



Module Specification

Ideas, Design, Storytelling

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Part 1: Information

Module title: Ideas, Design, Storytelling

Module code: UALAXQ-30-1

Level: Level 4

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field:

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: 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.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: This module will expose each student to a creative process, preparing them to produce industry relevant portfolio material. This material will illustrate each student's ability in creative problem solving, designing, storyboarding, editing, animating, directing and pitching. Lectures introduce aspects of the syllabus which are expanded on in group exercises, ideation sessions, seminars, tutorials and technical workshops, culminating in each student presenting a 5 min Filmed Pitch for a 60 second animated production. 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. Guest talks will contribute to knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation).

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

MO1 Develop and present ideas that will effectively engage a defined audience

MO2 Use and apply a range of methods relating to the pre-production of an animation

MO3 Apply the pre-production pipeline and storytelling methods to project work, conforming to production limitations

MO4 Demonstrate professional behaviours and key transferable skills

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 0

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 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.

Summative Assessment: Portfolio:

Detailed guidance on assessment will be provided in the Module and book 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 (MO1, MO2, MO3, MO4): 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 (MO1, MO2, MO3, MO4): 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 (MO1, MO2, MO3): 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 (MO1)

Design, craft and technical skill (MO1, MO2, MO4): The imaginative use of a variety of pre-production methods to develop and mediate ideas for design, story, screenwriting and prototyping;

Professional practice (MO1, MO4, MO5, and MO6): 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.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio

Weighting:

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio

Weighting:

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 [Bower] BA (Hons) 2024-25