

BA (Hons) Illustration

TEF Gold



In partnership with:

 University
for the
Creative Arts

#1 UCA is the UK's No.1 creative specialist University in all three major domestic UK league tables

Across the University league tables from: the Guardian University Guide, Complete University Guide and The Times Good University Guide

BA (Hons) Illustration

This three years or four-year international route Bachelor's of Art in Illustration will introduce you to the fundamentals of the creative industry and will give you the opportunity to refine a career path. This programme has been selected by BSBI from among the many prestigious international degrees offered by University for the Creative Arts.

This degree programme fosters an engaging and practical approach to illustration. Students are encouraged to develop their own unique approach to the subject, gaining the skills they need to thrive in their future careers. Our broad approach in teaching methods within this course includes a special focus on narrative and drawing practice as well as critical analysis, workshops and collaborative live projects. The course will enable you to develop your analytical and technical skills. You'll explore innovative approaches to the subject with access to a studio environment, combining all your newly acquired skills within in a dynamic and inventive visual storytelling final project.

Key Facts

Duration: 3 years / 4 years including integrated international foundation studies in Art Design and Media

Intakes: February, October



In Hamburg, the software and games industry, which will likely need illustrators, accounts for 28% percent of the workforce.

Source: Monitoring report culture and creative industries 2019 on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi). ZEW - Leibniz Center for European Economic Research GmbH Mannheim. Fraunhofer Institute for Systems and Innovation Research ISI. December 2019

The course will enable you to develop your skills via a series of teaching methods which focus on narrative and drawing practice as well as critical analysis, workshops and collaborative projects.

Foundation Year

International Route

- English for Academic Purposes, Research and Study skills
- Exploring Practices, Process, Materials and Techniques
- Investigating Specialist Practice
- Final Major Project

Year 1

- Professional Practice 1: Destination
- Drawing and Narrative
- Theory & Context

Year 2

- Documentary Illustration
- Professional Practice 2: Platform
- Exhibition practice
- Critical Analysis and Research
- Study Abroad Exchange (optional)

Year 3

- Major Project
- Professional Practice 3: Launch
- Responding to external briefs
- Illustration Dissertation

Upon successfully completing the BA (Hons) Illustration, you will be able to:

Knowledge

- Apply good knowledge of English to communicate relevant international, cultural, contemporary knowledge and historical, theoretical and professional contexts.
- Take a responsible and individual approach to developing creative practice which demonstrates political, social and cultural awareness.
- Work both independently and collaboratively in the development of self-critical, analytical and evaluative approaches in the broader understanding illustration practice.

Skills

- Enhance understanding of critical engagement within the creative arts industry.
- Learn to quickly respond to complex demands and initiate successful creative solutions.

- Present and communicate compelling ideas, both orally and in written form thorough an understanding of the historical, contemporary and cultural frameworks.
- Navigate future career paths through professional networking opportunities and focused research.

Application

- Apply autonomy to deliver primary and secondary research involving the identification and use of relevant resources.
- Adopt a flexible approach to a variety of circumstances and challenges both in your practice and career development.
- Apply the knowledge and skills acquired in your specialist field in the practice of illustration and/or postgraduate study.

What will you experience?

Essential tools taught in this programme include narrative, drawing skills and self-directed study which is progressively introduced and encouraged. Students will learn through studio time, seminars and workshops accompanied by subject specific tutorials. Your learning experiences will be enriched as you will be studying in Hamburg, one of Europe's most exciting creative and leading industry hubs which is in close proximity to the start-up capital of Berlin.

Why study this course?

This course provides you with industry relevant tools needed to thrive in a fast-evolving field. You'll become equipped with advanced technical drawing skills whilst using state-of-the-art digital software applications. Students are supported throughout their studies with an expert faculty who draw on their extensive years of industry experience.

Who should take this course?

We encourage students to use illustration as a visual platform for communication of ideas linked to contemporary socio-political and cultural developments. This course aims to encourage you to delve into the exciting possibilities and routes of illustration in an industry related context and develop through individual originality your own personal style.

Career Progression

BSBI's industry focused study environment supports students in reaching their career ambitions. Upon successful completion of this course, you'll be able to pursue careers in the following areas:

- Freelance illustration
- In-house illustration and design
- Printmaking
- Project management
- Web and app illustration
- Digital imaging
- Art direction
- Set design
- Education
- Animation

Our memberships:

Technical Requirements

1. Computer Equipment

In terms of recent developments of hybrid learning, we require each student to arrive equipped with their laptop. We, therefore, recommend the purchase of a design-friendly mobile laptop. You will receive specific details on your laptop requirements purchase from our admission team via the admission portal.

2. Your Portfolio Submission

For Year 1 entry you'll be required to submit an online portfolio via our BSBI Applicant Portal.

What is a portfolio?

Your portfolio is a collection of your best work. We want to see what inspires you, how you develop your work, your creative thinking processes, how and what you create and what makes you a unique creative individual.

What should my portfolio contain?

Your portfolio might contain sketches and paintings, digital art and design. It might also contain sound work, short films.

Upload up to 12 pieces of work which can include audio or video files.

How do I submit my portfolio?

We'll only be accepting portfolios digitally. You can do this once you've applied via our online submission system within the Applicant Portal.

You can also link to external websites such as Vimeo and YouTube.

Further information on how to compile and upload your portfolio will be provided by our admissions team via our admissions portal once you have applied.

Entry Requirements

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Minimum age: 18 years old (titles awarded upon completion of at least 12 years of schooling). During the foundation year of this course, you'll be taught how to create an exceptional portfolio to guarantee you a direct progression into your degree course.

Academic qualifications: A school leaving certificate that allows you to pursue higher education in Germany (e.g. Abitur, Fachhochschulreife, Matura or International Baccalaureate), or international school leaving certificates, or BTEC/National Diploma, or Advanced Vocational Certificate of Education.

If you do not meet the above academic requirements, applicants with professional qualifications and/or 4 or more years of full-time work experience will be considered on an individual basis.

English Language

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- IELTS Academic – minimum overall score 6.0 (with min 5.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- Cambridge IGCSE, Cambridge AICE certificates
- International Baccalaureate Diploma if: English Syllabus A: Standard or Higher Grade 4, or above and English Syllabus B: Standard Grade 5 or Higher Grade 4, or above
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
- West African Certificates (WAEC AND NECO only) with a minimum of C6 in English and issued within the last 5 years. Kenya Certificate of Secondary Education (KCSE) is also accepted with an overall grade C or above. For Tanzania and Cameroon, we request an IELTS (or equivalent certificate).
- Nationals of a majority English speaking country who have taken their academic qualifications in that country do not need to sit an English test (Antigua and Barbuda, Australia, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Ireland, Jamaica, Malta, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, UK and USA).

Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

1. Create an account here: start.berlinsbi.com/login
2. Select the programme and intake you would like to apply for.
3. Complete all sections of the online application.
4. Submit your application.
5. Our admissions team will liaise with you with regards to the next steps.

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60)
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take on average two to three months, depending on your country.

It should be noted that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. Find out more about the visa requirements you need to study in Germany [here](#)

Delivery: On-campus (Hamburg)

Fees: €8,000/year (EU) | €11,000/year (international)

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Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA), a Gold Standard institution under the Teaching Excellence and Student Outcomes Framework (TEF). As a result of this partnership, BSBI is able to offer this programme. UCA is UK's top creative specialist university in the Complete University Guide and The Guardian League Table 2021.

The information in this publication is correct at the time of printing and subject to change at any time. For the latest information, please visit: berlinsbi.com