UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Ideas, Design, Storytelling		
Module Code	UALAXQ-30-1	Level	1
For implementation from	September 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	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 give students a thorough grounding in pre-production for animation. Students will work on a series of discreet assignments, each of which will focus on one area of practice: this may include generating ideas using disruptive innovation techniques; innovative approaches to production design; screenwriting principles and methods; visual storytelling, storyboard and sound. Students will learn and apply methods and connect them to related areas of theory and practice within animation, film and design. Students will develop and evaluate their project work in relation to established precedents, communication, functionality within a production context, and innovative potential. Involvement in elective cross-programme activities may also contribute to the individual practice portfolio that connects to industry formats.

Indicative content
- Ideation and creative writing techniques.
- Engaging audiences: screenwriting principles in support of short films and other platforms.
- Adaptation, interpretation and the use of research in developing ideas and investigating narrative themes and ethical issues.
- Screenwriting methods as a means of developing and testing film ideas.
- Storyboards and animatics and their relationship to cinematography, editing and sound design.
- Art direction and production design.
- Meaning and message: evaluating ideas, design, film analysis and ethical considerations.
- Mediating, testing, defining and evaluating ideas from an artistic, practical and entrepreneurial standpoint.
- Articulating ideas in presentations and in writing.
- Formatting and showcasing practice outputs, and in identifying areas of interest within animation practice.

Lectures introduce aspects of the syllabus which are expanded on in screenings, sandbox workshops, seminars, presentations, table reading sessions, critiques and workshops. Peer learning is a strong feature of seminars and critiques. In addition, there are group tutorials to support project work and access to 'office hour' individual pastoral tutorials. Work experience is available to students during this semester and may take the form of involvement or assistance on Live projects, or work placements. Guest talks will contribute to knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation).

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 key skills in within the pre-production phase in animation production. The learning outcomes reflect engagement with ideas, design and storytelling, which is the focus of the module. For assessment, students are asked to demonstrate engagement with a range of pre-production methods for testing and developing ideas (prototyping), and to consider the impact of their decisions on design, storytelling, communication and potential viability within a production context.

Formative Assessment
Peer review and formative assessments are embedded in the project assignments and may take the form of presentations (pitches) and critiques. This will enable staff to support artistic progress, encourage critical engagement and confidence. The Life-drawing strand will continue to feature formative feedback during sessions.

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:

- A portfolio of practical work that includes completed assignment outcomes.
- Pre-production Journal: demonstrating critical engagement with each assignment. This should include evidence of research in support of ideation, interpretation, design and storytelling.
- Additional work: reflecting initiative and sustained engagement with identified interests, including work experience on live projects or within external organisations.

Assessment Criteria
Students will be assessed using the following criteria:

- **Research and creative development** (LO1, LO2, LO3, LO4): The level of research, enquiry and experimentation evidenced in support of imaginative and innovative idea generation for design, storytelling, and presentations;
- **Contextual and critical analysis** (LO1, LO2, LO3, LO4): Critical engagement with the communicative, thematic, imaginative and ethical aspects of assignment work; Analysis and evaluation of assignment work in relation to audience, platforms, innovation and the practical considerations of animation production;
- **Audience engagement and storytelling** (LO1, LO2, LO3): The dissemination of ideas and imaginative intent in relation to an identified audience, platform or purpose, evidenced in engaging and concise presentations, storytelling and screenwriting (LO1,
- **Design, craft and technical skill** (LO1, LO2, LO4): The imaginative use of a variety of pre-production methods to develop and mediate ideas for design, story, screenwriting and prototyping;
- **Professional practice** (LO1, LO4, LO5, and LO6): The level of organization, resourcefulness and ambition applied to assignment work, and to the formatting of the portfolio outputs; the reflective evaluation of work in support of identified interests and developing practice.

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

Part 4: Teaching & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: 1. Articulate and develop ideas that will engage a defined audience in a concise, appropriate, imaginative and meaningful manner. 2. Use and apply a range of artistic, craft and technical pre-production methods relating to design, sequential construction, screenwriting and prototyping; 3. Utilise research methods and resources in support of assignments; 4. Understand and adapt the pre-production pipeline to project work, and be able to evaluate ideas, design and storytelling in relation to production constraints and innovative potential; 5. Recognise the range of specialised roles within animation production and demonstrate awareness of an identified field of practice that corresponds with their developing practice interests and their sustainability; 6. Demonstrate independent learning and resourcefulness in relation to transferrable skills including decision making, problem solving, time-management and communication. All assessed through Component A.
Key Information Sets Information (KIS) Contact Hours	

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	✅

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 Link (Ideas, Design, Storytelling)

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Revision ASQC Approval Date *Update this row each time a change goes to ASQC*		**Version**	1	*Link to RIA 12923*