University of the West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Enterprise in Animation		
Module Code	UALAUM-15-3	Level	3
For implementation from	2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	ACE	Field	Lens and Moving Image
Department	Film and Journalism		
Contributes towards	BA (Hons) Animation (compulsory)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	*N/A*		

Part 2: Description

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. 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.

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.

Part 3: 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

Component A1: 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.

Identify final timetabled piece of assessment (component and element)	Component A,1	
% weighting between components A and B (Standard modules only)	**A:** 100%	**B:**

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio	100%
Resit (further attendance at taught classes is not required)	

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Portfolio	100%

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to:

1. Situate their practice within the creative industries;
2. Approach opportunities and initiatives with confidence, know-how and resourcefulness.
3. Demonstrate a high level of independence and self reliance;
4. Articulate proposals and presentations in support of business or artistic progression;
5. Understand an essential range of ethical issues;
6. Sustainably promote their identified practice and transferable skills through a variety of self-promotion and entrepreneurial methods.

All assessed through Component A.

Key Information Sets Information (KIS) Contact Hours	

Key Information Set - Module data

Number of credits for this module				15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

Total Assessment

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:		
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading List	Identified texts will be provided on Blackboard in support of teaching delivery. The essential reading list and the further recommend reading list can be found by following this link:

Reading List (Enterprise in Animation)

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First CAP Approval Date	1 February 2017			
Revision CAP Approval Date		Version	*1*	*Link to RIA 12106*