

## Course Description and Outline

<b>Course Title</b>	Illustration for Marketing and Promotion		
<b>Level of Course</b>	All Levels	<b>Course Code</b>	A4459; B4460; C4461
<b>Duration in Weeks</b>	5		
<b>Brief Description of Course</b>	<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>		
<b>Entry Requirements</b>	None		
<b>Main Learning Outcomes for all Learners (Maximum of 5)</b> <b>By the end of the course you will be able to:</b>			
<b>1</b>	Demonstrate some varied drawing techniques.		
<b>2</b>	Talk about how illustration can promote an idea.		
<b>3</b>	Show some basic illustrative ideas.		
<b>4</b>	Refer to some cultural, historical or contemporary influence		
<b>5</b>	Use professional terminology alongside your work .		
<b>Equipment Required What will I need to bring to class?</b>	Basic equipment and materials will be provided. However a notebook/sketchbook to take personal notes and design ideas would be useful.		

<b>What courses can I go on to?</b>	<p>You can continue with the course to progress your own work. We would also recommend the following courses: Preparing to Sell your Work Online; Selling your Work Online.</p> <p>There are a wide range of Visual Arts Courses to try, please see the course guide or speak with your tutor.</p> <p>Your tutor will support you in researching these and other courses outside of Idea Store Learning.</p>
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<b>What examination or assessment will there be and what will it involve?</b>
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At the beginning of the course an initial assessment takes place to identify your level of experience knowledge or current skills.

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

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

Your tutor will let you know how you are getting on throughout the course to you will help you work to your full potential.

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

<b>How will I know I am making progress?</b>
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You will have an 'Individual Learning Plan' where the course learning outcomes are shown and where you can set individual learning goals and monitor your own progress against these.

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

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

<b>Is there anything else I need to know?</b>
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To maximise your chances of benefiting from the course fully we expect you to attend **all** scheduled sessions and that you do so **punctually** and are ready to start learning at the start of the class.

<b>What if I want extra support?</b>
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Come and see one of our experienced and friendly advisors. For further information, email [ideastore@towerhamlets.gov.uk](mailto:ideastore@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.7

