University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Extended Study in Animation					
Module Code	UALAR9-60-3		Level	3	Version	1
Owning Faculty	ACE		Field	Lens and Moving Image		
Contributes towards	BA (Hons) Animation					
UWE Credit Rating	60	ECTS Credit Rating	30	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		

CAP Approval Date	May 2013

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. demonstrate a depth and breadth of knowledge and contextual understanding commensurate with study at Level Three; 2. communicate narrative structures and/or strategies relevant to their practice and the stated aims of their individual project; 3. produce a body of work that reflects individual interests, intentions and ambitions within the context of their practice; 4. synthesise concepts and technical skills in the creation of a portfolio/showreel/film; 5. synthesise the use of making and materials in relation to personally generated studio practice; 6. be able to demonstrate an awareness of personal and professional responsibility in the realisation of a body of work; 7. plan, manage and present a body of work to a professional standard; 8. refine the use of appropriate materials and processes in relationship to a self identified project proposal; 9. understand the context (audience) to which their practice is presented;

	10. identify, define and negotiate a project proposal and apply appropriate creative, critical and technical skill in realising a body of work; 11. manage interpersonal relationships with key collaboration personnel, staff and peers in a proficient professional manner; All assessed through Component A.
Syllabus Outline	With tutorial support, students devise and write their own programme of work for the module. Through this process students are expected to negotiate access to resources as demanded by their proposal. The consolidation, application and development of technical skill and use of materials are selected according to the intentions explicit in the work. During the module students compile a Research File that contains contextual and cultural reference material that is informing their work, and which may include a written commentary explaining the relevance of this to their own practice. At this level students are expected to demonstrate competence in the use and application of appropriate technologies to develop and realize their ideas. An evaluative statement (written or alternative format submission) presented with the final body of work demonstrates an understanding of individual creative practice in relation to contemporary critical, cultural and professional contexts. This statement also requires students to critically reflect on research sources, application of methodology and the success of the outcome in relation to their original intentions.
Contact Hours	Students can expect a total of **150** hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, group crits, lectures, seminars, site visits / field trips, studio-based sessions, inductions, workshops, field work, work-based learning or project supervision. 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.
Teaching and Learning Methods	This module focuses on a student's ability to direct and manage their own learning support through tutorial discussion and feedback. Students negotiate appropriate technical support both within and beyond the confines of the institution. The ability to evaluate their needs in relation to the proposal is seen as central to the demonstration of personal creative development and professional practice. **Scheduled learning** includes lectures, seminars, tutorials, project supervision, workshops; external visits; supervised time in studio/workshop. **Independent learning** includes 450 hours engaged with essential reading, assignment preparation and completion, etc. These sessions constitute an average time per level as indicated in the table below.
Key Information Sets Information	

Key Information Set - Module data

Number of credits for this module				60	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
600	150	450		600	✅

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

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** COOPER, P and DANCYGER, K. (2000) *Writing the Short Film.* Oxford: Focal Press. WILLIAMS, R. (2005) *The Animator's Survival Kit.* London: Faber and Faber. WINDER, C. & DOWLATABADI, Z. (2001) *Producing Animation.* Oxford: Focal Press. **Suggested Reading** MURCH, W. (1995) *In the Blink of an Eye.* Los Angeles: Silman-James Press. QUINN, A. (2006)*The Pitch.* London: Faber and Faber. RAUGUST, K. (2004) *The Animation Business Handbook.* New York: St Martins Press. SANTUCCI, W. (2009) *The Guerrilla Guide to Animation: Making Animated Films Outside the Mainstream.* Continuum International Publishing Group Ltd.

	THOMPSON, R and BOWEN, C. (2009) *Grammar of the Edit.* Oxford: Focal Press. WELLS, P. & HARDSTAFF J. (2008) *Re-Imagining Animation: The Changing Face of the Moving Image.* Lausanne: AVA Academia.

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	Final body of work	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
Final Body of Work and supporting materials, including evaluative statement (1500 words or equivalent) and research file	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
Final Body of Work and supporting materials, including evaluative statement (1500 words or equivalent) and research file	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**

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.