

**BACHELOR OF ARTS (HONOURS) IN  
ILLUSTRATION AND ANIMATION (TOP UP)**

Awarded by : Coventry University, UK  
Intakes : January, April, July, and October  
Duration : 1 Year (Full-time)

**Core Modules**

<p>Dissertation</p>	<p>Students will undertake a 4000-word text based on the exploration of contemporary, historical, cultural and technological debates and precedents relevant to the student's practical work so that students can locate their work within contexts of professional creative practice. Styles of presentation for this component of the submission may be flexible but it must be a researched endeavour, which includes a bibliography and follows the guidelines provided in lectures and handouts. Students should draw upon a range of primary and secondary research to formulate a report with which to facilitate their transition into professional creative practice.</p> <p>Credit Points: 20</p>
<p>External Practice</p>	<p>This module provides students with the opportunity to externalise their practice by executing and synthesising responses to a range of professional, live, competition and self initiated briefs.</p> <p>Students will undertake projects that are relevant to their professional goals and will address issues including scheduling, turnaround times, verbal and visual presentation, budgeting and meeting the expectations of clients and contractees. Emphasis will be on ideas generation, encouraging students to formulate solutions, professionally, articulately and within strict deadlines.</p> <p>Having produced a range of solutions, students will then be required to realise their concepts and produce highly refined finished artefacts for professional consideration, competition entry and/or inclusion in their portfolio or Degree Show exhibition.</p> <p>Credit Points: 30</p>

Major Project	<p>This module provides students with an extended period of studio practice, which is intended to allow the opportunity to consolidate and refine their practice, produce a substantial, sustained and coherent body of work leading towards a relevant professional portfolio and degree exhibition.</p> <p>This module also provides students with the opportunity to both conceive and manage complex and challenging projects in a variety of media, by responding to a variety of live externally set briefs, and/or by extending their own studio practice. Projects may be hypothetical or personal providing suitable context and purpose can be evidenced and supported. Students may choose to work collaboratively - with clients, organisations and audiences, or individually, establishing a realistic and externally-tested personal practice.</p> <p>Students will be expected to develop their skills in terms of managing complex, multi-dimensional challenges, whilst expanding their own discipline expertise. They will be expected to demonstrate the integration of analytical, theoretical, creative and craft/technological skills; explore/expand upon their personal art and design philosophies and evidence familiarity with the professional practices and entrepreneurship potential of the creative industry.</p> <p>Projects should reflect contemporary practice in the areas of illustration, fine art, graphics, animation, moving image, photography, 3D concept art, as well as other relevant creative areas of art and design practice.</p> <p>Students will be expected to demonstrate a high order of professional and transferable skills (relevant to their particular chosen discipline) including, for example, presentation and pitching skills, written and visual documentation, client meeting, brief writing, self reflection and portfolio preparation and exhibiting.</p> <p>Students will be encouraged to be self-sufficient practitioners, with good working habits, able to manage the various requirements of their practice successfully and with a clear understanding of the placement of their work within a historical and contemporary framework.</p> <p>Credit Points: 60</p>
Elective	Choose any 1 elective module

## Elective Modules

(Choose any 1 of the elective modules)

Design Promotion	Students will be introduced to established methods of promoting design work. The use of public relations specialists, media agents, web based marketing and other promotional agencies will be discussed. The aim of the
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	<p>module is to introduce students to methods of promoting themselves and their work.</p> <p>Credit Points: 10</p>
<p>Global Experience in Art and Design</p>	<p>This module is designed for students studying on courses within the School of Art and Design participating in a short-term international field trip (1 to 2 weeks) organised by the School of Art and Design. Students interested in this opportunity must look at the entry requirements section below for further information and application details.</p> <p>In the increasingly global context of trade and recruitment, competition for graduate jobs has become fiercer than ever. Students and graduates with an international profile are favourably positioned to seize the best employment opportunities.</p> <p>Coventry University aspires to be a global University both in terms of the students it recruits from around the world and the international experiences offered to students during and at the end of their course. Many students are able to participate in field trips, either as a formally accredited part of the degree course or as an additional option. These international experiences help students to broaden their horizons, become more culturally aware, understand how business is conducted in other countries, and develop language and other competencies that are sought in the global job market.</p> <p>Students taking this module will reflect on their practice, experiences, and analyse and record the employability benefits gained by engaging in the experience and how this can be used to enhance their employability.</p> <p>The module will help students to recognise, reflect on and articulate the important personal and professional development gained as a result of taking part in an international experience.</p> <p>Credit Points: 10</p>
<p>How to set up a Freelance Business</p>	<p>The aim of this module is to gain the knowledge necessary to practice as a freelance professional especially in creative industries such as design. It will equip you with the skills to negotiate with clients and potential clients and help you develop skills to write a professional and workable business proposal. During this module you will write a proposal document for a creative client and create responses in answer to a business simulation. You will learn the relevant laws and regulations relevant to free-lance consultancy and learn about the preparation of business proposal development. You will also explore practical and analytical techniques for planning and analysis such as Gantt chart production and SWOT analysis/milestone programming. This module will be completed with a self-evaluation document to reflecting upon your understanding and experiences of preparing a professional and workable creative business proposal..</p>

	Credit Points: 10
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