



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: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Lens and Moving Image

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: The primary task of this practice-based module is to take students from the blank page to a “Pre-production package” or an “Animation Bible” for a 60 second animated production.

This module will introduce students to practical methods of keeping sketchbooks, generating ideas, brainstorming, one sheets, storyboards, animatics and the pre-production materials needed to successfully pitch a short film.

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 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 Explore and develop ideas that lead to new perspectives and approaches.

MO2 Employ effective research methods to explore and gather information related to specific areas of study.

MO3 Develop ideas through to defined outcomes.

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

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/4A75C9A5-19BE-2172-0A77-F26B409AFE4A.html?lang=en-GB) via the following link <https://rl.talis.com/3/uwe/lists/4A75C9A5-19BE-2172-0A77-F26B409AFE4A.html?lang=en-GB>

Part 4: Assessment

Assessment strategy: Module is Pass/Fail.

Assessment Strategy:

Students will submit portfolio 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 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 feedback opportunities:

Peer review and formative feedback opportunities are embedded in the project assignments and will take the form of presentations (pitches) and critiques each week. This will enable staff to support artistic progress, encourage critical engagement and confidence.

Summative Assessment - Portfolio:

A portfolio of practical work that includes completed assignment outcomes

demonstrating critical engagement with each assignment. This should include evidence of research in support of ideation, interpretation, design and storytelling.

Students will submit a Pitch Presentation FILM (5- 7 mins), along with a proposal document (Usually around 10 – 12 pages), of the same pre-production materials developed during the module to explain their short film idea. These documents will consist of work produced during the module – a title, a logline, a synopsis, a clearly annotated storyboard, designs for characters and environments, reference material, and a 60 sec animatic with clear storytelling keys and rough “scratch” sound. Detailed guidance on assessment will be provided in the module handbook and assignment briefs.

The resit assessment is comparable to the first sit.

Assessment tasks:**Portfolio (First Sit)**

Description: Portfolio

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio

Weighting: 0 %

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) 2025-26

Animation [Bower] BA (Hons) 2025-26

Animation {Foundation}[Bower] BA (Hons) 2024-25