



Module Specification

The Animation Business

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Part 1: Information

Module title: The Animation Business

Module code: UALAUH-15-2

Level: Level 5

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 enable students to broaden their knowledge and understanding of an identified area of practice, and to develop a deeper understanding of the contemporary animation industry, its modes, platforms

and audiences. Students are required to design and negotiate a personal programme of practical and enterprising study that aligns with their identified personal agenda as a practitioner. This will include developing plans in relation to work based study and integrated learning opportunities, including involvement in elective projects and/or other initiatives that align with their practice and escalate independent, advanced study.

Outline syllabus: In this module students may examine:

Their individual aspirations in order to create a Learning Agenda that will be realized through independent study.

The Animation and wider creative industries.

The construction of a professional profile through the design and production of self-promotion materials that will provide a foundation for further content development.

Sustainable career strategies in support of studio-based practice, self-employment, business planning and entrepreneurship.

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

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures introduce aspects of the syllabus which are expanded on in seminars and workshops. Critical engagement is central and this will be dealt with in tutorials and presentations. Technical workshops introduce students to key transferable skills in support of their identified specialist practice and the formatting of credible and professional documentation (portfolio, show-reel). In addition, there are group tutorials to support project work and access to 'office hour' individual pastoral tutorials.

The summative assessment for this module falls in the second semester. Students

on the International Exchange module will be able to access the essential delivery content via Blackboard in the form of texts and on-line technical tutorials links. These students will be expected to sustain engagement and communication via email contact with tutors. For assessment International Exchange students will be required to submit an alternative submission for the industry presentation; all components will be submitted digitally.

The module handbook will give detailed guidance in relation to written assignments. Study workshops can be booked through the UWE Library Services website. 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 Demonstrate an advanced understanding of a role within a specialist field of animation practice and its relationship to wider industrial, cultural and ethical contexts

MO2 Compile and present work that demonstrates relevant artistic and technical ability

MO3 Formulate a Statement of Intent for further study and sustained, ethical practice

MO4 Produce self-promotion materials that will support their professional profile

MO5 Understand and evaluate a variety of career approaches including entrepreneurial activities

MO6 Conduct independent research demonstrating a high level of self reliance and knowledge

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](https://uwe.rl.talis.com/modules/u15-2.html) via the following link <https://uwe.rl.talis.com/modules/u15-2.html>

Part 4: Assessment

Assessment strategy: 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. The learning outcomes for this module support engagement with individual professional practice, and relate them to the wider animation industry. The assessment strategy will identify focused critical thinking in support of career strategies and the presentation of work that represents practice and will enable evaluation of the level to which practice and planning corresponds with ambition.

Formative Assessment:

Seminar presentations and tutorials will provide opportunities for formative assessment. Feedback from Clients or during work experience may also be available.

Summative Assessment: Portfolio (100%)

Guidance as to the approach to the Portfolio and detailed requirements for which are fully explained in the Module Handbook. This may include:

Industry Presentation (in person or alternative format submission): Synthesis of practice with career plans including enterprise initiatives.

Digital Professional Development File: Website, prototype CV, portfolio and /or showreel. This may also include business plans in support of entrepreneurial

activities.

Essay (written or alternative format submission): Reflective commentary that evaluates the Learning Agenda and the Statement of Intent for Level 3.

Assessment Criteria (as related to learning outcomes):

Students will be assessed using the following criteria:

Research and creative development: The level of independence and enterprise demonstrated by research, problem solving, initiative, resourcefulness;

Contextual and critical analysis: The level of reflective writing in support of practice that demonstrates understanding of the wider contexts of the animation business (for example, Industry research) and synthesizes these with stated aims and intentions;

Design, craft and technical skill: The formatting and presentation of work that demonstrates creativity, crafts skills, technical accomplishments, potential and overall discernment;

Professional practice: The level of engagement with industry and the wider animation business (for example, Film Festivals); evidence of informed career planning appropriate to stated aims and intentions.

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 [Bower] BA (Hons) 2022-23

Animation {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2021-22