



MODULE SPECIFICATION

Part 1: Information			
Module Title	Character Animation		
Module Code	UALAXR-30-1	Level	1
For implementation from	September 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	Lens and Moving Image
Department	Film and Journalism		
Contributes towards	BA (Hons) Animation (compulsory)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>The module places emphasis on the study and analysis of movement, action and dynamics as a developmental process. Running alongside the module, <i>Idea, Design, Storytelling</i>, it also enables student to explore in depth how a character functions and contributes to the overall narrative within an animated story.</p> <p>Students undertake a series of animation exercises and keep a drawing journal as an analytical tool and research aid. This provides students with an opportunity to further improve their animation skills through the investigation into human and animal motion directly relevant to a broad range of animated disciplines. A series of set animated exercises explore human and animal motion covering walks and runs, cycle animation, weight and balance, arcs and anticipation and lip sync. Students engage in critical analysis of the results and present the work within a group environment. The module includes the use of the drawing journal</p> <p>Indicative content</p> <ul style="list-style-type: none"> Principles of animation, such as the four 'A's of animation (activity, action, animation, acting) Primary, secondary and tertiary actions as they apply to the dynamics of the human figure and animals in motion and lip sync. Basic technologies and techniques required to record, prepare and analyse sound in preparation for lip sync. <p>The module is delivered through a series of workshops and set exercises in practical techniques for the recording and analysis of movement. A series of lectures on the principles of animation and character development applied to figurative animation provides a theoretical underpinning of the practical exercises. Screenings provide examples of how action analysis and the principles of animation are applied by practitioners within varied contexts.</p>

Much of the practical animation work is undertaken in a studio environment using texts from the essential reading lists while additional action analysis is undertaken in the field and forms the basis of the drawing journal. This supports ongoing developments in the practical aspects animation production and enhances the students understanding of figurative animation and animation dynamics. Tutorials that monitor student progress and screenings of student work enable formative feedback.

The module handbook will give detailed guidance in relation to assignments. Written work (reflective writing) will be supported by the UWE Library Services department. Individual support for writing assignments is available from UWE Study Support.

Part 3: Assessment

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 facilitate the practical and theoretical study of movement, dynamics and the principles of animation, which is the focus of the module. The learning outcomes connect to the different practical and academic assignments. Learning outcomes are designed to enable students to understand, appreciate, and develop enduring skills in relation to animation skills and production analysis, discernment and academic study. These skills should enable students to identify interests in relation to their ongoing study and developing practice.

Formative Assessment

Tutorial support to monitor progress is given throughout and feedback given on a regular basis. Screening of completed exercises at key points in the semester provide an opportunity for group critiques. Peer review and formative assessments are embedded in each project assignment, and in the Life-drawing strand. This will enable staff to support ongoing progress, prompt discussion and encourage peer learning. The work produced will enable students to discern between process-led and process-based approaches; understanding this distinction will encourage enquiry, ongoing progression, and represents a distinctive tenet of the Animation programme. The Life-drawing strand will continue to provide formative feedback in relation to observation skills and drawing confidence.

Summative Assessment

Component A1: Portfolio (100%)

Detailed guidance on assessment will be provided in the Module Handbook and assignment briefs. Examples of portfolio contents are:

- An edited show-reel featuring all the completed practical exercises, with evidence of research that has supported their realisation.
- Life-drawing and other forms of drawing used in support of assignments as evidenced in the drawing journal.
- Summative Evaluation in relation to animation processes and future career aspirations (1500 words)

Assessment Criteria (as related to learning outcomes –

Students will be assessed using the following criteria:

- **Research and creative development** (LO1, LO2, LO3, LO4, LO5, LO6): The level of enquiry in support of all assignments, including written work and practical assignments;
- **Contextual and critical analysis** (LO1, LO2, LO3, LO4, LO5, LO6): The level of critical thinking, analysis and observation applied to: The development and evaluation of practical work demonstrating the ability to analyse and discuss movement and dynamics; Written work (and related outputs), evidencing academic rigour, articulate discussion and analysis;
- **Audience engagement and storytelling** (LO1, LO2, LO3, LO4, LO5, LO6, LO7): The use of animation and other filmmaking techniques to construct and communicate ideas;
- **Design, craft and technical skill** (LO1, LO2, LO3, LO4, LO5, LO6, LO7): The level of use of key animation principles in support of animation assignments; The mediation of materials and techniques to demonstrate practical knowledge and initiative; The level of: Aesthetic discernment and imaginative thinking demonstrated by the synthesis of design and story, and the use of animation's novel possibilities; Animation used in support of storytelling and communication, informed by animation principles, dynamics and portrayal; Mediation of materials and techniques to demonstrate imagination, resourcefulness and technical accomplishments;
- **Professional practice** (LO1, LO3, LO5, LO6, and LO7): The level of: Planning, organisation and time-management applied to all assignments; Resourcefulness and initiative in support of assignments.

Identify final timetabled piece of assessment (component and element)		Component A,1																											
% weighting between components A and B (Standard modules only)		A:	B:																										
		100%																											
First Sit																													
Component A (controlled conditions) Description of each element			Element weighting																										
1. Portfolio			100%																										
Resit (further attendance at taught classes is not required)																													
Component A (controlled conditions) Description of each element			Element weighting																										
1. Portfolio			100%																										
Part 4: Teaching & KIS Data																													
Learning Outcomes	On successful completion of this module students will be able to:																												
	<ol style="list-style-type: none"> 1. Apply the basic principles of animation and animated dynamics relate to human and animal motion; 2. develop practical animation skills and an understanding of the processes involved in the creation of a range of basic figurative animations, animals in motion and birds in flight; 3. research and critically analyse figurative animated forms and their design; 4. apply the conventions, processes and methodologies related to sound synchronisation and lip sync; 5. differentiate between naturalistic and abstract animated dynamic forms and the implications for animation timing; 6. identify the separate classifications of animation (activity, action, animation, acting) within a range of animation disciplines; 7. demonstrate practical skills in the use of drawing as a simplistic tool for action analysis; 8. show personal organisation and time-management skills by present a body of work in a coherent manner. 																												
	All assessed through Component A.																												
Key Information Sets Information (KIS)																													
Contact Hours	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="5" style="text-align: right;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> </tr> </tbody> </table>				Key Information Set - Module data					<i>Number of credits for this module</i>					30					Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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Total Assessment	<p>constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="639 398 1313 629"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>100%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td></td> <td></td> <td>100%</td> <td></td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		100%		Practical exam assessment percentage		0%				100%	
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Reading List	<p>Identified texts will be provided on Blackboard in support of teaching delivery. The essential reading list and the further recommend reading list can be found by following this link:</p> <p>Essential Reading: Muybridge, E. (1957) <i>The Human Figure in Motion</i>. New York: Dover Publications. Muybridge, E. (1957) <i>Animals in Motion</i>. New York: Dover Publications. Webster, C. (2005) <i>Animation: The Mechanics of Motion</i>. Oxford: Focal Press. Whitaker, H. & Halas, J. (2002) <i>Timing for Animation</i>. Oxford: Focal Press.</p> <p>Further Reading: Bammes, G. (1994) <i>The Artist's Guide to Human Anatomy</i>. XX: Transedition Books. Bammes, G. (1994) <i>The Artist's Guide to Animal Anatomy</i>. XX: Transedition Books. Blair, P. (1994) <i>Cartoon Animation</i>. California: Foster. Braun, M. (1992) <i>Picturing Time: The Work of Etienne-Jules Marey, (1830-1904)</i>. Chicago: University of Chigago. Hogarth, B. (1970) <i>Dynamic Figure Drawing</i>. New York: Watson Guptill.</p> <p>Suggested Viewing The following videos will form an important part of the teaching strategy within the formal lectures. This reference material which forms part of the animation department's own animation collection will be made available to the students to support them in the completion of their practical exercises. Additional animations will form the basis of the screenings covering the animation principles covered throughout the module. Action Analysis - <i>Animation Timing</i> Action Analysis - <i>Overlapping Action</i> Action Analysis - <i>Follow Through and Drag</i> Action Analysis - <i>Weight and Balance</i> Action Analysis - <i>Walks and Runs</i></p> <p>This list has not been published and features indicative content.</p>																				

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First Approval Date (and panel type)	22/05/2019			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	1	Link to RIA 12923