



MODULE SPECIFICATION

Part 1: Information			
Module Title	Understanding the Games and Animation Industries		
Module Code	UPCNEX-30-1	Level	1
For implementation from	September 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts, Creative Industries and Education	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Games and Animation Production		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	N/A		
Co- requisites	None		
Module Entry requirements	Not offered as a standalone. Programme entry requirements apply		

Part 2: Description
<p>This module introduces students to the Games and Animation industries and places emphasis on students concluding through self-evaluation, reflection and analysis of 'who they want to be' in their career.</p> <p>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.</p> <p>The ability to self-analyse, to understand importance of reflection and construct critical arguments play 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.</p> <p>Explorative and extensive literature research is required to maximise knowledge and insight into chosen career pathways.</p>
Part 3: Assessment
<p>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).</p>

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'?

Component A

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.

Identify final timetabled piece of assessment (component and element)	Component A2	
% 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 presentation (15 minutes presentation and 10 minutes questioning)	75	
2. Essay (2500 words)	25	
Component B Description of each element	Element weighting	
N/A		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Research portfolio presentation (15 minutes presentation and 10 minutes questioning)	75	
2. Essay (2500 words)	25	
Component B Description of each element	Element weighting	
N/A		
Part 4: Teaching and Learning Methods		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Analyse the current Games and Animation industry. (A1) • Discuss current industry roles, structures, pipelines and terminology. (A1) • Illustrate the implications of cultural and ethical processes. (A1) • Identify and reflect upon the methods for personal skill growth used within the industry. (A2) 	

<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p>	<p style="text-align: center;"><u>Key Information Set - Module data</u></p> <p style="text-align: right;">Number of credits for this module 30</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Hours to be allocated</th> <th style="width: 20%;">Scheduled learning and teaching study hours</th> <th style="width: 20%;">Independent study hours</th> <th style="width: 20%;">Placement study hours</th> <th style="width: 25%;">Allocated Hours</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table> <div style="text-align: right; margin-top: 5px;"></div>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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300	72	228	0	300							
<p>Total Assessment</p>	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td style="width: 80%;">Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
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<p>Reading List</p>	<p>UCW HE Reading Strategy Statement</p> <p>Degree level students are expected to engage in and explore subjects beyond taught lectures. Reading lists compiled by programme leaders identify the core reading material which is essential, and any recommended further reading required for assignments. Journal titles and websites may also be given. Reading lists are reviewed and updated annually to ensure currency, relevancy and to reflect research developments.</p> <p>LibraryPlus will aim to provide a copy of every text on a reading list. Where eBooks are available, these will be purchased in the first instance to enable multiple, remote access at all times. Databases for eJournals and reports are provided. Guidance on accessing eResources is given to all first year students through the HE.LP programme. Further support is available within LibraryPlus and on the LibraryPlus Portal on Moodle. Printed copies of books, journals and DVDs are available for loan or reference in the LibraryPlus facilities and can be located through the Library catalogue. Students are expected to independently use, explore and familiarise themselves with electronic and printed formats. Programme Leaders and lecturers will inform students of any essential resources or texts that they are expected to purchase themselves.</p> <p>Students registered and staff teaching on this UWE programme are entitled to library membership at their partner facilities, however, access to eResources may be restricted by licencing agreements, and individuals must be responsible for finding, collecting and returning physical resources themselves. Guidance on the services, resources and facilities available is given on partner library websites.</p>										

	<p>BA Games and Animation Production benefits from a constantly updated reading list. Can be found here</p>
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First CAP Approval Date	July 2019			
Revision CAP Approval Date		Version	1	Link to Profile