



Module Specification

Animation Foundations

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Part 1: Information

Module title: Animation Foundations

Module code: UALAXM-45-1

Level: Level 4

For implementation from: 2019-20

UWE credit rating: 45

ECTS credit rating: 22.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Film & Journalism

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Lens and Moving Image

Module type: Project

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 introduce a range of essential animation and animated filmmaking processes across a range of animated disciplines. Practical assignments focus on the principles of animation, sequential

dynamics and analysis. Students will actively learn, apply and develop practical, analytical and theoretical skills that will support their ongoing development as animation practitioners. Practical work will be supported by integrated engagement with primary and secondary research.

Outline syllabus: Situating the teaching and learning in a studio context, students will begin to gain an understanding of studio etiquette reflecting a professional environment. Working both independently and in teams will allow students to negotiate and produce a range of work that answers a brief with specific outcomes, meets strict deadlines and broadens the understanding of animated forms. Students will be expected to explore creative freedoms alongside the practicalities of making short coherent animated exercises and dynamic sequences that adhere to different production pipelines associated with a range of disciplines. Students are required to present the work within a group environment and engage in the critical analysis of the results of their own work and that of others.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning on this module enables students to explore a range of animation processes while developing craft skills appropriate to the novel possibilities and extensive language of animation. This module is delivered through a series of workshops, demonstrations, screenings, lectures and seminars. Lectures introduce aspects of the syllabus which are expanded in screenings, seminars and technical workshops. Individual and group tutorials support the practical aspects of the programme while students have additional 'office hour' access for individual pastoral tutorials allowing students to cover broader aspects of their study. Guest talks contribute to the knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation). Students will receive feedback and formative assessment within critiques.

The module handbook provides detailed guidance in relation to assignments.

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

MO1 Use a range of technology, resources, processes and methodologies in the production of practical work; On successful completion of this module students will achieve the following learning outcomes.

MO2 Work safely and productively within appropriate production facilities and environments that reflects sound professional practice and studio etiquette; On successful completion of this module students will achieve the following learning outcomes.

MO3 Use and apply a range of essential animation and filmmaking techniques and processes in relation to practical work; On successful completion of this module students will achieve the following learning outcomes.

MO4 Demonstrate an understanding of the principles of animation within practical assignments, research and formative critiques; On successful completion of this module students will achieve the following learning outcomes.

MO5 Evidence how they have employed research in support of their practical animation assignments, theoretical study and additional support work; On successful completion of this module students will achieve the following learning outcomes.

MO6 Observe, analyse, compare and contextualise animated dynamics and performance; On successful completion of this module students will achieve the following learning outcomes.

MO7 Demonstrate key transferrable skills in problem solving, communication, time-management, and professional practice.

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/ualexm-45-1.html) via the following link <https://uwe.rl.talis.com/modules/ualexm-45-1.html>

Part 4: Assessment

Assessment strategy: Assessment Strategy

The assessment type has been chosen to enable students to demonstrate achievements across all the learning outcomes of the module and provides flexibility in selecting appropriate and specific outputs that facilitate the practical, theoretical and academic study of animation. The assessment strategy facilitates the development of creative, communication and critical skills in relation to animation and associated media. The learning outcomes connect to the different practical and academic assignments. They are designed to enable students to understand, appreciate, and develop enduring academic understanding alongside practical, theoretical, analytical and professional practice skills in relation to animation. These skills should enable students to identify interests in relation to their ongoing study and developing practice.

Formative Assessment

Peer review and formative assessments are embedded in each practical assignment. This enables staff to support ongoing progress, prompt discussion, encourage peer learning and monitor authorship and contributions. The work produced will enable students to discern between process-led and process-based approaches; understanding this distinction will encourage enquiry and ongoing progression and represents a distinctive tenet of the Animation programme. Peer review within teams during presentations will provide further opportunities for critical engagement.

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:

Show-reel: a collection of edited material featuring all the completed practical animation assignments.

Research File: evidence of critical thinking through primary and secondary research that has supported the realisation and production of practical material, analysis and academic study.

Drawing from life: a collection of drawings used in support of practical assignments.

Additional Material: a range of materials that should include sketchbooks and notebooks that reflect sustained engagement with the subject matter and identified interests.

Assessment Criteria (as related to learning outcomes)

Students will be assessed using the following criteria:

Animation craft, technical and designs skills (MO1, MO3, MO4, MO6): the level of understanding of the principles of animation, animation timing, and dynamics demonstrated within the practical work;

Research and creative development (MO4, MO5): The level of enquiry in support of all assignments;

Contextual and critical analysis (MO4, MO5, MO6, MO7): The level of critical thinking, analysis and observation that evidences academic rigour applied to the development and evaluation of practical work;

Audience engagement and storytelling (MO1, MO3, MO5, MO6): The use of animation and other filmmaking techniques to construct and communicate ideas in relation to audience, platforms and purpose.

Professional practice and engagement (MO3, MO4, MO5, MO7): The level of

engagement with the programme of study, the ability to manage time effectively, plan and organise applied to all assignments to meet deadlines; resourcefulness and initiative in support of assignments.

Assessment components:**Portfolio - Component A (First Sit)**

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Portfolio - Component A (Resit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study: