ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	CONCEPTUAL EXPLORATION AND SYNTHESIS					
Module Code	UPCP6C-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	*Not offered as a stand alone Programme entry requirement apply*		
First CAP Approval Date			Valid from	September 2015		
Revision CAP Approval Date			Revised with effect from			

Review Date **(***6 years from full CAP approval date (not revisions)*	*Please leave blank until approval is obtained.*

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: • Create new ideas and visuals based on a given concept or basic work brief. • Plot and develop a strategy to create a fluid and exciting concept. • Develop story telling ideas based on chosen concept. • Produce a coherent project idea based upon the chosen concept. • Reflect and analyse the chosen concept, with emphasis on the processes and choices made with, where relevant an eye to future sustainability of the project.
Syllabus Outline	The module will give students an opportunity to run with a concept from initial idea through to completed project idea, analysing their choices throughout. From a list of given concepts students will be invited to choose a concept and

| | then develop it to its fullest, exploring it in as many ways as possible to develop a fully-fledged idea for a project, either games or animation related.

Students will be expected to explore their concept through design and research in the attempt to create an exciting idea that is sustainable and ready to be produced.

At each stage of the concept the student will be asked to evaluate their progress and the sustainability and viability of the project they are attempting to create. This evaluation will inform the choices the student makes, and allow them to make changes as needed. |
|---|---|
| Contact Hours | There will be a total of 72 hours of contact teaching on this 30 credit module.

Scheduled learning and teaching activities on this module, include scheduled lectures, seminars or tutorials, studio sessions, site visits, studio-based sessions, and project supervision.

Contact time will include that which is mediated though 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. |
| Teaching and Learning Methods | **Scheduled learning** includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.

Independent learning 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 depending on the module choices you make. |
| Key Information Sets Information | 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. |

Key Information Set - Module data

Number of credits for this module				30	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
300	72	228	0	300	✅

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 — 0% Coursework assessment percentage — 100% Practical exam assessment percentage — 0% 100%
Reading Strategy	**Weston College HE Reading Strategy Statement** Degree level students are expected to engage in and explore subjects beyond taught lectures. Reading lists compiled by programme leaders identify the **core** reading material which is essential, and any recommended **further** 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. 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. 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.
Indicative Reading List	Fahmy, S. (2014) *Visual communication theory and research.* Basingstoke: Palgrave Macmillan Berger, J. (2007) *Berger on drawing.* 2nd ed. Cork: Occasional Press. Robertson, S. (2013) *How to render: the fundamentals of light, shadow and reflectivity.* Design Studio Tumminello, W. (2005) *Exploring storyboarding.* London: Thomson Learning. Wells, P. (2006) *The fundamentals of animation.* Crans-près-Céligny; Worthing: AVA.

	Caillois, R. (2001) *Man, play and games.* Chicago: University of Illinois Press

Part 3: Assessment

Assessment Strategy	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 **for** learning' approach which is integral to the Learning and Teaching Strategies of UWE, Bristol and HE at Weston College. Assessment takes an inclusive approach to meet the diverse needs of students and ensures that academic standards are maintained. Assessment approaches and contexts provide the controlled conditions to ensure fair practice. This module introduces exploratory concept development practice. To this end the students will be asked to produce a variety of experimental works. These works will form a production sketchbook that informs a collection of final pieces of work that demonstrate an idea. This work is pitched as an idea for a final product – to be completed in Concept to Completion.

Identify final assessment component and element			
		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)**
1. Project coursework (including production sketchbook)	100

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Project coursework (including production sketchbook)	100

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.