Module Specification

Understanding Art for Production

Version: 2023-24, v2.0, 25 Jan 2023

Contents

Part 1: Information

Module title: Understanding Art for Production

Module code: UPCNEV-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: Within this module students will be introduced to fundamental art techniques, software and skills used within Games and Animation Production environments.

There is a focus on developing full-pipeline understanding from concept through to completion of art assets.

Fundamental and conceptual skills and techniques such as silhouette design, colour theory, composition and depth, set the foundation for all art based careers.

Production elements of the module allows students to experience working pipeline processes and delivers a deeper understanding of asset and artefact development for professional projects.

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** Apply conceptual exploration methodology, art pipeline understanding, restrictions and principles
>
> **MO2** Create and present concept art
>
> **MO3** Create and present production art
>
> **MO4** Reflect upon personal practice

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 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 introduces students to the fundamentals of art for the production environment. To this end students will be expected to deliver a well presented portfolio of conceptual and refined art work that demonstrates a strong grasp of art methodology and principles used within industry production environments.

Assessment tasks:

Task 1 - Requires students to produce a variety of ideas that demonstrate understanding of conceptual explorative methodology that are used within production environments in response to project requirements and guidelines.

Task 2 - Provides students with an opportunity to develop their first art-based artefact demonstrating their knowledge and skills within the art production environment for Games and Animation. The artefact produced ensures students are exposed to portfolio development early within the course hierarchy ensuring a strong foundation within their first year.

Task 3 – Students are required to demonstrate understanding of analysis and the ability to critique produced work and own practice. They will be expected to reflect upon strengths and areas for improvement and demonstrate an understanding of methodology used throughout the module.

This module is 100% coursework.

Assessment components:

Set Exercise (First Sit)

Description: Concept Design

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Practical Skills Assessment (First Sit)

Description: Final Produced Artefact

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Written Assignment (First Sit)

Description: Critical Review

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Set Exercise (Resit)

Description: Concept Design

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Practical Skills Assessment (Resit)

Description: Final Produced Artefact

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Written Assignment (Resit)

Description: Critical Review

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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