



Module Specification

Idea, Design, Story

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Part 1: Information

Module title: Idea, Design, Story

Module code: UALB5U-15-1

Level: Level 4

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Lens and Moving Image

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The aim of this module is to give apprentices a thorough grounding in pre-production for animation. Apprentices will work on a series of discreet assignments, each of which will focus on one area of practice: this may include methods for generating ideas; innovative approaches to production design; screenwriting principles and methods; visual storytelling, storyboard, and sound. They will learn and apply methods and connect them to related areas of theory and

practice within animation, film, and design. Apprentices will develop and evaluate their project work in relation to established precedents, communication, functionality within a production context, and innovative potential.

Features: The module features use of disruptive innovation techniques and sandbox prototyping methods.

Educational aims: To develop apprentices' creative idea generation, story development and animation design skills.

To support a range of effective evaluation and communication skills.

To facilitate and encourage peer support among the cohort via group critique.

In addition, the module helps to prepare apprentices for the End Point Assessment tasks [short animation project and professional discussion]

Outline syllabus: The outline syllabus typically includes 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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. There are group tutorials to support project work. Guest

talks will contribute to knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation). In addition, apprentices are supported through the tripartite relationship, with the academic tutor and practice-based tutor taking a proactive approach to supporting the apprentice.

Support for study skills is available online via the UWE Library. In addition, staff from the Bower Ashton Library will provide workshops in support of research methods and academic writing, including how to avoid plagiarism. Individual support for writing assignments is also available via the Library and the Faculty.

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

MO1 Research, develop, articulate and present ideas that will effectively engage a defined audience

MO2 Use and apply a range of artistic, craft and technical pre-production methods relating to design, sequential construction, and prototyping

MO3 Adapt the pre-production pipeline to project work, and evaluate ideas, design, and storytelling in relation to production constraints and innovative potential

MO4 Demonstrate acquisition of professional behaviours and key transferable skills through the presentation of a body of work in a coherent and concise manner.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: 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.

Apprentices will be assessed using the following criteria: the level of design, craft and technical skills, research and creative development, contextual analysis and critical evaluation, appreciation of audience and storytelling skills, professional practice, and engagement.

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.

UWE Study Support sessions will advise apprentices about good academic practice, to avoid plagiarism.

Assessment components:

Portfolio - Component A (First Sit)

Description: A portfolio of practical ideation work that includes

Completed short assignment outcomes

A Pre-production Package for an animated film short

Supporting Work: this may include life-drawing, cross programme activities, work experience on live projects or within external organisations.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: A portfolio of practical ideation work that includes

Completed short assignment outcomes

A Pre-production Package for an animated film short

Supporting Work: this may include life-drawing, cross programme activities, work experience on live projects or within external organisations.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Animation {Apprenticeship} [Jan][DL][Bower][18months] CertHE 2021-22