






ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	VISUAL NARRATIVE FORMS				
Module Code	UPCP6B-30-1	Level	Yr 1/Level 4 (UWE Level 1)	Version	1
UWE Credit Rating	30	ECTS Credit Rating		WBL module?	No
Owning Faculty	Faculty of Arts, Creative Industries and Education	Field	Cultural Industries		
Department	Arts and Cultural Industries	Module Type	Project		
Contributes towards	FdSc Games and Animation Production				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	N/A	Module Entry requirements	<i>Not offered at a stand alone Programme entry requirement apply</i>		
First CAP Approval Date		Valid from	September 2015		
Revision CAP Approval Date		Revised with effect from			

<b>Review Date</b> <i>(6 years from full CAP approval date (not revisions))</i>	<i>Please leave blank until approval is obtained.</i>
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <p><b>Intended Learning Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Communicate and pitch ideas</li> <li>• Describe a range of effective storytelling techniques and demonstrate examples</li> <li>• Identify and describe the processes involved when story boarding including the breakdown of complex processes.</li> <li>• Produce identifiable concept art.</li> <li>• Show developed lateral thinking (solving problems through an indirect and creative approach).</li> </ul>
Syllabus Outline	This module introduces basic drawing skills, including anatomy and figurative mark making. There is a focus on story telling techniques and mediums,

	drawing perspective and life, digital painting: mood and light. Break down of scene in terms of backgrounds and layers with digital representation and sketching skills.																																			
Contact Hours	<p>There will be a total of 72 hours of contact teaching on this 30 credit module.</p> <p>Scheduled learning and teaching activities on this module, include timetabled lectures, seminars or tutorials, studio sessions, studio-based sessions, and project supervision.</p> <p>Contact time will include that which is mediated through the VLE. Learning and teaching resources will be available through the VLE in accordance with the Weston College HE VLE Standard. A range of interactive activities including discussion forums may also be utilised as part of contact teaching.</p>																																			
Teaching and Learning Methods	<p><b>Scheduled learning</b> includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.</p> <p><b>Independent learning</b> includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly.</p>																																			
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="501 1144 1345 1543"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black;">30</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;"></td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test</p> <p><b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project</p> <p><b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam.</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	<b>Key Information Set - Module data</b>										<i>Number of credits for this module</i>				30						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300					
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Reading Strategy	<p><b>Weston College HE Reading Strategy Statement</b></p> <p>Degree level students are expected to engage in and explore subjects beyond taught lectures. Reading lists compiled by programme leaders identify the <b>core</b> reading material which is essential, and any recommended <b>further</b> reading required for assignments. Journal titles and websites may also be given. Reading lists are reviewed and updated annually to ensure currency, relevancy and to reflect research developments.</p> <p>LibraryPlus will aim to provide a copy of every text on a reading list. Where eBooks are available, these will be purchased in the first instance to enable multiple, remote access at all times. Databases for eJournals and reports are provided. Guidance on accessing eResources is given to all first year students through the HE.LP programme. Further support is available within LibraryPlus and on the LibraryPlus Portal on Moodle. Printed copies of books, journals and DVDs are available for loan or reference in the LibraryPlus facilities and can be located through the Library catalogue. Students are expected to independently use, explore and familiarise themselves with electronic and printed formats. Programme Leaders and lecturers will inform students of any essential resources or texts that they are expected to purchase themselves.</p> <p>Students registered and staff teaching on this UWE programme are entitled to library membership at their partner facilities, however, access to eResources may be restricted by licencing agreements, and individuals must be responsible for finding, collecting and returning physical resources themselves. Guidance on the services, resources and facilities available is given on partner library websites.</p>																				
Indicative Reading List	<p>Gordon, L. (1989) <i>The figure in action: anatomy for artists</i>. London: Batsford (B. T.) Ltd.</p> <p>Hart, J. (1999) <i>The art of the storyboard: storyboarding for film, TV, and animation</i>. Oxford: FocalPress.</p> <p>Hogarth, B. (2003) <i>Dynamic anatomy</i>. New York: Watson-Guption.</p> <p>Gurney, J. (2010) <i>Color and light: A guide for the realist painter</i>. London: Andrews McMeel Publishing</p> <p>Karjaluoto, E. (2014) <i>The design method. A philosophy and process for functional visual communication</i>. New Riders</p>																				

### Part 3: Assessment

Assessment Strategy	<p>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 <b>for</b> learning' approach which integral to the Learning and Teaching Strategies of UWE, Bristol and HE at Weston College.</p>
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	<p>Assessment takes an inclusive approach to meet the diverse needs of students and ensures that academic standards are maintained.</p> <p>Assessment approaches and contexts provide the controlled conditions to ensure fair practice.</p> <p>The module introduces students to the fundamentals of drawing, drawing to tell stories and drawing to develop concepts and ideas.</p> <p>To this end the students will be expected to deliver a portfolio of drawing work that includes a body of formal observational drawings and drawing exercises, visual communication in the form of storyboards or other narratives ( comics, graphic novels etc.) and concept art based on a given stimulus.</p> <p>This module is 100% coursework.</p>
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Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100</b>	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Presented coursework	100%	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Presented coursework	100	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>		