



**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Professional Practice for Animation 2				
Module Code	UALPUP-15-M	Level	M	Version	1
Owning Faculty	ACE	Field	Design		
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		

<b>CAP Approval Date</b>	30 <sup>th</sup> May 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>This module focuses on the important role of critical reflection and the contextualisation of work undertaken as part of the programme set against original aims and objectives. It allows for self-evaluation of performance and leaning throughout the programme and an understanding of the demands of commercial animation set against future ambitions. Learning outcomes are achieved through self-evaluation processes and through short practical assignments in which relevant self-promotion material suited to entry into a professional commercial environment are created.</p> <p>Upon successful completion of this module students will have achieved the following outcomes and be able to demonstrate:</p> <ol style="list-style-type: none"> <li>1. The ability to evaluate and contextualise their own craft skills and levels of competence, an understanding of the commercial sector and the demands of industry. (component A, element 1)</li> <li>2. The ability to synthesise information drawn from various sources and present it as a clear and professional evaluation using appropriate systems of referencing (component A, element 1)</li> <li>3. The ability to collate a broad range of material, use personal experiences within various learning and professional environments as a reference point, and draw conclusions based on their knowledge and understanding of</li> </ol>

	<p>animation production that informs the ongoing development of practice. (component A, element 1)</p> <p>4. The ability to design and create a body of work in a range of formats that promote in an appropriate and professional manner relevant practical work and craft skills to a potential employer or investor. (component A, element 2)</p> <p>5. The ability to communicate in a concise and clear manner, including presentations, those craft skills and experiences that reflect creative and technical competence and expertise. (component A, element 1 &amp; 2)</p>
Syllabus Outline	<p>This module is focused on the reflective analysis of the students' own performance and the evaluation of the work undertaken as part of the postgraduate programme. It builds upon the student's previous experience of professional practice and helps prepare them to present themselves and their work within a professional context in a way that is relevant to their specialist area of practice and appropriate to their future ambitions.</p> <p>Topics covered include; Self-promotion, Design, Research and Networking.</p>
Contact Hours	<p>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.</p>
Teaching and Learning Methods	<p>Teaching and learning is supported by appropriate online materials via Blackboard.</p> <p>Students are expected to engage in seminars on design, self-promotion, marketing and networking. These are followed up by practical workshops covering specific aspects of design production through the use of relevant software.</p> <p>Students are required to complete a short practical design project in which they will compile a range of self-promotion material, business card, CV and online presence. Presentation of design solutions for self-promotion material will be to their peer group and staff for formative feedback.</p> <p>The critical evaluation covers all aspects of their experience and practice while on the programme and is linked to the stated aims and objectives of the project and their future ambitions as outlined within their earlier written manifesto.</p> <p>Students are expected to undertake self-directed research and engage in relevant networking events.</p>
Reading Strategy	<p>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.</p> <p>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.</p> <p>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.</p>
Indicative Reading List	<p><i>Student's 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.</i></p>

Branagan, A. (2011) *The Essential Guide to Business for Artists and Designers*. London: A&C Black Publishers

Farrelly, L. (2004) *Business Cards; the Art of saying Hello*. London: Laurence King

Marshall, L & Meachem, L. (2012) *How to Use Type*. London: Laurence King

Raugust, K. (2004) *The Animation Business Handbook*. New York: St Martin's Press

Stephens, S. ed. (2009) *The Big Book of Self-Promotion*. London: Harper Collins.

Taylor, F. (2010) *How to Create a Portfolio & Get Hired: A Guide for Graphic Designers and Illustrators*. London: Laurence King.

### Part 3: Assessment

Assessment Strategy	<p>The work submitted for assessment will take the form of a critical evaluation of the student's work and a body of self-promotion materials. These will be assessed as separate elements at the end of the module.</p> <p>Presentation of promotional material will be made to an invited audience to illicit formative feedback.</p> <p>Component A, Element 1: Evaluation (6000 words or equivalent) 80%</p> <p>A reflective critical evaluation that should include evidence of research and support material collated and presented in an appropriate format that covers the student's findings and relates these to their practice.</p> <p>Component A, Element 2: Self Promotion Material 20%</p> <p>A range of work in various formats that reflects the student's specialist practice and their creative and technical expertise.</p> <p><u>Assessment Criteria:</u></p> <p>Students will be assessed on the following</p> <table border="1"> <thead> <tr> <th>Assessment Criteria</th> <th>Relating to Learning Outcomes</th> </tr> </thead> <tbody> <tr> <td>the range and depth of knowledge and understanding of key concepts and issues related to professional practice in animation;</td> <td>1, 2</td> </tr> <tr> <td>the extent to which students are able to contextualise their understanding and knowledge of animation production and their levels of creative, conceptual and technical skill set against the demands of industry;</td> <td>1, 2, 3</td> </tr> <tr> <td>the ability to analyse and reflect on prior experiences and recent learning, and to present the findings in a professional manner that is meaningful to the further development of the student's own practice;</td> <td>2, 3,</td> </tr> <tr> <td>the level of creativity and technical facility demonstrated in the production of various documentation and other materials;</td> <td>3, 4, 5</td> </tr> </tbody> </table>	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 are able to contextualise their understanding and knowledge of animation production and their levels of creative, conceptual and technical skill set against the demands of industry;	1, 2, 3	the ability to analyse and reflect on prior experiences and recent learning, and to present the findings in a professional manner that is meaningful to the further development of the student's own practice;	2, 3,	the level of creativity and technical facility demonstrated in the production of various documentation and other materials;	3, 4, 5
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Identify final assessment component and element	Component A, Element 1	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	

<b>First Sit</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Evaluation (6000 words or equivalent)	80
2. Self-Promotion Material	20
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. N/A	

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1. Evaluation (6000 words or equivalent)	80
2. Self-Promotion Material	20
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>
1.N/A	
<p>If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.</p>	