



PROGRAMME SPECIFICATION

| Part 1: Information | |
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| Awarding Institution | University of the West of England. |
| Teaching Institution | University of the West of England. |
| Delivery Location | UWE City Campus, Bower Ashton |
| Study abroad / Exchange / Credit recognition | |
| Faculty responsible for programme | Faculty of Arts, Creative Industries and Education |
| Department responsible for programme | School of Film and Journalism |
| Professional Statutory or Regulatory Body Links | |
| Highest Award Title | BA (Hons) Animation |
| Default Award Title | |
| Interim Award Titles | BA Animation DipHE Animation Cert HE Animation |
| UWE Progression Route | |
| Mode of Delivery | Full time |
| ISIS code/s | |
| For implementation from | September 2020 |

Part 2: Description

Broad aims

The broad aims of the programme are;

- to provide students with a broad and robust educational experience that supports their sustained development within an education environment and beyond that addresses themes such as academic and digital literacy, citizenship, enterprise, internationalization, and sustainable and ethical practices.
- to equip students with the necessary tools and confidence to develop and apply their creative potential within their chosen field of study.
- to equip students with the intellectual, critical and creative skills necessary to gain the knowledge, understanding and acumen required to develop their practice as part of life-long learning.
- to equip students with the requisite practical, professional and enterprise skills in line with relevant UWE strategies by gaining awareness and knowledge and through experience and practice in a manner that meets demands of industry and professional practice.
- to give students the self-reliance and confidence to work independently to a high level of professionalism and to foster an entrepreneurial spirit as part of their professional development.
- to provide students with critical thinking skills and intellectual rigor allowing them to make informed independent judgments.
- to equip students with the necessary research techniques and appropriate methodologies necessary for the development of intellectual maturity and critical discernment.
- to equip students with important key/transferable skills as part of their professional development including the capacity to build a sustainable and ethical practice.
- to provide and sustain a teaching and learning environment, including the use of varied assessment methods in a coherent programme of assessment, that enhances student experience in which individuals may realise their full potential.
- to foster in students a robust approach to independent study and autonomous life-long learning that balances training and education in a manner appropriate to ongoing developmental needs.

Specific Aims

The specific aims of the programme are;

- to allow students to explore the breadth and depth of contemporary animation practice through a combination of creative, practical and theoretical engagement.
- through an integrated programme of theoretical study, professional practice and studio based activities allow students to develop the intellectual, critical, technical and key/transferable skills necessary to work in either a professional environment or to undertake further study.
- to equip students with the necessary professional and enterprise skills and provide them with an understanding of business and innovation that enables them to operate effectively within both the local and global economy.
- to equip students with the ability to develop a sustainable personal practice through the application of appropriate research methodology and the implementation of creative, critical and technical craft skills.
- to enable students to become creative thinkers who can operate flexibly across a range of platforms and activities associated with contemporary animation and associated media practice.
- to allow students to locate their own practice through the exploration and the application of their ideas across a range of animation contexts and disciplines.
- to equip students to work effectively with a creative team and to acquire and develop the skill set that supports employability within a changing commercial environment.

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| <ul style="list-style-type: none">• to allow students to develop their professional practice through first-hand experience that may include work based projects, live projects, work experience or client facing work.• to provide opportunities for students to engage with employers and industry professionals in order to develop their own practice.• to provide a studio environment and overall student experience that adheres closely to a professional animation production environment, utilising such methodologies, processes and techniques that supports their stated career aspirations. |
| Programme requirements for the purposes of the Higher Education Achievement Record (HEAR) |
| <p>This course focuses on three creative aspects of animation: Ideas, Design, Story. Underpinned by creative, craft, technical and professional skills throughout, students progressively explore animation and related creative industries, preparing them for professional work and/or further study:</p> <ul style="list-style-type: none">• Diagnostic engagement establishes basic principles in animation, design and story• Development of specialist practice in accordance with student ambitions• Application of practice and exit strategy <p>Theoretical and critical studies, professional practice and work-based learning are embedded throughout the programme that supports and contextualises all areas of study and addresses the development of a sustainable and ethical practice, enterprise and independent life-long learning.</p> |
| Regulations |
| <p>Delete one of the following statements as appropriate</p> <p>A: Approved to University Regulations and Procedures</p> |

| Part 3: Learning Outcomes of the Programme | | | | | | | | | | | |
|---|---|---|--|---|--|---|---|--|------------------------------------|---|------------------------------------|
| Learning Outcomes: | Module No: UALAXM-45-1 Animation Foundations | Module No: UALAXN-15-1 Animation Studies 1 | Module No: UALAXQ-30-1 Ideas, Design, Story | Module No: UALAXR-30-1 Character Animation | Module No: UALAXS-45-2 Collaborative Projects | Module No: UALAXT-15-2 Animation Studies 2 | Module No: UAL AUG-45-2 Animation Practitioner | Module No: UALAUH-15-2 The Animation Business | Module No: UALAXW-45-3 Studio 1 | Module No: UALAXP-15-3 Animation Studies 3 | Module No: UALAXX-45-3 Studio 2 |
| A) Knowledge and understanding of: | | | | | | | | | | | |
| The scope and application of a range of principles associated with animation and design practices | X | X | X | X | X | X | X | X | X | X | X |
| Practical research and analytical processes relating to the application and development of creative ideas | X | X | X | X | X | X | X | X | X | X | X |
| Their own design-based interests and practice within a broader context of animation production and animation production teams | | X | X | X | X | X | X | X | X | X | X |
| The relationship of historical and contemporary animation practice to cultural and theoretical contexts | X | X | X | X | X | X | X | X | X | X | X |
| Professional practices within the broader context of animation, design and media production | | X | X | X | X | X | X | X | X | X | X |
| (ESD) Concepts and over-arching concerns of sustainable development, in general, and within animation, in particular. | X | X | X | X | X | X | X | X | X | X | X |
| (B) Intellectual Skills | | | | | | | | | | | |
| Synthesise concepts, skills, theoretical themes and contextual considerations in contemporary media production to develop sustainable creative practice | X | X | X | X | X | X | X | X | X | X | X |
| Critically analyse animation processes and principles in relation to their own work and the work of others | X | X | X | X | X | X | X | X | X | X | X |
| Evaluate their work and learning in relation to personal intentions and subject specific contexts, including the requirements of an identified audience | | | X | X | X | X | X | X | X | X | X |
| Apply a range of research methods relevant to their own developing practice, theoretical investigations and professional practice | X | X | X | X | X | X | X | X | X | X | X |
| Critical thinking applied across a broad range of activities; practice based studio work, theoretical practice and professional practice | X | X | X | X | X | X | X | X | X | X | X |
| (ESD) Evaluate the cultural value of animation production in promoting change for good and social justice | X | X | X | X | X | X | X | X | X | X | X |

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| Part 3: Learning Outcomes of the Programme | | | | | | | | | | | | | |
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| (C) Subject/Professional/Practical Skills | | | | | | | | | | | | | |
| Apply techniques, processes and methods associated with a defined range of animation disciplines and make informed choices about their application and effectiveness | X | X | X | X | X | | X | X | X | | X | X | |
| Make critical decisions regarding the creative development and the practical outcome of their ideas. | X | X | X | X | X | X | X | X | X | X | X | X | |
| Apply a range of appropriate production management processes and techniques relevant to practical animation projects | | X | X | | X | X | X | X | X | X | X | X | |
| Demonstrate an understanding of issues related to professional practice within a broad commercial context and the animation industry | | | X | X | X | | X | X | X | | X | X | |
| Employ information resources effectively as tools for research, idea development, production and professional practice | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Apply a range of skills that explores the entrepreneurial potential of the practice and the individual. | | | | X | X | X | X | X | X | X | X | X | X |
| Apply a level of critical thinking and the employment of strategies that allow for innovation within practical outcomes. | | | X | | X | | X | X | X | | X | X | |
| Develop drawing skills and other appropriate techniques for both analytical and creative processes | X | X | X | X | X | | X | X | X | | X | | |
| (D) Transferable skills and other attributes | | | | | | | | | | | | | |
| Employ effective communication skills in visual, verbal and written formats as an individual and/or within the context of a creative team | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Employ appropriate strategies in the initiation, planning and management of practice based self-directed study | | X | X | X | X | | X | X | X | | X | X | |
| Work effectively and efficiently as a self-directed practitioner and/or collaboratively within a team | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Research and evaluate information and draw conclusions that inform creative activity and decision making | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Respond creatively and positively to a range of challenges, circumstances and demands | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Organisational and time management skills applied to self and within the broader context of professional practice | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Networking and self-promotion skills appropriate to ongoing personal development, industry needs and professional practice | | | X | X | X | | X | X | X | | X | X | |
| Employ effective planning and implementation of strategies for a professional practice, business, innovation and ongoing professional/career development. | | | | X | X | X | X | X | X | X | X | X | X |
| Strategic planning for a sustainable practice and personal developments in response to changing commercial environments, technical advances and market demands. | | | | X | X | | X | X | X | | X | X | |

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Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

| ENTRY | | Compulsory Modules | Optional Modules | Awards |
|----------------------|--|---|--|--|
| Level 1 | | Animation Foundations UALAXM-45-1 | N/A | Interim award: Certificate HE Animation <i>(120 credits)</i> |
| | | Animation Studies 1 UALAXN-15-1 | | |
| | | Ideas, Design, Story UALAXQ-30-1 | | |
| | | Character Animation UALAXR-30-1 | | |
| Level 2 | | Collaborative Projects UALAXS-15-2 | Animation Practitioner UALAUG-45-2 | Interim award: Diploma HE Animation <i>(240 credits)</i> |
| | | Animation Studies 2 UALAXT-15-2 | International Exchange UA1APR-45-2 And if additional credit is required: | |
| | | The Animation Business UALAUH-15-2 | Negotiated Presentation 2 UA1ASD-5-2 | |
| Year Out: N/A | | | | |
| Level 3 | | Studio 1 UALAXW-45-3 | N/A | INTERIM AWARD: BA Animation <i>(300 credits)</i> |
| | | Animation Studies 3 UALAXP-15-3 | | |
| | | Studio 2 UALAXX-45-3 | | HIGHEST AWARD: BA (Hons) Animation <i>(360 credits)</i> |
| | | Enterprise in Animation UALAUM-15-3 | | |

Part 5: Entry Requirements

The University's Standard Entry Requirements apply. Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

Applicants would normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject

English Language Requirements:

All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not the first language test results such as IELTS 6.0, TOEFL 570 (230 if computer text), NEAB or Cambridge Proficiency grade C will be acceptable.

All applicants invited for interview must produce a portfolio of work.

Part 6: Reference Points and Benchmarks

Set out which reference points and benchmarks have been used in the design of the programme:

This programme has been developed in relation to the following reference points:

- Feedback from alumni
- Student feedback
- Feedback from External Examiner, reports/comments
- Feedback from Industry Partners

The themes, topics and issues as set out in the QAA documentation are covered within the broad and specific aims of the programme specification with particular reference within and throughout the module specifications. Taking its underpinning principles from these documents the programme places a strong emphasis on; professionalism in practice, independence and self-reliance in its students, originality of creative thought, critical thinking and intellectual rigor, the importance of the development of sustainable and ethical practices, an entrepreneurial spirit and a commitment to independent life-long learning.

The programme structure, curriculum content, professional skills and industry engagements have been scrutinised by professionally engaged external examiners and HE Teaching, Learning and Assessment in Creative Practices specialists along with industry practitioners, alumni and current students.

These developments in the curriculum have been informed by and are based upon contributions by the regular professional engagement of the programmes industry practitioners and partners, a response to the changing commercial environment in which graduates operate, the requirements of employers and the ongoing professional development of the academic team and support staff.

These developments aim to build on the success of the course illustrated clearly by the strong track record of our graduating students and alumni in operating within a professional context, gaining employment and engaging in further study. This coupled with the success of our students engaging in national and international open professional awards and competitions provides a strong basis for further development. The course continually reassesses its professional currency via outward engagement, live commissions and industry events.

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements
- QAA Benchmark Statement for Art and Design and History of Art and Design

[Strategy 2020](#)

[University policies](#)

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|--|------------------|---------|---|-----------------------------------|
| First CAP Approval Date | 28 February 2006 | | | |
| Revision CAP Approval Date | 01/02/2017 | Version | 6 | Link to RIA 12106 |
| | 22/05/2019 | | 7 | Link to RIA 12923 |
| | 22/5/2019 | | 8 | Link to RIA 12923 |
| Next Periodic Curriculum Review due date | | | | |
| Date of last Periodic Curriculum Review | | | | |