



Module Specification

Animation Studies

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Part 1: Information

Module title: Animation Studies

Module code: UALB5S-15-1

Level: Level 4

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

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: The aim of this module is to introduce apprentices to ways of looking at animation as an artistic and industrial practice. It develops the research and critical thinking skills necessary to enable apprentices to investigate, understand and analyse animation histories, theories, contexts, and practices. It will enable them to understand the expectations and requirements of their Junior Animator role. It

supports the development of a range of communication, individual and team-working skills, and professional behaviours.

Features: Apprentices can submit written work via an alternative format, such as an audio-visual essay.

Educational aims: To develop apprentices' research, contextual analysis, and critical evaluation skills.

To support a range of effective communication skills.

To facilitate and encourage peer support among the cohort via group critique.

Outline syllabus: The outline syllabus typically includes primary and secondary research methods in support of assignments; aspects of critical theory and contextual studies applied to the investigation of artefacts, themes, or topics; the study of animation in relation to film theory; animation history; contexts of production, exhibition, and reception; professional practice in relation to external contexts; business, sustainability, innovation, platforms, and ethical practice.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures introduce aspects of the syllabus which are expanded on in screenings and seminars. Guest talks contribute to the knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation). There are group sessions and individual tutorials to support the development of course work. In addition, apprentices are supported through the tripartite relationship, with the academic tutor and practice-based tutor taking a proactive approach to supporting the apprentice.

Support for study skills is available online via the UWE Library. In addition, staff from the Bower Ashton Library will provide workshops in support of research methods and academic writing, including how to avoid plagiarism. Individual support for writing assignments is also available via the Library and the Faculty.

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

MO1 Explain and evaluate animation practice within a wider historical, cultural, and critical context

MO2 Explain the professional behaviours, values, and ethics as well as the organisation and practices of the animation industry, [its departments, pipelines, and workflows] and the role of the Junior Animator within it

MO3 Identify, find, select, interpret, and evaluate different sources and types of evidence and data and make sound judgements relevant to a chosen animation research topic

MO4 Work effectively, individually and as part of a team, communicating clearly in person and in writing using appropriate industry and scholarly conventions

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: The assessment type has been chosen to enable apprentices to demonstrate achievement across all the learning outcomes of the module, to provide flexibility in selecting appropriate and specific outputs and to facilitate engagement with research activities, which is the focus of the module's learning outcomes. Evidence of enquiry, initiative, analysis, and the articulation of findings will be the core focus of assessment.

Assessment strategies will include presentations and written work supported by

evidence of research. A research assignment will enable apprentices to investigate their Junior Animator role in the context of the wider animation industry; a presentation will demonstrate their depth of knowledge and understanding of the topic. In addition, students will critically examine, via a written essay or essay film, an artefact, theme, issue, or topic related to animation and its wider discourses. Detailed guidance on assessment will be provided in the Module Handbook and assignment briefs.

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

Description: Examples of portfolio contents are:

Research Project

Research Presentation

Essay (written 1500 words or audio-visual 5-6 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: Examples of portfolio contents are:

Research Project

Research Presentation

Essay (written 1500 words or audio-visual 5-6 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Animation {Apprenticeship} [Jan][DL][Bower][18months] CertHE 2021-22