



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Animation Agenda		
Module Code	UALB45-30-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Lens and Moving Image
Department	Cultural & Creative Industries		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Overview:</b> In this module students will focus on the development of a major animation project in line with their defined Agenda of personal, learning, creative practice and future career goals</p> <p><b>Features:</b> Students examine and develop their practice with the support of a designated specialist supervisor.</p> <p><b>Educational Aims:</b> The aim of this module is to enable students to research, develop and pitch project ideas for their Masters' degree animated film or body of work (such as a show-reel of CGI work or a portfolio of art direction and production design). This process also enables students to define an industry context and identify an audience for the work. Students start to assemble an on-line showreel/portfolio of practice and self-promotion materials underpinned by their developing understanding of enterprise and entrepreneurship.</p> <p><b>Outline Syllabus:</b> Ideation: research &amp; development; audience: how to identify and engage audience(s) for project work; communication and constructive critique; sequential storytelling and writing for animation; prototyping: storyboarding, animatics, editing and sound design; art direction and production design; enterprise and entrepreneurship awareness: definitions, behaviours, attributes and competences; IP, copyright and legal issues in the creative industries.</p>

## STUDENT AND ACADEMIC SERVICES

**Teaching and Learning Methods:** Project research and development as well as key pre-production activities and skills will be supported through ideation workshops, lectures, seminars, individual supervision tutorials, formative and summative reviews. There are also technical training workshop options to enable further skills development in students chosen animation process, typically stop-motion, CG or digital 2D animation. Students are introduced to the programme's comprehensive on-line animation and filmmaking enterprise and professional practice resource. Students undertake independent research, study and practice. Academic skills support, including subject-specific and generic workshops and online resources, is available from the Library. Academic skills support for international students is available from the Academic Learning Development team.

### Part 3: Assessment

The assessment is designed to demonstrate students' ability to develop and work creatively with industry standard skills and practices. The presentation is designed to simulate an industry pitch as well as enable fast-turnaround feedback that will assist students' immediate progression. The portfolio simulates industry practice as well as supporting the development of critical analysis skills. The portfolio also enables flexibility in selecting appropriate and specific outputs.

Regular formative feedback from tutors provides students with a clear understanding of their progress and how this can be improved. In addition, students participate in live pitches of student projects in which all students will be expected to contribute constructive critique of presented work.

The assessment type has been chosen to enable students to demonstrate achievement across all the learning outcomes of the module and to provide flexibility in selecting appropriate and specific outputs. Students are assessed by criteria and achievement standards that are identified within module handbooks, and individual assignments and briefs. The assessment criteria take account of the level of creativity and artistry, technical and craft skills, research and development, critical analysis and professional practice.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A		20 %	An illustrated project pitch of the major project work.
Portfolio - Component A	✓	80 %	Guidance as to the approach and detailed requirements of the Portfolio will be fully explained in the module handbook. Indicative items: Animation Bible, Evaluative Report, Draft On-line Showreel/Portfolio, Supporting Materials
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## STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																	
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/index.html">https://uwe.rl.talis.com/index.html</a></p>																

<b>Part 5: Contributes Towards</b>	
This module contributes towards the following programmes of study:	
Animation [Sep][FT][Bower][1yr] MA 2020-21	