

Course Description and Outline

Course Title	Illustration for Marketing and Promotion		
Level of Course	Beginners	Course Code	B4433
Duration in Weeks	10		
Brief Description of Course What will the course cover?	<p>This course is for you if you would like to learn about how the world of illustration works, particularly in promotion, in telling a story (for example as in journalistic illustration).</p> <p>You should have an interest in putting ideas down on paper although at this stage you do not necessarily have to be good at drawing. Whilst on the course your drawing skills will develop.</p> <p>With the support of your tutor you will refer to some major illustration styles, these may be historical, contemporary or be inspired by a particular culture; these may influence your own ideas.</p> <p>You will have the opportunity to develop a small portfolio of examples whilst working on your own ideas.</p> <p>You will also develop professional terminology and be able to use it when talking about your work. You will develop some professional practice skills such as professional conduct, by responding to a brief, how to invoice and learning about how illustration agencies work.</p>		
Entry Requirements	None		
Main Learning Outcomes for all Learners (Maximum of 5) By the end of the course you will be able to:			
1	Begin to demonstrate some varied drawing techniques		
2	Talk about how illustration can promote an idea		
3	Show some basic illustrative ideas		
4	Refer to some cultural, historical or contemporary influence		
5	Use professional terminology alongside your work		
Equipment Required What will I need to bring to class?	Basic equipment and materials will be provided. However a notebook/sketchbook to take personal notes and design ideas would be useful.		
What courses can I go on to?	<p>This is a beginners course you may progress to Improvers Illustration for Marketing and Promotion. Or you may wish to explore the range of other courses held at Idea Store Learning.</p> <p>Your tutor will support you in researching these and other courses outside of Idea Store Learning.</p> <p>Please see a course guide for further information or speak with your tutor.</p>		

What examination or assessment will there be and what will it involve?

You will complete a self-assessment at the beginning, middle and end of the course.

The tutor will carry out informal assessments to check your understanding but there is no exam.

You will participate in regular self assessment. Your tutor will let you know how you are getting on throughout the course, these ongoing assessments and feedback opportunities to you will help you work to your full potential.

At the end of the course you will receive written feedback.

How will I know I am making progress?

You will have an individual learning plan to monitor your own progress.

You and your tutor will be able to monitor your progress through the self-assessment form and monitoring your progress against the course learning outcomes.

Your tutor will give ongoing feedback and will keep you informed of your progress.

You will also need to evaluate your own progress and manage your time.

Please note it is important that you attend all the scheduled sessions punctually in order to maximise your chances of benefiting from the course.

Is there anything else I need to know?

Please note it is important that you attend sessions punctually.

You should aim to arrive at class at least 5 minutes before the start so that you are ready to commence on time.

What if I want extra support? Contact the Learner Support and Advice Team

The Learner Support & Advice Team can support learners to help them achieve their education and employment goals. Information, advice and guidance are given on a range of issues including financial support, support available for learners who are disabled and learners with learning difficulties. Come and see one of our experienced and friendly advisors who can help you make the next step. For further information, text **IDEA** and your name to **07950 080 341** or email **ideastorelearning@towerhamlets.gov.uk** and a member of the team will get back to you.

This is a brief description of the course content and is not definitive or exhaustive. The course content may be subject to change without notice however the details above are intended to give a picture of the types of activities which may be included on the course.

Course outlines provide a general summary of the contents and material to be covered during lessons. They are subject to change at the discretion of teachers to meet the needs of learners and should not be regarded as prescriptive lists of activities to be covered.

Course Outline V.5