ACADEMIC SERVICES

University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	The Animation Business		
Module Code	UALAUH-15-2	Level	2
For implementation from	September 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 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.

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.

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.

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. 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

Component A: 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** (LO1, LO2, LO4, LO5, LO6): The level of independence and enterprise demonstrated by research, problem solving, initiative, resourcefulness;
- **Contextual and critical analysis** (LO1, LO3, LO5, LO6): The level of reflective writing in support of practice that demonstrates understanding of the wider contexts of the animation business (e.g. Industry research) and synthesizes these with stated aims and intentions;
- **Design, craft and technical skill** (LO1, LO2, LO4): The formatting and presentation of work that demonstrates creativity, crafts skills, technical accomplishments, potential and overall discernment;
- **Professional practice** (LO1, LO2, LO3, LO5, LO6): The level of engagement with industry and the wider animation business (e.g. Film Festivals); evidence of informed career planning appropriate to stated aims and intentions.

Identify final timetabled piece of assessment (component and element)	Component A, 1	
% 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	On successful completion of this module students will be able to: 1. Demonstrate an advanced understanding of a role within a specialist field of animation practice and its relationship to wider industrial, cultural and ethical contexts; 2. Compile and present work that demonstrates relevant artistic and technical ability. 3. Formulate a Statement of Intent for further study and sustained, ethical practice; 4. Produce self-promotion materials that will support their professional profile; 5. Understand and evaluate a variety of career approaches including entrepreneurial activities; 6. Conduct independent research demonstrating a high level of self reliance and knowledge. All assessed through Component A.
Key Information Sets Information (KIS) Contact Hours Total Assessment	**Key Information Set - Module data** See tables below.

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	✅

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%

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Reading List	Identified texts will be provided on Blackboard in support of teaching delivery. The complete reading list can be found by following this link: https://uwe.rl.talis.com/lists/4F020DF4-FD38-93FA-7A58-DB14F7186A5E.html?draft

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