



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Post-production for Animation				
Module Code	UADPUN-45-M	Level	M	Version	
Owning Faculty	ACE	Field	Design		
Contributes towards	MA Animation				
UWE Credit Rating	45	ECTS Credit Rating	22.5	Module Type	Project
Pre-requisites	Production for Animation		Co- requisites		
Excluded Combinations	None		Module Entry requirements	n/a	
Valid From	January 2014		Valid to		

CAP Approval Date	30 th May 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>This module offers students the opportunity to acquire and develop a range of post-production skills. Through the completion of project work students will gain experience in those techniques and processes entailed in the post-production of an animated film. Upon successful completion of this module students will have achieved the following outcomes and be able to demonstrate:</p> <ol style="list-style-type: none"> 1. A level of creative and technical ability that facilitates through post-production processes the completion of an animated film; (component A, element 1). 2. The ability to plan and implement methodologies, production management systems and creative strategies throughout the post-production phase that are appropriate to the completion of an animated film; (component A, element 1). 3. The ability to identify and apply effective approaches to post-production; to implement the most appropriate strategies and techniques that reinforce the creative intentions of the work; (component A, element 1). 4. The necessary craft skills and creativity in the preparation and output of the completed work for presentation, assessment and distribution to a targeted audience across different formats and through various media; (component A, element 1 & 2).

	<p>5. Organisational skills in relation to practical work and the research aspects of the project, Research aspects will include evidence of self-evaluation that will inform individual practice; (component A, element 1).</p> <p>6. The design and creative skills necessary to create a range of promotional material specific to the project and suitable for the promotion of the individual practitioner in line with their stated career ambitions. (component A, element 2).</p>
Syllabus Outline	<p>The syllabus focuses on the practical and theoretical issues related to the post-production phases of a short animated film. These are appropriate to animated productions regardless of the specialist technique utilised, and relevant to other film or short form formats. The syllabus covers specialist technical issues, animation techniques, post-production methodologies, editing, preparing material for final output and distribution. In support of the project, design issues related to promotion and distribution are also dealt with.</p> <p>Topics covered include; Post-production pipelines, editing, promotional design for animation, technical issues appropriate to post production.</p> <p>Workshops. Topics of a specialist technical nature relevant to post-production craft skills are covered within practical sessions.</p> <p>Projects. Students undertake a range of practical tasks in the completion of the productions developed and made within previous modules. All topics related to aspects of post-production are supported within syllabus.</p> <p>Studio Practice. Working within a studio environment towards the completion of the practical projects students gain further experience and a deeper understanding of post-production processes and techniques.</p> <p>Seminars. Allow students to test ongoing practical work, explore a range of ideas and engage in critical debate.</p> <p>Tutorials. Students receive regular support and feedback related to the project, promotional design and plans for the future development of their practice and the dissemination of the work in both one to one and group tutorials.</p>
Contact Hours	<p>The module allows for 108 hours scheduled contact time that includes lectures, screenings, seminars, tutorials and workshops, and other contact time. In addition, students are expected to spend time working within a studio environment either within the university facilities or remotely.</p>
Teaching and Learning Methods	<p>This module is delivered through a series of specialist workshops, independent study, seminars, project reviews and tutorials. It is supported by other online materials via Blackboard. Students are expected to work both independently and within a group as part of a production crew during practical studio based sessions.</p> <p>Workshops. Cover technical issues and craft skills relevant to the post-production stages of animation production.</p> <p>Independent Study. Including studio-based practice allows students to develop their skills, to further explore the potential of animation as a medium and gain a deeper understanding of animation narrative and storytelling through processes such as editing.</p> <p>Seminars. Contextualise practical production and explore theoretical and practical aspects of editing and the dissemination of work. They encourage critical debate around contemporary issues related to audience and consumption that informs ongoing practical work and the students' wider practice.</p> <p>Project Reviews and Tutorials. Allow students to test ideas, assess progress, gain feedback</p>

	<p>and explore aspects of promotional design and distribution.</p> <p>Regular informal feedback is given to students throughout the module within tutorials, taught practical sessions and project reviews.</p>
Reading Strategy	<p>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.</p> <p>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.</p> <p>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.</p>
Indicative Reading List	<p><i>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</i></p> <p>Levison, L. (2001) <i>Filmmakers & Financing: Business Plans for Independents</i>. Oxford: Focal Press.</p> <p>Orpen, V. (2003) <i>Film Editing: the Art of the Expressive</i>. London: Wallflower.</p> <p>Purves, B. (2008) <i>Stop Motion: Passion, Process & Performance</i>. Oxford: Focal Press.</p> <p>Shaw, S. (2004) <i>Stop Motion Craft Skills for Model Animation</i>. Oxford: Focal Press.</p> <p>Thompson, R and Bowen, C. (2009) <i>Grammar of the Edit</i>. Oxford: Focal Press</p> <p>Winder, C. & Dowlatabadi, Z. (2001) <i>Producing Animation</i>. Oxford: Focal Press.</p>

Part 3: Assessment

Assessment Strategy	<p>Assessment is made of all the practical production work undertaken as part of the project. Completed projects are presented to an invited audience as part of a formal screening event. Presentations will not form part of the assessment though feedback will be given on the presentation of the films.</p> <p>All other practical materials created as part of the project production, including production journals will be handed in at a later date and assessed separately.</p> <p>Additional work undertaken as part of the promotion of the film and all other relevant design material will form part of an exit portfolio of work that supports and promotes individual practice and employability, this may include; models, drawings, design 'bibles' and web based materials such as blogs.</p> <p>Students will be assessed on their individual contributions to the group project.</p> <p>All module assessment is summative though students receive formative feedback through individual and group tutorials.</p> <p>Component A, Element 1: Practical Work 100%</p> <p>A completed animated film, related practical work, production journal, a range of support materials including promotional design.</p>
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	<u>Assessment Criteria:</u>	
	Students will be assessed on the following	
	Assessment Criteria	Relating to Learning Outcomes
	the level of creativity and innovation demonstrated in the post-production and presentation of a short animated film;	1, 3, 4
	the extent to which research and an understanding of theoretical concepts and critical themes can be seen to have informed the development and completion of the practical work;	1, 5, 6
	the level of creative and technical ability and the application of craft skills and techniques in the completion of the project;	2, 3
	the extent to which the completed work exploits the potential of the medium and reflects the original aims and objectives of the project.	3, 4
	the level of creativity and innovation in the production of a range of promotional material; the level of critical and creative independence demonstrated in the realisation and presentation of the project work and support materials.	5, 6 1, 5, 6

Identify final assessment component and element	Component A, Element 1	
% weighting between components A and B (Standard modules only)	A:	B:
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Practical Work	100	
2.		
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Practical Work	100	
2.		
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		

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.

