



Programme Specification

Animation {Foundation}[Bower]

Version: 2022-23, v0,

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Animation {Foundation}[Bower]

Highest award: BA (Hons) Animation

Interim award: BA Animation

Interim award: DipHE Animation

Interim award: CertHE Animation

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: Yes

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: ACE Dept of Creative & Cultural Industries, Faculty of Arts Creative Industries & Education

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2021

Programme code: W615A0

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Educational 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.

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 Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

- A1. The scope and application of a range of principles associated with animation and design practices
- A2. Practical research and analytical processes relating to the application and development of creative ideas
- A3. Their own design-based interests and practice within a broader context of animation production and animation production teams

- A4. The relationship of historical and contemporary animation practice to cultural and theoretical contexts
- A5. Professional practices within the broader context of animation, design and media production
- A6. (ESD) Concepts and over-arching concerns of sustainable development, in general, and within animation, in particular

Intellectual Skills

- B1. Synthesise concepts, skills, theoretical themes and contextual considerations in contemporary media production to develop sustainable creative practice
- B2. Critically analyse animation processes and principles in relation to their own work and the work of others
- B3. Evaluate their work and learning in relation to personal intentions and subject specific contexts, including the requirements of an identified audience
- B4. Apply a range of research methods relevant to their own developing practice, theoretical investigations and professional practice
- B5. Critical thinking applied across a broad range of activities; practice based studio work, theoretical practice and professional practice
- B6. (ESD) Evaluate the cultural value of animation production in promoting change for good and social justice

Subject/Professional Practice Skills

- C1. Apply techniques, processes and methods associated with a defined range of animation disciplines and make informed choices about their application and effectiveness
- C2. Make critical decisions regarding the creative development and the practical outcome of their ideas
- C3. Apply a range of appropriate production management processes and techniques relevant to practical animation projects
- C4. Demonstrate an understanding of issues related to professional practice within a broad commercial context and the animation industry

- C5. Employ information resources effectively as tools for research, idea development, production and professional practice
- C6. Apply a range of skills that explores the entrepreneurial potential of the practice and the individual
- C7. Apply a level of critical thinking and the employment of strategies that allow for innovation within practical outcomes
- C8. Develop drawing skills and other appropriate techniques for both analytical and creative processes

Transferable Skills and other attributes

- D1. Employ effective communication skills in visual, verbal and written formats as an individual and/or within the context of a creative team
- D2. Employ appropriate strategies in the initiation, planning and management of practice based self-directed study
- D3. Work effectively and efficiently as a self-directed practitioner and/or collaboratively within a team
- D4. Research and evaluate information and draw conclusions that inform creative activity and decision making
- D5. Respond creatively and positively to a range of challenges, circumstances and demands
- D6. Organisational and time management skills applied to self and within the broader context of professional practice
- D7. Networking and self promotion skills appropriate to ongoing personal development, industry needs and professional practice
- D8. Employ effective planning and implementation of strategies for a professional practice, business, innovation and ongoing professional/career development
- D9. Strategic planning for a sustainable practice and personal developments in response to changing commercial environments, technical advances and market demands

Part B: Programme Structure

Year 1

The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules A

The student must take 90 credits from the modules in Compulsory Modules A.

| Module Code | Module Title | Credit |
|--------------------|--|---------------|
| UAAAWP-30-0 | Developmental Projects: Building a Creative Identity 2022-23 | 30 |
| UAAAWR-30-0 | Foundation Project 2022-23 | 30 |
| UAAAF-30-0 | Observation and Making 2022-23 | 30 |

Year 1 Compulsory Modules B

Students must take 30 credits from the modules in Compulsory Modules B. International students who have not attained IELTS 6 must take UAAAU8-30-0. All other students must take UAAAWQ-30-0.

| Module Code | Module Title | Credit |
|--------------------|--|---------------|
| UAAAWQ-30-0 | Academic Skills 2022-23 | 30 |
| UAAAU8-30-0 | Academic Skills for International Students 2022-23 | 30 |

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

| Module Code | Module Title | Credit |
|--------------------|-------------------------------------|---------------|
| UALAUB-30-1 | Animation Foundations 2023-24 | 30 |
| UALAUA-15-1 | Animation Studies 2023-24 | 15 |
| UALAUD-45-1 | Ideas, Design, Storytelling 2023-24 | 45 |
| UALAUC-30-1 | Studio 2023-24 | 30 |

Year 3

The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules

The student must take 75 credits from the modules in Compulsory Modules.

| Module Code | Module Title | Credit |
|--------------------|--------------------------------|---------------|
| UALAU9-60-2 | Collaborative Projects 2024-25 | 60 |
| UALAUH-15-2 | The Animation Business 2024-25 | 15 |

Year 3 Optional Modules

Students must choose one module from:

| Module Code | Module Title | Credit |
|--------------------|--------------------------------|---------------|
| UALAUG-45-2 | Animation Practitioner 2024-25 | 45 |
| UA1APR-45-2 | International Exchange 2024-25 | 45 |

Year 3 Optional Modules Exchange

Please select if additional credit is required by the exchange student.

| Module Code | Module Title | Credit |
|--------------------|-----------------------------------|---------------|
| UA1ASD-5-2 | Negotiated Presentation 2 2024-25 | 5 |

Year 4

The student must take 120 credits from the modules in Year 4.

Year 4 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

| Module Code | Module Title | Credit |
|--------------------|---|---------------|
| UALAUK-15-3 | Critical Studies in Animation 2025-26 | 15 |
| UALAUM-15-3 | Enterprise in Animation 2025-26 | 15 |
| UALAUJ-45-3 | Independent Specialist Practice 1 2025-26 | 45 |
| UALAUL-45-3 | Independent Specialist Practice 2 2025-26 | 45 |

Part C: Higher Education Achievement Record (HEAR) Synopsis

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:

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

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.

Part D: External Reference Points and Benchmarks

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

Part E: Regulations

Approved to University Regulations and Procedures.