



Module Specification

Animation Agenda

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Part 1: Information

Module title: Animation Agenda

Module code: UALB45-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

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: 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

Features: Students examine and develop their practice with the support of a designated specialist supervisor.

Educational aims: 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.

Outline syllabus: Ideation: research & 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.

Part 3: Teaching and learning methods

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.

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

MO1 Research, develop and test creative, artistic and innovative ideas for their project work using an essential range of pre-production and prototyping methods

MO2 Justify the choice of target audience for their major project and how it will be engaged by the work

MO3 Develop technical skills in pre-production and their identified animation process

MO4 Demonstrate enterprise informed, strategic thinking in support of project planning and develop a practical, production-centric strategy for learning and progression

MO5 Critically evaluate practice work and reflect on their agenda, situating their practice in relation to precedents

MO6 Present, discuss and evaluate ideas and proposals in a well-considered, coherent and persuasive way

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

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

Part 4: Assessment

Assessment strategy: 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.

Assessment components:

Portfolio (First Sit)

Description: 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

Weighting: 80 %

Final assessment: Yes

Group work: No

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

Presentation (First Sit)

Description: An illustrated project pitch of the major project work (15 minutes)

Weighting: 20 %

Final assessment: No

Group work: No

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

Portfolio (Resit)

Description: 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

Weighting: 80 %

Final assessment: Yes

Group work: No

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

Presentation (Resit)

Description: An illustrated project pitch of the major project work (15 minutes)

Weighting: 20 %

Final assessment: No

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Animation [Bower] MA 2023-24