



Module Specification

Character Animation

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Part 1: Information

Module title: Character Animation

Module code: UALB5T-45-1

Level: Level 4

For implementation from: 2022-23

UWE credit rating: 45

ECTS credit rating: 22.5

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 module focuses on the study and analysis of movement, action analysis and dynamics relevant to character-based animation performances. Building upon experiences and knowledge already gained, it provides an opportunity for the development of more advanced and focused animation craft skills through the investigation into human and animal motion and dynamics. It enables apprentices to explore in depth animation techniques and issues with specific regard to character

interaction and narrative driven performative work. Directly relevant to a range of specialist animation disciplines, the assignments allow apprentices to explore both human and animal locomotion and behavioural actions by applying the principles of animation.

Apprentices are expected to undertake primary and secondary research pertinent to character animation. Research findings are applied to the practical animation exercises. Critical thinking and the willingness to undertake detailed production of animation that addresses technical issues related to movement and performance, including the use of dialogue and lip sync, and character response to audio, sound, and music, allows apprentices to achieve a more advanced level of competence in animation. The use of drawing as an analytical tool and research aid through sketchbooks, drawing from life, and research journal supports animation craft skills.

Apprentices will evaluate their project work as well as critically reflect on their overall development as a Junior Animator during their apprenticeship.

Features: A systematic approach to action analysis, including the use of live-action video recording and analytical processes forms a core element of the module. The work produced will enable apprentices to discern between process-led and process-based approaches; understanding this distinction will encourage enquiry, ongoing progression, and represents a distinctive tenet of UWE's Animation programmes.

Educational aims: To enable apprentices to acquire advanced knowledge in the practice of animation, to deepen development their specialist skills and operate in accordance with professional practice behaviours as outlined in the Junior Animator standard. To empower them to recognise their own strengths and needs in both an academic and professional context and engage in appropriate development activities. To facilitate and encourage peer support among the cohort via group critique. In addition, the module helps to prepare apprentices for the End Point Assessment tasks [short animation project and professional discussion]

Outline syllabus: The outline syllabus typically includes 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; life-drawing.

Part 3: Teaching and learning methods

Teaching and learning methods: The module is delivered through a series of online 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 and visual reference material provide examples of how action analysis and the principles of animation are applied by practitioners within varied contexts.

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. Guest talks contribute to the knowledge and understanding of animation sectors, independent practice (enterprise and creativity) and emerging platforms (innovation). Tutorials that monitor student progress and screenings of student work enable formative feedback. 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 Use and evaluate a range of advanced animation and filmmaking skills, methods, processes, and techniques to plan, prepare and produce a range of figurative and performative animations in line with production requirements

MO2 Apply the principles of animation, animation timing and dynamics related to creature, animal and human motion and performance, including processes related to sound synchronisation and lip sync

MO3 Identify and differentiate between naturalistic and exaggerated/abstract animated dynamic forms and the different classifications of animation and the implications for animation timing and performance

MO4 Research and critically analyse figurative animated forms, their design and related dynamics and performance as well as undertaking other relevant research in support of practical animation assignments, theoretical study, and supporting work

MO5 Demonstrate practical skills in the use of drawing and other recording processes as a research tool for action analysis

MO6 Demonstrate competence in professional behaviours and key transferable skills through the presentation of a body of work in a coherent and concise manner.

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 via the following link

Part 4: Assessment

Assessment strategy: The assessment type has been chosen to enable apprentices 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 apprentices to understand, appreciate, and develop enduring academic understanding alongside practical, theoretical, analytical, and professional practice skills in relation to animation. These skills should enable apprentices to identify interests in relation to their ongoing study and developing practice. Detailed guidance on the portfolio contents will be provided in the Module Handbook and assignment briefs.

Apprentices will be assessed using the following criteria: the level of technical and craft skills, research and creative development, contextual analysis and critical evaluation, appreciation of audience and storytelling skills, professional practice, and engagement.

In terms of formative feedback, tutorial support to monitor progress is given throughout and feedback given on a regular basis. Screening of completed exercises at key points 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 Life-drawing strand will continue to provide formative feedback in relation to observation skills and drawing confidence.

UWE Study Support sessions will advise apprentices about good academic practice, to avoid plagiarism.

Assessment components:

Portfolio - Component A (First Sit)

Description: 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, current role, and future career aspirations (1500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Portfolio - Component A (Resit)

Description: 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, current role, and future career aspirations (1500 words)

Weighting: 100 %

Final assessment: Yes

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