



Module Specification

Animation Practitioner

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Part 1: Information

Module title: Animation Practitioner

Module code: UALAUG-45-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 45

ECTS credit rating: 22.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Lens and Moving Image

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: The aim of this module is to enable students to develop practical and theoretical work in support of their developing specialist practice. Project work can include live projects, work based projects, work experience or a body of work

that demonstrates advanced artistic, craft and technical skill in an identified specialist field of practice. Option strands may include: Animation Auteur; Live project and Client; Specialist Practitioner.

Students may also participate in activities designed to formulate potential project work for Level 3. Students will be encouraged to participate in elective cross-programme activities that align with their identified practice, and to gain work experience opportunities. Historical and contextual studies in animation are integrated into this module, the central focus will be on narrative and contextual film studies; students will be encouraged to relate this to their own project work and practice.

Outline syllabus: In this module students will:

Examine short form animation: themes, narratives and cultural contexts.

Develop ideas and proposals for potential projects that may include films or other platforms, including innovative, multi-modal projects and entrepreneurial activities.

Apply research in order to examine project ideas in relation to meaning, precedents, artistic goals, strategies for interpretation, innovative potential.

Formulate and carry out a personal agenda of artistic and practical project work that aligns with identified interests, including work experience or involvement in work-based live projects.

Critically and contextually evaluate practical project work in relation to external expectations and future study.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures introduce aspects of the syllabus which are expanded on in screenings, seminars and workshops. This includes content that supports project development for future advanced study. Technical workshops

introduce students to key skills in support of their identified specialist practice. In addition, there are group tutorials to support project work and access to 'office hour' individual pastoral tutorials. A final teaching day enables the presentation of completed projects to the whole cohort for the purpose of a live critique. Guest talks will contribute to knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation).

The module handbook will give detailed guidance in relation to written assignments. Study workshops can be booked through the UWE Library Services website. Individual support for writing assignments is available from UWE Study Support.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate initiative and resourcefulness in relation to their stated aims and intentions

MO2 Analyse a range of animation and filmic outputs in relation to communication, innovation, cultural context and ethical considerations

MO3 Communicate and interrogate their own ideas and relate them to context and precedents and storytelling

MO4 Recognise the role of audience and purpose in the formulation of ideas

MO5 Demonstrate advanced aesthetic discernment in support of project work

MO6 Demonstrate craft skills and technical accomplishments that align with their practice and external expectations

MO7 Evidence engagement in work based activity or work experience

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 342 hours

Face-to-face learning = 108 hours

Total = 450

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ualaug-45-2.html) via the following link <https://uwe.rl.talis.com/modules/ualaug-45-2.html>

Part 4: Assessment

Assessment strategy: Assessment Strategy:

The assessment type has been chosen to enable students to demonstrate achievement across all the learning outcomes of the module, to provide flexibility in selecting appropriate and specific outputs and to support independent creative practice, which is the focus of the learning outcomes for this module. The assessment will facilitate focused critical thinking in support of creative work and technical progress as well as enable evaluation of the level to which practice has advanced and the degree to which students are able to contextualise and analyse work from various sources.

Formative Assessment:

Seminars, studio critiques, pitch and poster presentations will provide opportunities for formative assessment and peer review. Feedback from Clients or during work experience may also be available.

Summative Assessment:

Assessment 1: Portfolio (100%)

Guidance as to the approach to the Portfolio and detailed requirements for which are fully explained in the Module Handbook. This may include:

Option Strand File: Outputs relating to the option strands, elective activities and evidence of critical engagement.

Proposals (Research and Development): Written, illustrated proposals that define ideas and evidence research and development. Summative assessment will require students to submit proposals (Animation Bibles) that include analysis of each idea, its viability and innovative potential.

Essay: A comparative analysis of film or filmic outputs. This will require students to select and compare their case studies, and contextualise them within a wider economic, cultural and critical framework.

Assessment Criteria (as related to learning outcomes):

Students will be assessed using the following criteria:

Research and creative development: The level of research and development in support of future project work and enterprises (LO1, LO2, LO3, LO4, LO5, LO6, LO7);

Contextual and critical analysis: The level of ability to mediate, structure and communicate in presentations, written and designed outputs (LO1, LO2, LO3, LO4, LO5);

Audience engagement and storytelling: Understanding and development of ideas for project vehicles through prototyping, writing and visual storytelling, taking into account intended purpose, audience/client (LO1, LO2, LO3, LO4, LO6);

Design, craft and technical skill: Synthesis of imaginative and artistic ideas with modes of production, duration and other constraints (LO1, LO3, LO4, LO5, LO6);

Professional practice: The level of independence in problem solving, initiative, resourcefulness and time-management in support of personal practice; The level of enterprise and engagement with elective cross-programme activities, work based learning or work experience (LO1, LO5, LO6, LO7).

Assessment components:

Portfolio (First Sit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Portfolio (Resit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Animation [Bower] BA (Hons) 2022-23

Animation {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2021-22