

This is the brief I was given - which I translated onto the next page.



BA (Hons.) Illustration

Project Brief/Assignment Sheet

Level: 2

Study Block: 8

Project Title/Assignment: Your Practice – Your View

**Rationale:**

This project will provide the opportunity to reflect on and analyse your own practice, investigating the theoretical, cultural & social underpinning of the visual language you use.

**Brief:**

Think carefully about your illustration work and the genre of illustration into which you believe it fits. Then research and analyse how & why it appears as it does, how it fits into its genre, and how it communicates with its intended audience. Consider its cultural & social context, paying particular attention to:

- Structure & process
- Innovation & appropriation
- Audience & context
- Literal & lateral thinking

Theoretically, we would suggest you study the semiotics of your work in the first instance. Basically, what are you trying to represent, and how does your work of representation then communicate with its audience.

**Requirements of the Brief**

1) A piece of written work of between 1500 & 2000 words analysing your work, illustrated with examples (photocopies will be fine if you aren't digitally reproducing your examples, NO original artwork). This should explain the thinking behind your illustration practice and demonstrate some understanding of theories of representation and clear reasoning for the choice of audience and context. This MUST be accompanied by a bibliography/source list.

2) A short presentation (10 mins) explaining the analysis of your practice, to be given to a small group of fellow students.

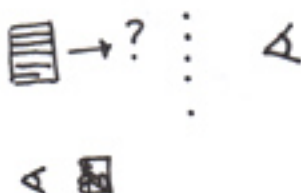
**Deadline:**

Monday November 21st

**Assessable Elements:**

The essay will be tutor assessed, the presentation self and peer assessed.

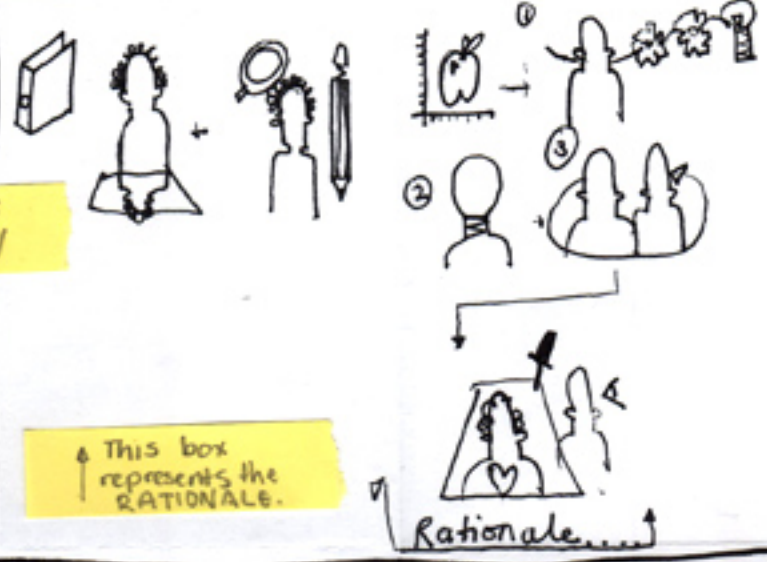
Research & Analysis	20%	Capacity for Reasoned Argument	20%
Written & Oral Communication	20%	Organisation/Time Management	20%
Presentation	20%		



11.10.05

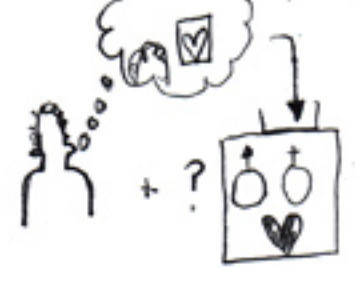


TITLE OF ESSAY



This box represents the RATIONALE.

Rationale...



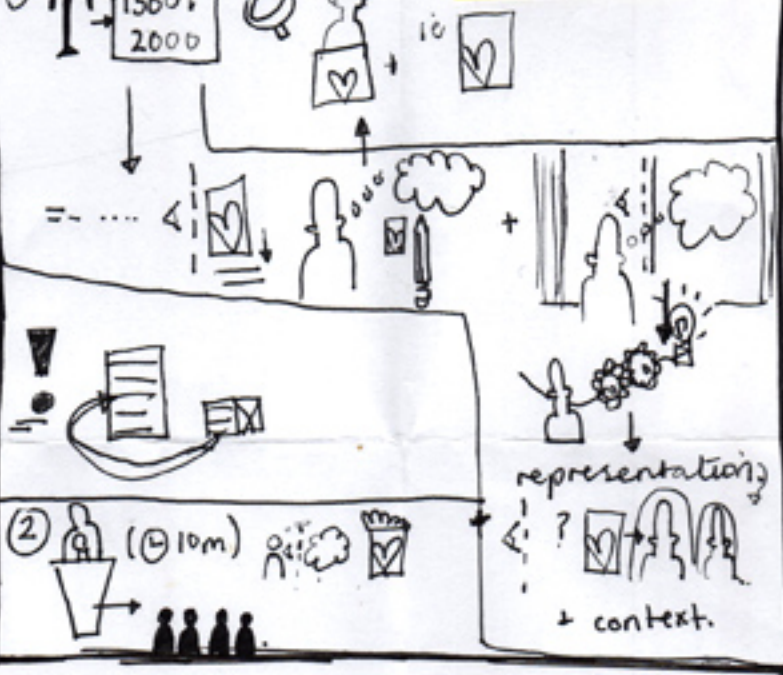
This box is a translation of the BRIEF.

Brief

Mon Nov 2st.  
↑ deadline



Requirements of brief. This book is translated from



Ann: 11.30 Thurs 17  
11.30 Fri 18.

Oli (C)

~~Tues 18th Oct: 3-00~~  
Tues 8th Nov: 10:00-12:00  
Tues 15th Nov: all 12-4?  
Tues 16th: 1hr @?  
Wed

meetings with oli

