



Module Specification

The Animation Business

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Part 1: Information

Module title: The Animation Business

Module code: UALB8L-30-2

Level: Level 5

For implementation from: 2026-27

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: Throughout this module, students will research and engage in discussions on their place in the animation industry, how to effectively interact with industry and recruiters, utilise professional websites and portfolios to showcase their work, and present it to potential employers.

Upon completion of the module, students will have produced an animation-focused CV, portfolio/website, and an observational video (complete with commentary).

During this video, students will analyse a spread of professional portfolios from the animation industry and contextualise them in relation to their own portfolio/website.

Features: Not applicable

Educational aims: The aim of this module is to enable students to broaden their knowledge and understanding of an identified area of practice, and to develop a deeper understanding of their place in the contemporary animation industry, its modes, platforms and audiences.

Students are required to design and negotiate a personal programme of practical and enterprising study that aligns with their identified personal agenda as a practitioner.

This will include developing plans in relation to work based study and integrated learning opportunities, including involvement in elective projects and/or other initiatives that align with their practice and escalate independent study.

Outline syllabus: In this module students will examine:

Their individual aspirations in order to create a Learning Agenda that will be realised through independent study.

Animation (and wider creative) industries.

The construction of a professional profile through the design and production of self-promotion materials that will provide a foundation for further content development.

Sustainable career strategies in support of studio-based practice, self-employment, business planning and entrepreneurship.

Ethical issues related to outputs and sectors, including Media Law.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures introduce aspects of the syllabus which are expanded on in seminars and workshops. Critical engagement is central, and this will be dealt with in tutorials and presentations. Technical workshops introduce students to key transferable skills in support of their identified specialist practice and the formatting of credible and professional documentation (portfolio, show-reel). In addition, there are group tutorials to support project work and access to 'office hour' individual pastoral tutorials.

The module handbook will give detailed guidance in relation to written assignments. Study workshops can be booked through the UWE Library Services website. Individual support for writing assignments is available from UWE Study Support.

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

MO1 Refine their ability to critically evaluate sources, developing nuanced interpretations, and supporting their analysis with evidence.

MO2 Engage in reflective practice, reviewing personal strengths and areas for growth, and proactively seeking feedback to improve their work.

MO3 Evidence an advanced understanding of a role within a specialist field of animation practice and its relationship to wider industrial, cultural, and ethical contexts.

MO4 Understand and evaluate a variety of career approaches including entrepreneurial activities.

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/1E4AB87A-6C21-BBA0-42F1-0FD90F1E6516.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/1E4AB87A-6C21-BBA0-42F1-0FD90F1E6516.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The portfolio assessment will enable students to demonstrate achievement across all the learning outcomes of the module and to provide flexibility in selecting appropriate and specific outputs. The learning outcomes for this module support engagement with individual professional practice and relate them to the wider animation industry. The assessment will identify focused critical thinking in support of career strategies and the presentation of work that represents practice and will enable evaluation of the level to which practice and planning corresponds with ambition.

Formative feedback:

Seminar presentations and tutorials will provide opportunities for formative feedback. Feedback from clients or during work experience may also be available.

Assessment:

Portfolio (100%) Guidance and detailed requirements are fully explained in the Module Handbook.

This will include:

Industry Presentation (in person or alternative format submission): Synthesis of practice with career plans including enterprise initiatives.

Digital Professional Development File: Website, prototype CV, portfolio and /or showreel. This may also include business plans in support of entrepreneurial activities.

Essay (written or alternative format submission): Reflective commentary that evaluates the Learning Agenda and the Statement of Intent for Level 6.

The resit assessment is comparable to the first sit.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio

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 [Bower] BA (Hons) 2025-26

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