University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	**Professional Practice for Animation 1**				
Module Code	UALPUM-45-M	Level	M	Version	
Owning Faculty	ACE	Field		Lens and Moving Image	
Contributes towards	MA Animation				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Project
Pre-requisites	none	Co- requisites			
Excluded Combinations	None	Module Entry requirements			
Valid From	January 2014	Valid to			

CAP Approval Date	30th May 2013

Part 2: Learning and Teaching	
Learning Outcomes	This module allows students to familiarise themselves with practical aspects of commercial animation production, to gain experience and an understanding of the working practices within a commercial studio environment. Learning outcomes are through a combination of theoretical study, self directed research and work experience that informs individual practice and aligns it with stated ambitions. It better prepares students for entry into a commercial environment. Upon successful completion of this module students will have achieved the following outcomes and be able to demonstrate: 1. A level of knowledge and understanding of professional practice in animation within a commercial context. (component A, element 1 & 2) 2. The ability to undertake independent research relevant to the development of practical skills and the development of broader practice within a commercial context. The identification of suitable organisations/companies and the ability to plan and prepare for a period of work placed learning appropriate to postgraduate study. (component A, element 1) 3. The ability to engage in suitable practice within a commercial environment relevant to the development of craft skills, broader practice and the study of contemporary animation. (component A, element 1) 4. Competence in the critical analysis of the practical experience in animation,

	identifying key issues relevant to practice and the contextualisation of the findings set against future ambitions. (component A, element 2)

5. The ability to collate a range of material and to present it in a way that is relevant to the ongoing development of a specialist area of practice demonstrating the relationship between professional knowledge and understanding and creative ambitions. (component A, element 1 & 2) |
| Syllabus Outline | This is a practice based module that focuses on students gaining real world experience of various aspects of animation production. It offers the student an opportunity to begin to address issues of professional practice, gain an understanding of working practices within a commercial context and relate this directly to their own work and future ambitions.
Topics covered include; Commercial studio practice and methodologies, research, networking, evaluation of work.

Worked Based Study. This may include studio practice, involvement in live or industry initiated projects, or engagement with other practical work that allows students to gain a deeper understanding of their existing skills and an opportunity to acquire new ones within a commercial context.

Evaluation. Students, with guidance undertake a critical evaluation of their experiences in a way that informs current work and shapes the development of future practice. |
| Contact Hours | The module allows for 36 hours scheduled contact time that includes lectures, screenings, seminars, tutorials and workshops, and other contact time. In addition, students are expected to spend time working within a studio environment either within the university facilities or remotely. |
| Teaching and Learning Methods | This module is focused on the practical experience of students working within a commercial environment or on live/professional projects.

Seminars and tutorials that support the student throughout the module are supplemented by appropriate online materials via Blackboard.

Students are expected to undertake independent research and a period of work based learning relevant to their practice and in line with their stated ambitions.

Feedback from relevant professionals and tutors provide students with an indication of their performance that helps formulate plans for the further development of practice. |
| Reading Strategy | All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.
Any essential reading is available in the Bower Ashton Library and will be indicated clearly in the module brief. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually.
Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period. |
| Indicative Reading List | *The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.*

Hamm, G. (2006) *How to get a Job in Animation and Keep It*, Portsmouth NH: Heinemann |

	Healy & Mazierska. (2007) *Careers in Media and Film.* SAGE.
	Pipes, A. (2011) *How to Design Websites*. London: Laurence King
	Shaugnessy, A. (2009*) Graphic Design: A Users Manual.* London: Laurence King.
	Van Emden, J. (2004) *Presentation Skills for Students.* Basingstoke: Palgrave

Part 3: Assessment	
Assessment Strategy	The work submitted for assessment takes the form of a Professional Practice Portfolio and an evaluation of the work placement. These are assessed as separate elements at the end of the module. Formal feedback on ‑performance and experience whilst on a work placement from an appropriate individual within the organisation will inform aspects of the assessment. Component A, Element 1: Professional Practice Portfolio 70% Comprised of a body of practical work undertaken as part of work based learning. This should also include research and support material collated and presented in an appropriate format that covers the students' findings relating it to practice. Component A, Element 2: Evaluation (2000 words or equivalent) 30% A reflective critical evaluation of the work based learning. <u>Assessment Criteria:</u> Students will be assessed on the following

Assessment Criteria	Relating to Learning Outcomes
the range and depth of knowledge and understanding of key concepts and issues related to professional practice in animation;	1, 2
the extent to which students have understood the link between their own creative, conceptual and technical skills and abilities and the demands of a commercial environment;	2, 3, 5
the level of engagement, commitment and professionalism demonstrated during a period of practice within a commercial context;	2, 3, 4
the ability to analyse and reflect on practical experiences and present findings in a manner meaningful to the further development of practice;	4, 5

Identify final assessment component and element	Component A, Element 2		
		A:	**B**:
% weighting between components A and B (Standard modules only)			

First Sit	

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Professional Practice Portfolio	70

2. Evaluation	30
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Professional Practice Portfolio	70
2. Evaluation	30
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	