University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Animation Practitioner		
Module Code	UALAUG-45-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	45	ECTS Credit Rating	22.5
Faculty	ACE	Field	Lens and Moving Image
Department	Film and Journalism		
Contributes towards	BA (Hons) Animation (optional)		
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 develop practical and theoretical work in support of their developing specialist practice. Project work can include live projects, work based projects, work experience or a body of work that demonstrates advanced artistic, craft and technical skill in an identified specialist field of practice. Option strands may include: Animation Auteur; Live project and Client; Specialist Practitioner. Students may also participate in activities designed to formulate potential project work for Level 3. Students will be encouraged to participate in elective cross-programme activities that align with their identified practice, and to gain work experience opportunities. Historical and contextual studies in animation are integrated into this module, the central focus will be on narrative and contextual film studies; students will be encouraged to relate this to their own project work and practice.

In this module students will:

- Examine short form animation: themes, narratives and cultural contexts.
- Develop ideas and proposals for potential projects that may include films or other platforms, including innovative, multi-modal projects and entrepreneurial activities.
- Apply research in order to examine project ideas in relation to meaning, precedents, artistic goals, strategies for interpretation, innovative potential.
- Formulate and carry out a personal agenda of artistic and practical project work that aligns with identified interests, including work experience or involvement in work-based live projects.
- Critically and contextually evaluate practical project work in relation to external expectations and future study.

Lectures introduce aspects of the syllabus which are expanded on in screenings, seminars and workshops. This includes content that supports project development for future advanced study. Technical workshops introduce students to key skills in support of their identified specialist practice. In addition, there are group tutorials to

support project work and access to 'office hour' individual pastoral tutorials. A final teaching day enables the presentation of completed projects to the whole cohort for the purpose of a live critique. 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 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, to provide flexibility in selecting appropriate and specific outputs and to support independent creative practice, which is the focus of the learning outcomes for this module. The assessment will facilitate focused critical thinking in support of creative work and technical progress as well as enable evaluation of the level to which practice has advanced and the degree to which students are able to contextualise and analyse work from various sources.

Formative Assessment
Seminars, studio critiques, pitch and poster presentations will provide opportunities for formative assessment and peer review. Feedback from Clients or during work experience may also be available.

Summative Assessment
Component A1: 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:
- Option Strand File: Outputs relating to the option strands, elective activities and evidence of critical engagement.
- Proposals (Research and Development): Written, illustrated proposals that define ideas and evidence research and development. Summative assessment will require students to submit proposals (Animation Bibles) that include analysis of each idea, its viability and innovative potential.
- Essay: A comparative analysis of film or filmic outputs. This will require students to select and compare their case studies, and contextualise them within a wider economic, cultural and critical framework.

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

- **Research and creative development** (LO1, LO2, LO3, LO4, LO5, LO6, LO7): The level of research and development in support of future project work and enterprises;
- **Contextual and critical analysis** (LO1, LO2, LO3, LO4, LO5): The level of ability to mediate, structure and communicate in presentations, written and designed outputs;
- **Audience engagement and storytelling** (LO1, LO2, LO3, LO4, LO6): Understanding and development of ideas for project vehicles through prototyping, writing and visual storytelling, taking into account intended purpose, audience/client;
- **Design, craft and technical skill** (LO1, LO3, LO4, LO5, LO6): Synthesis of imaginative and artistic ideas with modes of production, duration and other constraints;
- **Professional practice** (LO1, LO5, LO6, LO7): The level of independence in problem solving, initiative, resourcefulness and time-management in support of personal practice; The level of enterprise and engagement with elective cross-programme activities, work based learning or work experience.

Identify final timetabled piece of assessment (component and element)	Component A, 1	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**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 initiative and resourcefulness in relation to their stated aims and intentions; 2. Analyse a range of animation and filmic outputs in relation to communication, innovation, cultural context and ethical considerations; 3. Communicate and interrogate their own ideas and relate them to context and precedents and storytelling; 4. Recognise the role of audience and purpose in the formulation of ideas; 5. Demonstrate advanced aesthetic discernment in support of project work; 6. Demonstrate craft skills and technical accomplishments that align with their practice and external expectations. 7. Evidence engagement in work based activity or work experience. All assessed through Component A.

Key Information Sets Information (KIS)

Contact Hours

Key Information Set - Module data

Number of credits for this module				45	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
450	108	342	0	450	✅

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 complete reading list can be found by following this link: https://uwe.rl.talis.com/lists/27A34BE5-3A5C-7901-9E67-4623391129F8.html?draft

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