



Module Specification

Understanding the Games and Animation Industries

Version: 2023-24, v2.0, 10 Jan 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Understanding the Games and Animation Industries

Module code: UPCNEX-30-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: University Centre Weston

Delivery locations: Not in use for Modules

Field: Cultural Studies

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: Module Entry requirements: Not offered as a standalone. Programme entry requirements apply

Educational aims: See learning outcomes.

Outline syllabus: This module introduces students to the Games and Animation industries and places emphasis on students concluding through self-evaluation, reflection and critical analysis 'who they want to be' in their career.

Knowledge of the Game and Animation industries, its structures and ethics, has a huge impact on choosing a career path and this module will give a purposeful insight into the required skills that are needed to be successful within a production pipeline.

The ability to self-analyse and construct critical arguments plays a huge factor when exploring skills and knowledge within this current field of creativity. This is a crucial attribute for those hoping to continue to manage their own development.

Explorative and extensive literature research is required to maximise knowledge and insight into chosen career pathways.

Part 3: Teaching and learning methods

Teaching and learning methods: See assessment strategy.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Undertake relevant research into the Games & Animation industries.

MO2 Explain insightful knowledge of industry roles, structures, pipelines and terminology

MO3 Understand the implications of cultural and ethical processes

MO4 Understand and evaluate relevant methods for personal professional growth within industry roles

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Assessment criteria on this module are aligned to the Intended Learning Outcomes. There will be both formative and summative assessment throughout. This reflects an 'assessment for learning' approach which is integral to the Learning and Teaching Strategies of UWE, Bristol and University Centre Weston (UCW).

Assessment takes an inclusive approach to meet the diverse needs of students and ensures that academic standards are maintained.

Assessment approaches and contexts provide the controlled conditions to ensure fair practice.

This module gives insight into the framework within the Games and Animation industries. Students are expected to deliver a professionally written report on current industry pipelines, structures and ethics to begin to seek an answer to the question, 'who they potentially want to be in the industry'?

Assessment:

Task 1 – Throughout this module students are to conduct continuous research and reflective activities within a research portfolio format that will develop their awareness of themselves, their practice and their future career ambitions. Areas to consider could include, but are not limited to, modern and historical development practices, industry pipelines, production, cultural understanding, ethics, social justice, wellbeing and future thinking.

Task 2 - Students are required to evaluate their current skill level whilst analysing how they should professionally conduct themselves to attain their ambitions within the Games and Animation industries. Responses should include, strategies, traits, ethics, goals and skills needed to further their growth.

This module is 100% coursework.

Assessment components:

Written Assignment (First Sit)

Description: Essay (2500 words)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Presentation (First Sit)

Description: Portfolio presentation (15 minutes presentation and 10 minutes questioning)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (Resit)

Description: Essay (2500 words)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Presentation (Resit)

Description: Portfolio presentation (15 minutes presentation and 10 minutes questioning)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Games and Animation Production [UCW] BA (Hons) 2023-24

Games and Animation Production [UCW] BA (Hons) 2023-24