



## **BACHELOR OF ARTS (HONOURS) IN ILLUSTRATION AND ANIMATION (TOP UP) (Teach Out by 31 Dec 2025)**

**Awarded by** : Coventry University, United Kingdom  
**Intakes** : January and July  
**Duration** : 1 Year (Full-time)

### **Core Modules**

#### **Dissertation**

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.

Credit Points: 20

#### **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 module is to introduce students to methods of promoting themselves and their work.

Credit Points: 10

#### **External Practice**

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.

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.

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.

Credit Points: 30



## Major Project

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.

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.

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.

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.

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.

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.

Credit Points: 60