Kingston University London

This subject area combines two subjects, Illustration and Animation, to give students creative freedom for visual thinking, expression and communication. Illustration has expanded from the traditional printed page to explore many forms of visual media including digital interaction and virtual reality, objects, spaces and environments. The cross-pollination of ideas and skills through the hybrid nature of the course is celebrated. Students will benefit from dedicated studio spaces and the opportunity for collaboration between illustration and animation.

Built around drawing, the course is carefully structured to develop the student individual voice, applying content to image communication to reach an audience. Learning through making is encouraged and students have access to all our workshops, from etching, ceramics to digital fabric printing, enabling testing and prototype.

Group and individual assignments and presentations develop the range of skills essential to contemporary practice in all forms of applied image making. Projects with industry will test and shape students' understanding in real world situations. Staff practitioners and alumni networks offer insight and contacts with international creative practice, including study visits and placements.

This course produces top graduates who go on to work at the best creative agencies and companies globally, such as *Cartoon Network, Nexus, Netflix, Nickelodeon, Blink, Moth Studio* and *Google.*
Kingston is ranked No.1 in the UK for design and crafts (Guardian University League Tables 2023), which covers illustration and animation.

Level 5 (Year 2)

Level 5 enables students to explore different ways of communicating their ideas and they will learn how to critically challenge subjects and develop their personal direction. Students work on set and self-initiated projects, developing their ability to create effective solutions.

Updated March 2023/PJW

Entry requirements	• GPA of 2.75 or above (out of 4.0) or equivalent. • Acceptance is dependent upon review of a portfolio. See https://www.kingston.ac.uk/visitingstudents/studyabroad/applying/
Pre-requisites	**Level 5:** successful completion of introductory (level 4) animation/illustration.
Taught at	Knights Park

Illustration Animation Modules for Visiting Students 2023/24

KEY TO MODULE DESCRIPTORS	
SUITABILITY OF MODULE FOR STUDENTS VISITING KU ON STUDY OPTION _____	
1	Indicates module is suitable for students visiting KU on **Study Option 1** (**Whole Year**)
2	Indicates module is suitable for students visiting KU on **Study Option 2** (**Autumn**)
3	Indicates module is suitable for students visiting KU on **Study Option 3** (**Spring**)

Notes:

1. *All modules are at undergraduate level only.*

2. *Students enrolled on Study Option 1 are required to study the entire module.*

3. *Within each level, all modules are interlinked and students would thus have to be enrolled in all 4 modules. **Taking an individual Illustration Animation module is therefore not possible**.*

4. *Whilst the University makes every effort to ensure that this information is correct at the time of updating (March 2023), it cannot accept responsibility for omissions or subsequent changes. Module availability and content may be subject to change, as part of the University's policy of continuous improvement and development.*

MODULE CODE	TITLE	SUITABILITY
LEVEL 5 (INTERMEDIATE		
IA5006	Process: Technology and Application	1, 2, 3
IA5007	Presentation: Audience and Context	1, 2, 3
IA5008	Studio: Practice and Purpose	1, 2, 3
HA5106	Critical Issues in Illustration and Animation Design: Research & Practice	1, 2, 3

LEVEL 5 – INTERMEDIATE

Module Code	**IA5006**
Module Title	**Process: Technology and Application**
Level	5
Prerequisites	• Successful completion of introductory illustration/animation work at university level • Acceptance is dependent upon review of a portfolio
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: this module runs across the full academic year. Its individual assessment weighting across the autumn and spring semesters may vary each year in line with the overall level 5 module delivery programme. • For study options 2 or 3, students will complete 16 US/30 ECTS of study across **all four modules** overall regardless of individual module weighting.
Suitability	• Study Abroad/International Exchange/Erasmus students for Study Options **1** or **2** or **3** • **MUST BE STUDIED WITH IA5007, IA5008 and HA5106**
Content	This module develops and supports an individual approach to the tools, processes and technologies used within illustration animation practice through a series of set and elective workshops and projects that embrace process and suspend judgement by exploring making through a diverse and challenging range of interconnected media and technologies; drawing, printmaking, moving image, 2D and 3D software, 3D making and VR technologies which are presented as methods that can be selected and utilised in the formation of an individual creative practice. Contemporary illustration animation practice is conceptualised, constructed and used within an expanding set of conditions and continues to be informed by technological advancements: printing, digital publishing, screen-based platforms, virtual realities, etc. This module addresses how the illustrator animator interrogates subject matter through the process of creative making, and investigates how to apply tools, processes and technologies through active engagement. Visual experimentation, prototyping and testing through making are familiar examples of this practice in action. The workshop, the drawing studio, 'on location' and virtual workspaces are further developed

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as specialised working environments where the student can practice skills and develop their craft as illustrator animators.

> **What and how students will learn on this module:**

- Projects that develop illustration animation tools, technologies and processes.
- Workshops that develop skills by embracing process, iteration and experimentation.
- The use of sketchbooks, worksheets and/or notebooks as a site for visual thinking, recording, experimentation and enquiry.
- Workshop and studio culture; working together in a shared space and peer learning.
- Using different spaces for creative making g. KSA workshops, virtual spaces, studios.
- Using museums and cultural institutions, public spaces and field trips (optional) as locations for research and recording
- Developing approaches to observational drawing in the life room and on location.
- Developing idea generation through creative writing and image making.
- Developing core skills for print, moving image and immersive technologies.
- Introducing creative digital applications and workspaces.
- Approaches to integrate newly acquired skills and processes into studio projects.
- Workshop and project reviews provide the opportunity for presentation, critical discourse and formative feedback.

Teaching	individual and group project work, group seminars, workshops, tutorials (group and individual) and self-directed study
Assessment	Study Option **1**: Portfolio: 500-word self evaluation and a 20-page PDF evidencing how the learning outcomes have been achieved for the three studio modules, covering the 4 criteria: Research and analysis, Experimentation, Communication and presentation, Personal and professional development)
	Study Options **2 & 3**: Portfolio of studio projects (250-word self evaluation and a 30-page (10 pages per IA module) PDF evidencing how the learning outcomes have been achieved for the three studio modules, covering the 4 criteria: Research and analysis, Experimentation, Communication and presentation, Personal and professional development)
Last updated	18/03/23 PJW

[Return to TOP.](#)

Module Code	IA5007
Module Title	**Presentation: Audience and Context**
Level	5
Prerequisites	• Successful completion of introductory illustration animation work at university level • Acceptance is dependent upon review of a portfolio
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: this module runs across the full academic year. Its individual assessment weighting across the autumn and spring semesters may vary each year in line with the overall level 5 module delivery programme. • For study options 2 or 3, students will complete 16 US/30 ECTS of study across **all four modules** overall regardless of individual module weighting.
Suitability	• Study Abroad/International Exchange/Erasmus students for Study Options **1** or **2** or **3** • **MUST BE STUDIED WITH IA5006, IA5004 and HA5106**
Content	This module develops and supports individual approaches to forming and nurturing relationships as part of a creative practice. The module asks how we live and work together by addressing ways the illustrator animator can be active in the world. The process of connecting things and establishing relationships, be this with issues, people or contexts is presented as central to illustration animation practice. Through independent thinking, reflexivity, collaboration and interdisciplinarity, students develop an understanding of audience and establish a critical and cultural position within the global creative industries and can plan personal and professional development based on the continuous shaping personal values and ambitions. By examining the relationship between the maker and the audience key structures and strategies are introduced to engage audiences across different contexts and presentation formats. Outward facing briefs, pitching, interdisciplinary collaboration, and the development of portfolios and promotional media provide opportunities to expand knowledge of creative professional contexts, articulate creative identities and aspirations, and consider possible futures for those practicing the discipline. ➢ **What and how students learn on this module:** • Engagement with the Personal Tutor Scheme in supporting personal and professional development

	• Engagement with LinkedIn Learning
	• Engagement with Careers and Employability Service (CES)
	• Engagement with the Enterprise Team university-wide opportunities
	• Presentations, forums and talks from individuals/groups working within the discipline of illustration animation and related creative industries
	• Individual and group projects that promote independent direction and team working
	• Live briefs and/or outward facing projects
	• Developing skills in presenting and pitching
	• Potential for interdisciplinary activities
	• Workshops to support iteration and testing work with audiences
	• Time management and project management workshops
	• Peer and tutor led seminars, tutorials and reviews that develop and encourage criticality
	• Public showcase and displays of work
	• Portfolio and presentation projects that develop skills and confidence in self-selection, editing and construction of a personal creative identity
	• The use of study logs or journals as site for critical reflection
	• The use of sketchbooks and/or notebooks as a site for visual thinking, recording, experimentation and enquiry
Teaching	Studio-based and comprises individual, group project work, group seminars, tutorials (group and individual)
Assessment	Study Option **1**: Portfolio: 500-word self evaluation and a 20-page PDF evidencing how the learning outcomes have been achieved for the three studio modules, covering the 4 criteria: Research and analysis, Experimentation, Communication and presentation, Personal and professional development)
	Study Options **2 and 3**: Portfolio of studio projects (250-word self evaluation and a 30-page (30-page (10 pages per IA module) PDF evidencing how the learning outcomes have been achieved for the three studio modules, covering the 4 criteria: Research and analysis, Experimentation, Communication and presentation, Personal and professional development)
Last updated	18/03/23 PJW

Return to Top

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

6

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Module Code	**IA5008**
Module Title	**Studio: Practice and Purpose**
Level	5
Prerequisites	• Successful completion of introductory illustration/animation work at university level • Acceptance is dependent upon review of a portfolio
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: this module runs across the full academic year. Its individual assessment weighting across the autumn and spring semesters may vary each year in line with the overall level 5 module delivery programme. • For study options 2 or 3, students will complete 16 US/30 ECTS of study across **all four modules** overall regardless of individual module weighting.
Suitability	• Study Abroad/International Exchange/Erasmus students for Study Options **1** or **2** or **3**. • **MUST BE STUDIED WITH IA5006, IA5007 and HA5106**
Content	This module develops distinctive approaches to contemporary Illustration Animation practice through a range of applied studio-based projects that combine creative making with cognition, thinking and reasoning; knowledge is developed through both the manipulation of materials and by taking a questioning and empathetic approach to subject matter. IA5008 focuses on the illustrator animator as 'author' and 'investigator' to develop discipline specific methods for initiating projects, researching content and interpreting subject matter. Print, moving image and interactive media are presented and explored as distinct areas of practice with projects designed to either enable specialism within a particular field or a more expanded and fluid approach to practice. Criticality is developed as a key skill; students are asked to take an analytical approach to the resolution of briefs and question how form and content can be unified to resolve a project to a deadline. The studio is used to encourage and support team and collaborative working, which is central to contemporary illustration animation practice. ➢ **What and how students learn on this module:** • Introduction to specific research methods for print, moving image and/or interactive media • Introduction of self-negotiated project briefs

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	• Exploration of sequential and narrative form through books, film and/or immersive experience • Exploring interpretation and adaptation through engagement with image, text and sound • Exploring documentary through site visits, contextual research and visual interpretation • Exploring fiction through character investigation, adaptation and performance • Projects designed to enable specialisation and/or an expanded illustration animation practice through elective and self-negotiated briefs • Workshops supporting idea generation, innovation, iteration and creative problem solving • The use of sketchbooks, worksheets and/or notebooks as a site for visual thinking, recording, experimentation and idea development • Testing and crafting outcomes in response to personal intention, response to feedback and the needs of the audience • Outcomes that explore form through static, sequential and moving images. Including print, screen-based and opportunities to define the form of individual project outcomes • Peer and tutor led seminars, tutorials and reviews that develop and encourage criticality
Teaching	Studio-based projects and workshops, together with seminars, subject-specific talks and guest lectures.
Assessment	Study Option **1**: Portfolio: 500-word self evaluation and a 20-page PDF evidencing how the learning outcomes have been achieved for the three studio modules, covering the 4 criteria: Research and analysis, Experimentation, Communication and presentation, Personal and professional development)
	Study Options **2 and 3**: Portfolio of studio projects (250-word self evaluation and a 30-page (10 pages per IA module) PDF evidencing how the learning outcomes have been achieved for the three studio modules, covering the 4 criteria: Research and analysis, Experimentation, Communication and presentation, Personal and professional development)
Last updated	18/03/23 PJW

[Return to TOP](#)

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Study Option 2 = Autumn
Study Option 3 = Spring

8

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Module Code	**HA5106**
Module Title	**Critical Issues in Illustration and Animation: Research & Practice**
Level	5
Prerequisites	Prior introductory study of illustration/animation.
Credits	• Full Year: 8 (US) 15 (ECTS) • single semester: 4 (US) 7.5 (ECTS)
Suitability	• Study Abroad/International Exchange/Erasmus students for Study Options **1** or **2** or **3**. • **MUST BE STUDIED WITH IA5006, IA5007 and IA5008**
Content	Building on the historical and thematic content introduced at Level 4, this module focuses on the theorisation of discipline-specific issues arising in the contemporary practices of animation and illustration. Through a combination of lectures, seminars, workshops, tutorials, screenings and relevant fieldwork visits, students will deepen their knowledge of their discipline. At the same time they will develop their own emerging research interests and independent visual and academic research skills common to historical and theoretical studies and design practice. With a focus on the development and intertextuality of visual narrative forms in the structuring of meaning, the module applies this understanding to contemporary case studies. Lectures and seminars will deepen critical and theoretical engagement with current issues through appropriate case studies and bodies of interpretative material. Workshop tasks and assessments are carefully designed to foreground projects that support students' understanding of their own discipline within the wider of context of design practice. Appropriate research methods are introduced through practical activities that reflect on issues arising in the module's contemporary content and that are developed through students' independent research into an area of their own choosing. ➢ **Autumn Semester:** Exploration of critical issues under three major themes: Global Contexts, Subjects (Representation and Identity), and Practices (Making, Using, Consuming). Disciplinary discussions in lectures and seminars, and weekly Follow-up Tasks, help build students' research interests and critical skills towards the essay assignment. ➢ **Spring Semester:** The focus is to look specifically at the value and affordances of different modes of research. We will think about the different ways we interpret images, objects, spaces, and texts.
Teaching	Lectures, seminars, workshops, screenings and visits

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Assessment	Study Option **1**: • 2,500-word essay (50%) • Research Portfolio – range of tasks such as image and object analyses, an exhibition review and a photo essay (50%)
	Study Option **2**: • 2,500-word essay **or** the research portfolio (content same as Study Option 1)(100%)
	Study Option **3**: • 2,500-word essay **or** the research portfolio (content same as Study Option 1) (100%)
Last updated	18/03/23 PJW

Return to top.

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