

## BA (Hons) “ Illustration for Industry



### In a nutshell

This specialised top up year in BA (Hons) Illustration for industry offers you the opportunity to focus on defining yourself as a professional illustrator within the dynamic creative industries.

The final year will consolidate your existing illustration knowledge, skills and experience, in preparation for your future career as a contemporary and innovative illustrator.

BA (Hons) Illustration for Industry is a visually innovative, industry relevant program of study, with an emphasis on traditional and digital forms of illustration practice and predominant focus on employability. The course aims to equip you with the essential opportunities to maximise your employability as a visual communicator. The course involves one final full time, or two years part time of study at Crosskeys Campus after which you will gain a level six BA (Hons) qualification.

Modules include:

Illustration Futures  
Industry Focus  
Competitions



# COURSE INFORMATION LEAFLET

Critical Exploration  
Illustrator as Author

## **This course is for you if...**

- ...You are creative
- ...You have a keen interest in Illustration
- ...You're serious about an Illustration career

## **What will I be doing?**

The programme includes individual creative exploration, industry mentoring, live project experiences and placements. The course is a visually innovative, industry relevant program of study, with an emphasis on traditional and digital skills including a real focus on employability. The core principles of drawing are to be applied to a growing and dynamic contemporary illustration market with a focus on both traditional and digital forms of illustration practice. The course will concentrate on preparing you for entering a fast paced and competitive industry, teaching you the essential skills on how to market yourself, be digitally present and content driven.

The course allows you to develop your creativity further in class and via extracurricular activities. Briefs will be varied to include creating work that will be submittable to professional level open competitions and enable you to engage with real life clients. In addition to regular in class activities, there will be guest speakers and industry standard illustrators performing their specialism, communicating relevant information about industry standard production of work and conducting portfolio reviews. Practical teaching is delivered through a combination of workshops, lectures and tutorials, along with gallery visits, exhibitions, field trips and an international trip. The course will blend traditional techniques such as drawing and printmaking, with state-of-the-art digital illustration techniques whilst giving you the opportunity to develop your portfolio in line with your chosen creative career.

## **What is expected of me?**

The BA (Hons) Illustration for industry top up degree enables you to enhance your illustration skills through a series of challenging practical projects. All practical modules will develop your technical skills and provide stimulating assignments to develop your creativity and improve

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your craftsmanship. On the course you will study and research illustration for industry and you will develop unrivalled digital and traditional skills using dedicated facilities including drawing studios, print and 3D workshops and facilities in hardware and software allowing you to visualise work in a range of forms. Industry relevant software and hardware are available on campus to explore including Adobe Creative Suite, Procreate and other creative apps.

To enrol on this course, learners will need to have completed year two (level five) of an illustration FD/BA programme (or other relevant level five FD/BA programme, such as fine art), and achieved 120 credits at level five.

### **What comes next?**

This top up course will equip you with the skills, knowledge and experience for a career in illustration. Studying a BA (hons) illustration for industry will open up wider opportunities in education and employment.

### **Additional information**

Throughout the programme you will need to provide display materials, such as sketchbooks and portfolios. Applicants may be asked to attend an interview, take part in a workshop session, or present a portfolio of work as part of the selection process. This course is franchised by the University of South Wales.

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