSE

The Illustration course encompasses image creation, drawing and visual communication in a wide variety of traditional and digital media. The skills taught and the projects undertaken are aimed at serving a range of end users including publishing, advertising, the web and alternative media.

The quality of graduates has earned the course its excellent reputation within the creative industries. Many former students work for a wide array of book and magazine publishers, design groups and marketing agencies and provide illustrative solutions for major design and advertising clients.

The fundamental philosophy of the course is to produce illustrators with their own unique approach to image making, together with an understanding of how this can be applied across the range of contemporary contexts and media. We expect you to bring your personal predilections,

thoughts and influences to the course and to create your own original style that makes you stand out from the crowd.

In your first semester you will be immersed in a range of complementary graphic disciplines before your learning and study turn exclusively to your specialism.

To succeed, the BA(Hons) Illustration course must not only teach practical studio and workshop skills but also engender in students a philosophical understanding and an enquiring theoretical approach to their work. The integration of these two skill-sets, one practical and the other intellectual, ensure students build their knowledge and capabilities on a solid grounding. As individual students focus on their particular areas of interest they do so within a wider context.



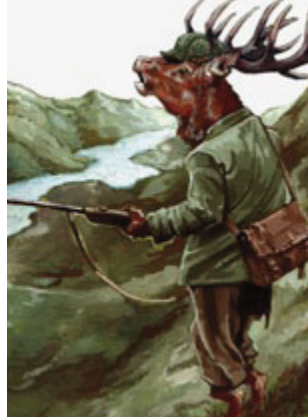
LEVEL ONE

Illustration is introduced alongside subjects from other design disciplines. This broad-based approach to introductory studies is a unique foundation of the courses under the Graphic Design programme at NUCA. Wider exposure to these multiple disciplines during this period of general study help build an awareness of different modes of practice, and promotes free thinking and informed decision-making on learning pathways for the rest of the course.

LEVEL TWO

Your art and craft techniques are developed along with an appreciation and understanding of Illustration in its broadest sense. The course aims to provide you with an appropriate mindset and a skills base to propel you to excellence during your study at NUCA and onward into a career in the creative industries.

Projects, workshops, live briefs, cross-disciplinary collaborations, life drawing and printmaking are integral to the course syllabus.



LEVEL THREE

In your final year your priority must be to develop your creative and intellectual skills to professional standards. You will be taking informed decisions about ongoing career pathways or the possibilities of further postgraduate study. You will have input into the course curriculum to facilitate these goals and will take time to consider business, commercial and industry practices in preparation for your working life.

Alongside this study, you will complete a dissertation of around 5,000 words on an Illustration topic you're passionate about.

WHAT MAKES US SPECIAL

In recent years graduates have been commissioned by major design studios, newspapers, magazines and book publishers. These include: The BBC, Virgin, Dorling Kindersley, Readers Digest and Radio Times.

Students who successfully complete their undergraduate studies are able to progress to a range of MA courses within the University College, subject to the fulfilment of entry criteria. Alternatively if you choose further study elsewhere we have a very good record of placing students in postgraduate education at the Royal College of Art, Camberwell and Central St Martins College, for example.

About You and Your Portfolio

When you attend your interview you will be expected to present your portfolio and expand upon the work it contains within the context of your application to this course. Your portfolio should show evidence of illustration and graphic work in a variety of formats, including drawing, design research, photography, printmaking, typography and other media. You will also present a marked essay or similar written work so we can assess your ability to successfully undertake the research and theoretical elements of the course.

Qualifications

For details of entry qualifications please refer to page 94.

The Small Print

UCAS Code: N39
Course Code: Route A: W220

For further information please email:
illustration@nuca.ac.uk

