



## **Programme Specification**

### **Animation {Foundation}[Bower]**

Version: 2024-25, v3.0, Validated

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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

**Teaching institutions:** UWE Bristol

**Study abroad:** Yes

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

**School responsible for the programme:** CATE School of Arts, College of Arts, Technology and Environment

**Professional, statutory or regulatory bodies:** Not applicable

**Modes 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 BA (Hons) Animation programme is a modular course that has three key aspects which support continuity of purpose and individual progression:

Creative Practice and Technical Skills development, especially in ideas, design and storytelling and animated performance.

Professional Practice Skills, including enterprise skills and animation specialisation.

Reflective and Critical Thinking Skills

**Features of the programme:** The UWE BA (Hons) Animation programme works across a broad range of disciplines, holistically covering the animation process: 2D, CGI, stop motion, and hybrid forms of work. Extending across areas such as pre-production, design, filmmaking, model making, storytelling, storyboarding, and, of course, animation. Our versatile experienced staff's central aim is to support and nurture each student in their own specific areas of interest – helping them develop their skills, art, craft, and their own unique voice and thrive in the animation community. Our considerable industry standard resources enable our students to excel and become an active part of the creative industries.

The academic and technical team will guide and encourage our students to embrace their specialism, develop healthy life skills, utilise critical thinking, and empower their creative aspirations.

Animation, live briefs, group work and industry networking events mean that, on graduation, our students are ready to work in both the animation and creative industries. Professional practice punctuates all levels of the programme. Students are encouraged to work individually and in collaborative groups and present their work to industry guests.

Many friendships made on the course continue long after graduation, developing into partnerships, start-ups, and larger businesses.

Our commitment to ambitious artistry combined with craft practice as well as creative freedom and resourcefulness make our programme a very attractive option to a wide range of students from all around the world. Together, we are a vibrant, creative, and collaborative community, where every student is known and valued. Our central aim is to support and nurture each student in their own specific areas of interest – helping them develop their skills, their art, their craft, and their own unique voice. The animation students are able collaborate with students on other creative courses, such as Filmmaking, Drama, Fashion, Graphic Design and Journalism. Our Animation programme offers exceptional professional quality facilities and resources. Our students also have direct access to technical workshops from Fabrication, the Digital Design Studios and Photography.

**Educational Aims:** All students are actively required by the curriculum to develop subject specific Knowledge, Skills and Professional behaviours alongside demonstrating an active engagement in practice-based learning. Personal development is supported through collaborative, professional, ethical and sustainable practices that are a catalyst for the development of students' mindsets across all levels of study.

Specific Aims of this Programme:

To allow students to explore the breadth and depth of contemporary animation practice through a combination of creative and practical skills and theoretical engagement.

Through an integrated programme of theoretical study, professional practice and studio 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.

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, internationalisation, 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.

**Programme Learning Outcomes:**

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

**Programme Learning Outcomes**

- PO1. Cultural and Production Practices: Demonstrate an understanding of and engage in cultural and animation production practices, applying that theoretical understanding to production processes and design.
- PO2. Research and Analysis: Locate, retrieve, evaluate, and synthesise information from various sources, and apply appropriate research and production methods to the application and development of creative ideas.
- PO3. Historical and Cultural Context: Understand the development and cultural context of animation work, processes, and principles in relation to personal and collaborative work.
- PO4. Critical Engagement: Analyse and evaluate media, communication, film, and cultural forms, drawing upon relevant theories and research methodologies applied across a broad range of activities; practice-based studio work, theoretical practice and professional practice.
- PO5. Reflective Practice: Reflect on new knowledge, understanding, and learning experiences, demonstrating critical self-awareness and autonomy regarding the creative development and the practical outcome of ideas.
- PO6. Communication and Expression: Communicate effectively in diverse mediums, demonstrating creative expression through practice as an individual and within the context of a creative team.
- PO7. Collaboration and Teamwork: Effectively collaborate with others in the creation of animated work, demonstrating confidence, flexibility, and a critical awareness of self and others.
- PO8. Professional and Ethical Practice: Understand and demonstrate the responsibilities of an animation practitioner, including ethical considerations, safe working practices, and environmentally sustainable approaches within a broad commercial context and the animation industry.

**Assessment strategy:** The assessment strategy has been designed to test the programme learning outcomes.

Level 3 summative assessments: Students receive a Pass/ Fail – with written and / or verbal feedback clearly indicating their levels of achievement and areas for further

development.

Level 4 balances the acquisition of practical know-how with the development of creative and critical skills. Level 4 is about actively learning about the scope of what students might do to create animation work – and learning by doing.

Level 4 summative assessments: students receive a Pass/Fail – with written and / or verbal feedback clearly indicating their levels of achievement and areas for further development.

The Pass / Fail Assessment Strategy for Levels 3 & 4 has been designed to:

1. Establish a more authentic and subject-appropriate approach to the assessment process, placing greater emphasis on assessment as learning, rather than an assessment of learning – which is more aligned to the iterative nature of creative practice.
2. Establish a less marks-driven approach to assessment, particularly during the early stages of a student's journey, to provide students with an opportunity to build confidence and develop individual approaches to iterative practice and creative risk-taking without the perceived pressure / punitive nature of a marks driven culture.
3. Remove the emphasis from final marks, making explicit the role of feedback in students' future learning and progression. Greater emphasis on assessment feedback will enable staff and students to establish a broader shared language and understanding of assessment away from the granular detail of marks.
4. Signal a more holistic, inclusive approach to assessment and would align with the University's wider priorities of inclusivity and accessibility.

Developing collaborative skills and professional practice is a necessity for most careers in the animation industry and a major focus at level 5. Students will work on several animated projects; these focus on career research, creative practice, group work, and film production.



In level 6, students will propose and undertake an independent programme of study for their project work and professional practice. This will result in a final portfolio of assessment work.

At every level of the BA Animation programme, students will carry out assignments that enable them to gain insights into the various sectors of the animation industry. Assignments may include research projects and portfolio presentations to industry guests. During Level 5 animation students will develop promotional materials: website, showreel, business card and CV. At Level 6 students will be expected to engage in entrepreneurial activities and develop their social media marketing and promotional skills to showcase their work.

During most modules students will be required to present and discuss their work and that of their fellow students. It is important that an animation professional is able to talk about and explain their ideas in a lucid and professional manner. Learning how to do so will enable them to build transferable skills and confidence for the future.

On some occasions a group or individual presentation will be part of assessment. Module handbooks will indicate if, when and where this is required.

#### Peer-assessment and self-assessment

Throughout the course students will be asked to take part in both peer and self-assessment. This means that students will be invited to consider their work and the work of others in their group in relation to the assessment criteria/learning outcomes of the module. By doing this student will be offered an insight into how their work is marked and gain experience in critical reflection. Peer and Self-assessment processes will not dictate the grade for the module, but there must be evidence of the process in your module file where students are asked to produce it.

#### Formative feedback

Pitches, review seminars, studio critiques and supervision meetings will provide opportunities for formative and peer review and support critical engagement.

### Directed, self-directed and independent Study

Directed study: Usually organised and delivered by a member of staff. This may include workshops, lectures, or group discussion.

### Self-directed study

The time students spend working independently on a module assignment or elective live project. It can also include time working on projects students have devised or developing expertise through on-line training. As students' progress through the programme an increasing amount of time will be self-directed.

### Assessment dates

All modules have an assessment date on which students will hand-in specified outputs, and in some cases, present work. These outputs are itemised in each Module Handbook. For some outputs students will be given an additional assignment brief that provides further instruction and information.

### Marking criteria

This information will be provided on a modular basis and supplied within the specific Module Handbook.

### **Student support:** Student Support Services

Students enrolled in the UWE Animation programme have access to a comprehensive range of support services. These include student advisers and Wellbeing services, which provide academic and pastoral support through trained counsellors.

### Career Services

The UWE Careers service provides extensive support to students, both during their studies and for a period of three years following graduation. These services include workshops and individual career counselling sessions aimed at enhancing employability. UWE Careers can also offer access to work experience, volunteering opportunities, and creative industry employment vacancies, both during the academic programme and post-graduation.

### Professional Practice Week

This annual initiative enables students to develop specific industry-related skills through masterclasses led by industry professionals.

### Industry and Cultural Engagement

Students benefit from Bristol's dynamic arts and cultural environment, where interactions between students and industry professionals are fostered through various events. Notable events include Encounters, the Bristol Animation Meetup (BAM), and Animinspo. Bristol is recognised as a significant animation hub, hosting prominent studios such as Aardman, A-Productions, Wonky, Scribble Room, Rumpus, Studio Panda, Info Candy, Shy Guys Studio, and Sun and Moon Studios. As part of their academic experience, Level 6 students participate in guided studio tours to gain insight into professional animation practices.

### Industry Networking and Final Year Showcase

UWE Animation regularly invites industry professionals, freelancers, and employers to the City Campus to share insights, mentor our students, and identify emerging talent. The animation programme is also integrated into UWE's City Campus Degree Show, offering final-year students the opportunity to present their projects to a public audience, enhancing their professional exposure.

### Extracurricular Activities

The Students' Union at UWE supports a wide range of clubs and societies, many of which align with the interests and aspirations of our animation students. Participation in these societies provides additional avenues for skill development, networking, and collaborative projects.

### International Exchange and Industry Exposure

The UWE Animation programme incorporates an International Exchange module, allowing second year students to spend their second term in exotic places such as Japan or Spain. UWE Animation students also have the opportunity to attend the Annecy International Film Festival in France. This esteemed festival, held annually in early June, is recognised as the world's leading animation film festival. It showcases

animated works across various categories, including short films and feature films. Attendance at the festival allows students to engage with directors, producers, and other animation industry professionals from around the globe, enriching their academic and professional perspectives.

## Part B: Programme Structure

### Year 1

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

#### Year 1 Compulsory Modules

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

Module Code	Module Title	Credit
UAAAWQ-30-0	Academic Skills 2024-25	30
UAAAWP-30-0	Developmental Projects: Building a Creative Identity 2024-25	30
UAAAWR-30-0	Foundation Project 2024-25	30
UAAAF-30-0	Observation and Making 2024-25	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
UALAXQ-30-1	Ideas, Design, Storytelling 2025-26	30
UALAXR-30-1	Character Animation 2025-26	30
UA1B9P-30-1	Creative Contexts 2025-26	30
UALB8J-30-1	Animation Foundations 2025-26	30

**Year 3**

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

**Year 3**

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

Module Code	Module Title	Credit
UA1ASD-5-2	Negotiated Presentation 2 2026-27	5

**Year 3 Compulsory Modules**

The student must take 60 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UALB8K-30-2	Collaborative Projects 2026-27	30
UALB8L-30-2	The Animation Business 2026-27	30

**Year 3 Optional Modules**

Students must take 60 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UA1B9N-60-2	International Exchange 2026-27	60
UALB8M-30-2	Animation Practitioner 2026-27	30
UA1B9Q-30-2	Creative Futures 2026-27	30

**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
UALB8Q-30-3	Studio: Post-production 2027-28	30
UA1B9R-30-3	Creative Research Project 2027-28	30

UALB8N-30-3	Studio: Pre-production 2027-28	30
UALB8P-30-3	Studio: Production 2027-28	30

**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.