

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Studio		
Module Code	UALAUC-30-1	Level	1
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
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
<p>The aim of this module is to situate teaching and learning within a studio context. This will require students to work within teams to negotiate and produce an animated short film that answers a brief. The brief will address visual, filmic and sound communication in relation to a specified purpose and audience. Students will explore creative freedoms alongside the practicalities of making a coherent, animated short film by taking their idea through an identified production pipeline. Students will take a process based approach to achieve their aims and objectives. In support of this, students will individually analyse and reflect on their production strategy and its management. Students will also critically evaluate the final short film output in relation to decision making, design, sound design, filmic communication and the use of animation.</p> <p>Indicative content</p> <ul style="list-style-type: none"> • Ideation techniques, project brief interpretation, and the use of research and development. • The development and use of animation and its novel possibilities in support of ideas and communication within a film production. • The historical and contextual study of animation language in relation to the communication of ideas. • Design fundamentals in support of visual communication and sequential construction, and as a touchstone for peer discussion. • Pitching: presenting, justifying and testing ideas and evaluating feedback. • The exploration of sound design in support of animation outputs and sequential storytelling. • Mediating, testing, defining and evaluating ideas from an artistic, ethical and practical standpoint. • Project planning and time-management in relation to film duration, assets, processes, pipeline, milestones, interim reviews and final deadlines. • Collaboration and sustaining teamwork through negotiation and production management.

ACADEMIC SERVICES

Teaching and learning in this module will enable students to shape, test and synthesise ideas in relation to the opportunities presented by animation's novel possibilities and extensive language. Lectures introduce aspects of the syllabus which are expanded on in screenings, seminars and workshops. In addition, there are group tutorials to support project work and access to 'office hour' individual pastoral tutorials. Guest talks will contribute to knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation).

The module handbook will give detailed guidance in relation to assignments. Written work (reflective writing) will be supported by the UWE Library Services department. 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, to provide flexibility in selecting appropriate and specific outputs and to facilitate the development of creative, communication and critical skills in relation to an animated film production, which is the primary focus of this module and its learning outcomes. Working within a production context will also enable students to demonstrate learning from the previous module, and to reflect on aspects of professional practice.

Formative Assessment

Formative assessments are embedded in the schedule as production milestones that map against an identified production pipeline. This will enable staff to support ongoing progress, prompt discussion, encourage peer learning and monitor contributions. Peer review within teams and at presentations (pitches) will provide further opportunities for critical engagement. The Life-drawing strand will continue to provide formative feedback in relation to observation skills and drawing confidence.

Summative Assessment

Component A1: Portfolio (100%)

Detailed guidance on assessment will be provided in the Module Handbook and assignment briefs. Examples of portfolio contents are:

- Animated short film project and ancillary outputs (team work protocol, research, proposals, pitches and final presentation).
- Individual Production File: evidencing contributions to the animated short film project that accurately reflect involvement in all key phases of the film project: research and development; pre-production; production; post-production.
- Production Study: an analysis of the project as a vehicle for communication, and an evaluation of the production of this output. The production study evaluation will contextualise strategies, evaluate the film and assess the impact of decision making with regard to artistic direction, problem solving and production management. Peer review is incorporated in the essay to clarify contributions.
- Additional work (edited) reflecting sustained engagement with identified interests, including life-drawing.


Assessment Criteria (as related to learning outcomes)

Students will be assessed a) individually and b) as a team using the following criteria:

- **Research and creative development** (LO2, LO3, LO5, LO6, LO7): The extent to which a range of research methods and other forms of enquiry have supported the development of project work and individual practice;
- **Contextual and critical analysis** (LO1, LO2, LO3, LO4, LO5, LO6, LO7): The level of critical thinking applied to: The interrogation of ideas, design and sequential storytelling in support of communication (meaning and message) and ethical discourses; Practical issues and the innovative potential of practical work; Written work (and related outputs), evidencing academic rigour, articulate discussion and analysis;
- **Audience engagement and storytelling** (LO1, LO2, LO3, LO5): The use of animation and other filmmaking techniques to construct and communicate ideas in relation to audience, platforms and purpose;
- **Design, craft and technical skill** (LO1, LO2, LO5, LO6, LO7): The level of: Aesthetic discernment and imaginative thinking demonstrated by the synthesis of design and story, and the use of animation's novel possibilities; Animation used in support of storytelling and communication, informed by animation principles, dynamics and portrayal; Mediation of materials and techniques to demonstrate imagination, resourcefulness and technical accomplishments;

ACADEMIC SERVICES

- **Professional practice** (LO3, LO4, LO5, LO6, LO7): The use of: Identified animation production management methods in support of sustained and sustainable engagement, time management, communication, negotiation and project realization; reflexive writing to dissect the film's production and to demonstrate understanding of production pipelines and their management; evidence of sustained practice in relation to project work, interests and transferable skills, including life-drawing, and reflective writing.

Identify final timetabled piece of assessment (component and element)	Component A																												
% weighting between components A and B (Standard modules only)	A:		B:																										
	100%																												
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	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Apply a range of essential design, animation and filmmaking techniques in relation to film production; 2. Utilise research methods and resources to support interpretation; 3. Articulate ideas in relation to pitches, critiques and evaluations; 4. Work in collaboration with peers and develop interpersonal communication skills; 5. Understand, work effectively and resourcefully with essential production pipelines, issues and constraints; 6. Reflect on key transferrable skills such as research methods, decision making, problem solving and time-management; 7. Experience and recognise the range of specialised roles within animation production and consider the field of activity most suited to their aspirations, and a sustainable, ethical practice. <p>All assessed through Component A.</p>																												
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td style="border: 2px solid black;">30</td> </tr> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table>				Key Information Set - Module data										Number of credits for this module				30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
Key Information Set - Module data																													
Number of credits for this module				30																									
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																									
300	72	228	0	300																									
Contact Hours																													

ACADEMIC SERVICES

Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="4">Total assessment of the module:</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td></td> <td></td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td></td> <td></td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td></td> <td></td> <td>0%</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table>	Total assessment of the module:										Written exam assessment percentage				0%	Coursework assessment percentage				100%	Practical exam assessment percentage				0%					100%
Total assessment of the module:																															
Written exam assessment percentage				0%																											
Coursework assessment percentage				100%																											
Practical exam assessment percentage				0%																											
				100%																											
Reading List	<p>Identified texts will be provided on Blackboard in support of teaching delivery. The complete reading list can be found by following this link:</p> <p>Reading List Link (Studio)</p>																														

FOR OFFICE USE ONLY

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