Programme Specification

Animation {Foundation}[Bower]

Version: 2023-24, v2.0, Validated

Contents

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 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.

Features of the programme:

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

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

At Level 0 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 Level 0 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 as 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 will 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.

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.

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 2023-24	30
UAAAWP-30-0	Developmental Projects: Building a Creative Identity 2023-24	30
UAAAWR-30-0	Foundation Project 2023-24	30
UAAAFT-30-0	Observation and Making 2023-24	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 2024-25	30
UALAUA-15-1	Animation Studies 2024-25	15
UALAUD-45-1	Ideas, Design, Storytelling 2024-25	45
UALAUC-30-1	Studio 2024-25	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 2025-26	60
UALAUH-15-2	The Animation Business 2025-26	15

Year 3 Optional Modules
Students must choose one module from:

Module Code	Module Title	Credit
UALAUG-45-2	Animation Practitioner 2025-26	45
UA1APR-45-2	International Exchange 2025-26	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 2025-26	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
UALAXX-45-3	Studio 2 2026-27	45
UALAXW-45-3	Studio 1 2026-27	45
UALAXP-15-3	Animation Studies 3 2026-27	15
UALAUM-15-3	Enterprise in Animation 2026-27	15

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.