

## ILLUSTRATION

## Student profile

Flo Fitzgerald-Allsopp, from Devon  
BA (Hons) Illustration



### This is what I want from a creative course

**My course is broad and allows me to experiment a lot. I've started using the printing facilities and they've opened up a new world for me. It shows you can leave the studio and find other things happening in NUCA.**

I don't feel overwhelmed by city life in Norwich, but at the same time it offers that bit more culture and nightlife. I didn't expect the music scene in Norwich to be so strong, it's become a big aspect of my time here. I also like the proximity to London.

For my first year I studied Graphic Design, which gave me a taste of other design courses. My response to every brief was to illustrate and, after an introduction from the Course Leader, I was welcomed on to the course.

I want to do a Masters degree and I'm looking at studying in Europe. The course hasn't limited me and I'm interested in writing and filmmaking as well. I'll just go out there and see what I can offer.

See a film about Flo at: [www.nuca.ac.uk/itunes](http://www.nuca.ac.uk/itunes)

# Illustration

## ABOUT THE COURSE

**The BA (Hons) Illustration course will encourage you to develop your own unique approach to image making and prepare you to produce work for a range of applications, including publishing, advertising, the internet and alternative media. You will learn the practical skills needed to work within today's challenging creative market.**

You will be expected to bring your own thoughts and influences to the course and develop an original style that makes you stand out from the crowd. You will follow professional briefs, including producing entries for illustration industry competitions, and have opportunities to collaborate with Graphic Design students for publishing projects.

Practical studio workshops will focus your drawing practice on the generation and development of ideas, observational recording and the implementation of these processes both within illustrative contexts and also across a range of new and established media.

Seminars and lectures conducted by the academic staff – all practising illustrators or artists – and guest lectures by award-winning artists and illustrators of national and international repute will provide awareness of wider contexts within creative industries and contemporary issues concerning visual culture. Recent lecturers include illustrators Jonny Hannah, Toby Morrison, Demetrious Psillos, Bruce Ingman and Tim Smart. Combining your practical skillset development with this solid intellectual grounding enables you to add philosophical understanding and an enquiring theoretical approach to your work.

## HOW THE COURSE IS TAUGHT

### Year One

Experimentation and engagement with both digital and hand-made approaches to illustration characterise your first year on the course as you are introduced to the subject and build your knowledge. A series of project briefs encourage you to explore and analyse your own approach to illustration. Technical workshops in calligraphy, bookbinding, collage, life-drawing, screenprinting and lino relief printmaking introduce you to a variety of illustrative practices, alongside digital tutorials introducing you in the latest industry-standard creative software packages.

### Year Two

Project briefings in your second year include live briefs with external clients as your focus shifts increasingly toward developing a professional approach to illustration. This shift incorporates an emphasis on strengthening the skills acquired in Year One as well as exploring new specialist skills that are relevant to your own work.

Optional work placements provide an opportunity to experience professional illustrative practice in a real-world setting, or you may opt to follow a work-related learning approach. Lectures and studio tutorials develop your theoretical knowledge and challenge you to contextualise your own practice.

### Year Three

Your focus for Year Three is on building a body of work that is informed by your own research, reflection and experimental learning. Live commissions and professional projects lead into opportunities to enter national design competitions. You assume greater responsibility for the direction of your own learning and practice, with support provided through tutorial guidance, peer activities, studio workshops, lectures and a learning agreement negotiated with your course tutors. An early concentration on career preparation guides the direction of this work, which includes a Research Report into a topic that serves as a personal inspiration.



*From top:*  
Illustration studio; Degree show  
work by Anna Brinded.

*Opposite page:*  
One to one tutorial; A selection  
of work from the degree show by  
Leigh Edwards, Lauren Greaves  
and Ben Sillitoe.



## Illustration

### RESOURCES

The open-plan Illustration studio provides a large collaborative space for tutorials and student group crit sessions as well as a facility for individual working. Digital teaching studios are equipped with Apple computers that include the latest image manipulation and desktop publishing applications and industry-standard printing technology and image scanning facilities. Traditional printmaking facilities enable you to engage in screenprinting, relief printmaking, etching and life-drawing classes are available as part of the workshop programme.

### YOUR FUTURE

Recent student-organised events have included illustration auctions and exhibitions bringing together the work of students with that of staff and other professional illustrators such as Quentin Blake, Oliver Jeffers and Angie Lewin. These activities have enabled students to apply their learned professional skills to a professional context.

Students and graduates have gained success in national competitions including The Association of Illustrators' Best of British Illustration Awards and The Macmillan Prize for Children's Picture Book Illustration.

Many graduates pursue freelance careers after graduation, with commissions from such high-profile clients as Penguin Books, Random House, The Observer, Radio Times, Disney and Orange. Many students are placed with major international illustration agents – two such agencies (Arena and Eastwing) are run by NUCA Illustration graduates.

NUCA's MA Communication Design course provides a natural route into continued academic development – covering graphics, illustration, publishing, typography and related fields.

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### COURSE INFORMATION

This course is available at BA (Hons) Degree.

UCAS Code: N39

Course Codes: W220

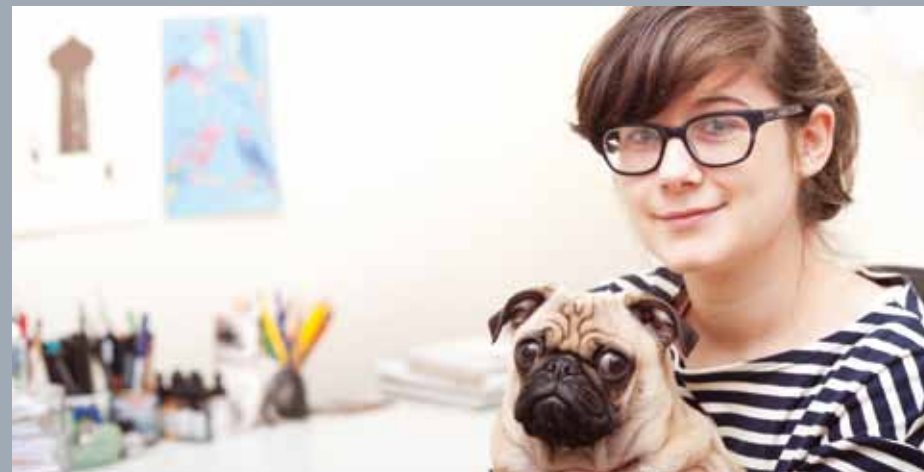
Contact: [illustration@nuca.ac.uk](mailto:illustration@nuca.ac.uk)

**For further information visit:**  
[www.nuca.ac.uk/baillustration](http://www.nuca.ac.uk/baillustration)

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## Alumnus profile

**Gemma Correll**  
**Freelance Illustrator in Berlin, Germany**  
**Graduating Year: 2006**



## I got my first commission right after graduation

**The tutors gave me valuable advice about the business side of being a freelancer such as self-promotion, putting together a portfolio and accounting. There is more to life as a freelancer than making pretty pictures, but NUCA prepared me for this reality.**

I've spent a lot of time promoting my work, selling products online and setting up a website, as well as continuing to develop my portfolio. For the first three years after graduating I spent evenings and weekends on my freelance and personal work and

making things to sell. Now I have agents in London and North America and also find my own work, as well as producing greetings cards, apparel and stationery items for wholesale.

I won an ADC Young Guns award this year, a prestigious international competition run by the Art Directors Club of New York. From that, I have had the opportunity to exhibit in various places around the world.

View Gemma's work at: [www.nuca.ac.uk/alumni](http://www.nuca.ac.uk/alumni)