Module Specification

Enterprise in Animation

Version: 2023-24, v2.0, 18 Jan 2023

Contents

Part 1: Information

Module title: Enterprise in Animation

Module code: UALAUM-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Lens and Moving Image

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: The aim of this module is to build on existing knowledge of the animation and the creative industries, and to formulate sustainable career plans that include enterprise.

Outline syllabus: Emphasis on enterprise is a distinctive feature of this module because it acknowledges the increasing diversity of animation practice within the wider creative industries, and the need for animation graduates to be both adept specialists and adaptable practitioners. Students are expected to conduct work-based learning for this module and this can include involvement in live projects and entrepreneurial activities as well as work experience.

Indicative content:

Constructing Learning Agendas that relate to current creative initiatives, craft and technical accomplishments and future aspirations.

Formulating a sustainable Exit Strategy that considers a range of career routes.

Studio-based practice, small business planning and entrepreneurship.

Writing, budgeting and pitching for tender or funding.

Ethical issues related to outputs and sectors, including Media Law.

Self-promotion: Designing and constructing a professional profile.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures introduce aspects of the syllabus which are expanded on in seminars, sandbox seminars that support enterprise and workshops. Guest talks will contribute to knowledge and understanding of animation sectors, independent practice (enterprise, budgeting and bidding), emerging platforms (innovation) and ethical considerations.

In addition, there are group and individual tutorials, and access to 'office hour' individual pastoral tutorials. The module handbook will give detailed guidance in

relation to all assignments. Individual support for writing assignments is available from UWE Study Support.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Situate their practice within the creative industries

MO2 Approach opportunities and initiatives with confidence, know-how and resourcefulness

MO3 Demonstrate a high level of independence and self reliance

MO4 Articulate proposals and presentations in support of business or artistic progression

MO5 Understand an essential range of ethical issues

MO6 Sustainably promote their identified practice and transferable skills through a variety of self-promotion and entrepreneurial methods

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ualaum-15-3.html

Part 4: Assessment

Assessment strategy: The assessment type has been chosen to enable students to demonstrate achievement across all the learning outcomes of the module and to provide flexibility in selecting appropriate and specific outputs. Students will be expected to produce a range of outputs that demonstrate active engagement with career planning, initiatives and the showcasing of work.

Formative Assessment:

Students will formulate a Learning agenda at the outset, and this will provide them with a touchstone for progress and enquiry. Participation in formative assessment activities such as presentations, seminars and group tutorials involving peer-to-peer discussion is incorporated into the module's delivery and will prompt an ambitious and agile approach that will support the construction of an Exit Strategy.

Summative Assessment:

Final Project (100%). Detailed guidance on assessment will be provided in the Module Handbook. Examples of portfolio contents are:

Exit Strategy (1000 words): Critical and reflective writing synthesizing identified goals and a sustainable career. This document should also discuss work experience, vocational and entrepreneurial plans.

Industry Portfolio: An accessible website (or equivalent on-line presence) that features a portfolio and/or show-reel demonstrating ability and potential in an identified field of practice, in accordance with external expectations in the animation or wider creative industries. Transferable skills should also be included. Creative work produced during work experience can be included only if permission from the studio or organisation is granted; authorship and contributions must be accurately attributed (ethical practice).

Showcase File: including Degree Show plans, CV and other self-promotion items such as a business card. Evidence of entrepreneurial activities should also be included.

Assessment Criteria (as related to learning outcomes). Students will be assessed using the following criteria:

Research and creative development (LO1, LO2, LO3, LO4, LO6): The level of knowledge, independence and initiative demonstrated in relation to advanced learning, career planning and enterprise;

Contextual and critical analysis (LO1, LO3, LO5): The level of reflective writing that demonstrates understanding of specialized practice and the wider contexts of the creative industries; The ability to focus, edit and deepen enquiry and evidence this in formative and summative assessments;

Communication and engagement (LO1, LO2, LO3, LO4, LO5, LO6): The level to which self-promotion work communicates clearly and accurately; The ability to mediate, structure and communicate in presentations and reflective writing;

Design, craft and technical skill (LO1, LO2, LO4, LO6): The level to which design, formatting and the showcasing of work demonstrates high production values in the following: design, crafts skills, technical accomplishments, potential;

Professional practice (LO1, LO2, LO3, LO5, LO6): The level of engagement with work experience and career planning, and activities that support entrepreneurship; Time-management, organisation and self reliance.

Assessment components:

Portfolio (First Sit)
Description: Portfolio
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Portfolio (Resit)
Description: Portfolio
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Animation [Sep][FT][Bower][3yrs] BA (Hons) 2021-22

Animation {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2020-21