

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Exploring Practice in Animation				
Module Code	UADAR3-45-1	Level	1	Version	1
Owning Faculty	ACE	Field	Design		
Contributes towards	BA (Hons) Animation				
UWE Credit Rating	45	ECTS Credit Rating	22.5	Module Type	Project
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
Valid From	September 2013		Valid to	September 2019	

<b>CAP Approval Date</b>	May 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. develop an understanding of design for animation and action analysis</li> <li>2. develop and translate ideas through design practice</li> <li>3. develop analytical and critical skills through research and evaluation</li> <li>4. develop skills in animation design and animation production</li> <li>5. demonstrate an understanding of a range of approaches within animation preproduction processes</li> <li>6. demonstrate an understanding of the role of research to inform animation design, writing and preparation for production</li> <li>7. perform basic skills with awareness of tools and materials and be aware of potential</li> </ol>

	<p>hazards</p> <p>8. identify key elements of a problem and select methods, techniques and/or processes appropriate to animation design and production</p> <p>9. understand accepted terminology and conventions in relation to pre-production processes, narrative forms and cinematic design.</p> <p>All assessed through component A.</p>
<p>Syllabus Outline</p>	<p>Animation Design practices will be introduced through the exploration and investigation of a range of concepts, practical skills, practitioners and historical/contemporary examples that challenge students' pre-conceptions about Animation, cinematography and production design, and develop their awareness of the creative opportunities and possibilities afforded through previsualisation, preproduction and design practices.</p> <p>Workshops, group work, lectures and independent study will focus intellectual, critical and creative enquiry.</p> <p>Throughout the module, students will be encouraged to work in a creative, investigative and experimental manner. Through individual feedback tutorials and seminar group critiques and discussion, they will be expected to develop the ability to begin to place their own work within a range of art, design, media and broader cultural contexts and practice(s).</p> <p>Assessment will take the form of presentation and critique, and will be made upon a body of work that should include:</p> <ul style="list-style-type: none"> <li>i) Professional Pitch/Presentation of work in documented form</li> <li>ii) Evidence of participation in scheduled teaching activities</li> <li>iii) Developmental work and final outcome/s</li> <li>iv) Participation in summative critique.</li> </ul>
<p>Contact Hours</p>	<p>Students can expect a total of <b>108</b> hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, group critiques, lectures, seminars, site visits / field trips, studio-based sessions, inductions, workshops, field work, work-based learning or project supervision.</p> <p>Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means. It can also take place in a work-based setting.</p>
<p>Teaching and Learning Methods</p>	<p>The methods employed in this module are designed to be diagnostic in terms of individual progression within the programme.</p> <p>Practical skills are delivered through workshops and studio activities that involve both demonstration and practice. These workshops will look specifically at building confidence and a level of proficiency in the disciplines studies. Emphasis will be placed on establishing a meaningful relationship between conceptual and making activities. Analytical, evaluative and planning skills will be supported through seminars/tutorials/individual critiques, in order to encourage students to adopt an ongoing engagement with ideas/processes/methods of production beyond the familiar. Critical engagement and reflection on ideas/practices examined within the module will</p>

be documented and presented for assessment in the supporting and development work.

Health and Safety guidelines and further explanation of key terminologies, skills and processes introduced within technical workshops will be outlined in note/visual form and distributed to students for personal consultation and observation at the point of demonstration.

The negotiation of individual pathways through the module will be supported through ongoing tutorial support, and through ongoing, structured review. This will allow for critical evaluation of the students' work, and enable informed guidance to be offered concerning the appropriate development/direction of practice within the module.

**Scheduled learning** includes lectures, seminars, tutorials, project supervision, demonstration, workshops; fieldwork; external visits; supervised time in studio/workshop.

**Independent learning** includes 342 hours engaged with studio practice, essential reading, assignment preparation and completion etc.

Key Information Sets Information

<b>Key Information Set - Module data</b>				
<i>Number of credits for this module</i>				45
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
450	108	342		450

The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test

**Coursework:** Written assignment or essay, report, dissertation, portfolio, project

**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

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:

Total assessment of the module:		
Written exam assessment percentage		
Coursework assessment percentage		100%
Practical exam assessment percentage		
		100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.

Any essential reading is available in the Bower Ashton Library and will be indicated

clearly in the module brief. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually.

Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period.

Indicative Reading List

**Essential Reading**

BEAUCHAMP, R. (2005) *Designing Sound for Animation*. Oxford: Focal Press.

BEIMAN, N. (2007) *Prepare to Board*. Oxford: Focal Press.

BEIMAN, N. (2010) *Animated Performance.: Bringing imaginary animal, human and Fantasy Characters to Life*. Lausanne: AVA Academia.

GLEBAS, F. (2008) *Directing the Story*. Oxford: Focal Press.

MACLEAN, F. (2011) *Setting the Scene*. Chronicle.

WEBSTER, C. (2012) *Action Analysis for Animators*. Oxford: Focal Press.

WILLIAMS, R. (2005) *The Animator's Survival Kit*. London: Faber and Faber.

WRIGHT, J. A. (2005) *Animation Writing and Development from Script Development to Pitch*. Oxford: Focal Press.

**Further Reading**

AMIDI, A. (2011) *Art of Pixar: The Complete Color Scripts and Selected Art from 25 Years of Animation*. San Francisco: Chronicle.

BAMMES, G. (1994) *The Artist's Guide to Animal Anatomy*. Oxford: Transedition Books.

BLOCK, B. (2001) *Visual Storytelling: Seeing the Structure of Film, TV and New Media*. Oxford: Focal Press.

CANEMAKER, J. (1996) *Before the Animation Begins: The Art and Lives of Disney Inspirational Sketch Artists*. New York: Hyperion.

DENICKE, L & THALER, P., ed. (2010) *Characters in Motion Vol. 3*. Pictoplasma Publishing.

EDGAR-HUNT, R, MARLAND J & RICHARDS, J. (2009) *Screenwriting*. AVA Academia.

GLEBAS, F. (2012) *The Animator's Eye: Adding Life to Animation with Timing, Layout, Design, Color and Sound*, Oxford: Focal .

HOOKE, E. (2003) *Acting for Animators: A Complete Guide to Performance Animation*. Heinemann Educational.

### Part 3: Assessment

#### Assessment Strategy

Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

- Presentation and participation in studio-critique
- Poster presentation
- Group and individual visual presentations
- Group and individual verbal presentations
- Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing
- Group critiques
- Peer and self-assessment
- Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Identify final assessment component and element	<b>Body of Developmental work</b>	
% 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 (as % of component)</b>
Body of developmental work, summative group critique, documentation of work	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
<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 (as % of component)</b>
Body of developmental work, evaluative statement, documentation of work	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.