



Programme Specification

Animation {Apprenticeship} [Jan][DL][Bower][18months]

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Contents

Programme Specification	1
Section 1: Key Programme Details	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	2
Part A: Programme Overview, Aims and Learning Outcomes	3
Part B: Programme Structure.....	5
Part C: Higher Education Achievement Record (HEAR) Synopsis	6
Part D: External Reference Points and Benchmarks	6
Part E: Regulations	8

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Animation {Apprenticeship} [Jan][DL][Bower][18months]

Highest award: CertHE Animation

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

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: ST0488

Mode of delivery: Distance with attendance

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

For implementation from: 01 January 2022

Programme code: W61B-JAN-DL-BA-W61B

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This award is the knowledge qualification for the L4 Junior Animator Apprentice and the elements of this award form the off-the-job training for it.

The CertHE Animation is an 18-month programme that aims to produce Junior Animators who can work effectively for UK animation employers, especially those in the Small Medium Enterprise (SME) sector. It is delivered by blended learning, with limited block-release integrated into a programme of synchronous and a-synchronous distance learning, designed to create a connected yet flexible learning experience for apprentices working across geographically dispersed companies.

The curriculum is designed to develop the knowledges, skills and behaviours (KSB) necessary to carry out the duties (D) set out in the L4 Junior Animator Standard. Alongside achieving a range of overarching KSB, apprentices acquire specialist knowledge and skills in one of four option duties: 2D, 3D, stop-motion and interactive media and immersive reality animation.

The programme focusses on the key principles of animation, such as timing, dynamics, action analysis and character-based performance. Apprentices examine the technical processes and production workflows of their chosen specialism, developing process-specific craft skills and creative techniques through practical exercises and assignments designed to reinforce the relevant knowledge components. In this way, the seven core behaviours and other key transferable skills, such as team-working and communication, are also modelled and acquired.

Apprentices are also introduced to ways of looking at animation as an artistic endeavour, enabling them to appreciate and analyse a wide range of animation histories, theories, contexts, and practices. They consider commercial policies and procedures and how these apply to their role as a Junior Animator. Apprentices explore pre-production methods for animation, covering creative idea generation techniques, approaches to storyboarding and design, visual storytelling, animatics and sound. As apprentices apply these methods, they connect them to related areas of theory and practice within animation, film, and design. These activities enable

apprentices to develop a strong foundation of research and critical evaluation skills, vital for their professional work, academic progress, and a sustainable career.

The programme is delivered by a highly experienced team, all of whom have a depth of teaching experience and expertise in animation as well as substantial industry track-records. The apprentices will become part of the UWE's thriving Bristol School of Animation community, which comprises current UG and PG students and Alumni, many of whom have successful careers in animation.

The programme prepares apprentices to undertake the non-integrated End-Point Assessment. It also provides an excellent foundation for further study in animation, and may allow advanced entry into a full honours degree in animation at UWE Bristol or elsewhere.

Educational Aims: To develop competent, creative and confident practitioners who are able to work effectively, both independently and collaboratively, within an animation company.

To equip apprentices with the Knowledge, Skills and Behaviours (KSBs) necessary to carry out the duties set out in the L4 Junior Animator Standard.

To prepare apprentices to communicate articulately with a variety of audiences.

To equip apprentices with appropriate research techniques and methodologies necessary for the development of intellectual maturity and critical evaluation.

To foster apprentices' critical thinking skills and intellectual rigor enabling them to make informed independent judgments.

To instil the importance of maintaining professional and academic ethical standards which are congruent with those expected by employers, the animation industry and academic institutions.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Research information, resources and tools such as real-world objects from the world around you and find appropriate visual, written, empirical and physical references in order to create credible animation
- PO2. Develop your own knowledge and performance in animation by seeking out, applying and evaluating information about emerging practice in the animation industry such as new tools, software, data and other related technology
- PO3. Work effectively in collaboration with colleagues, partners and suppliers in the animation industry
- PO4. Work autonomously and communicate effectively with clients or customers in the animation industry, effectively prioritising and meeting deadlines in order to meet agreed production requirements
- PO5. Prepare to create animated characters/objects/creatures by assessing the requirements set by the brief by adapting to meet the required creative, narrative and technical demands of the production
- PO6. Plan and present ideas and tell stories to dramatise a narrative, plan shots and demonstrate action to meet animation production requirements to clients or colleagues in the animation industry
- PO7. Create animated assets in line with production requirements, ensuring output is correct and meets the requirements for the next stage of the process
- PO8. Follow organisational policies and procedures to organise, store and retrieve animated assets
- PO9. Undertake basic compositing and rendering of an animation to meet organisational requirements
- PO10. Undertake a range of specialist duties in optional processes, such as 2D, 3D, Stop Motion and Interactive media and immersive reality

Part B: Programme Structure**Year 1**

The student must take 60 credits from the modules in Year 1.

Year 1 Compulsory Modules

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

Module Code	Module Title	Credit
UALB5Q-45-1	Animation Foundations 2021-22	45
UALB5S-15-1	Animation Studies 2021-22	15

Year 2

The student must take 60 credits from the modules in Year 2.

Year 2 Compulsory Modules

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

Module Code	Module Title	Credit
UALB5T-45-1	Character Animation 2022-23	45
UALB5U-15-1	Idea, Design, Story 2022-23	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme equips graduates with the required knowledge, skills and behaviours to undertake duties as outlined in the L4 Junior Animator apprenticeship standard. These encompass the key principles of animation, technical processes, production workflows, and pre-production methods as well as professional behaviours and key transferable skills. Apprentices specialize in one animation discipline (2D, 3D, stop-motion and interactive media and immersive reality) building specialist craft skills and creative techniques. They also consider animation as a film art and commercial practice, developing research and critical evaluation skills, vital for professional work, academic progress, and a successful, sustainable career in the animation industry.

Part D: External Reference Points and Benchmarks

The Ifate L4 Junior Animator Apprenticeship Standard has framed the design for this programme. <https://www.instituteforapprenticeships.org/apprenticeship->

standards/junior-animator-v1-0

This standard was developed by top Animation Industry employers British Animation Awards, Tiger Aspect, Framestore, Lupus Films, Blue-Zoo Productions Ltd, Aardman Animations Ltd, Red Kite Animation, Cartoon Network, Studio Liddell, Mackinnon and Saunders, Wildseed Studios, Hit Entertainment, Passion Pictures, CBB, A&O Studios Ltd, Collingwood & Co. in collaboration with ScreenSkills, the industry-led skills body for the screen industries – film, television (including children's, unscripted and high-end), VFX (visual effects), animation and games.

The KSBD of the Standard have been closely mapped to the existing curriculum of the first year of the BA (Hons) Animation programme, which demonstrates that they are highly congruent. Small adjustments to the module weighting of the existing L4 modules have been made to address the stronger focus on crafts skills and professional behaviours within the Apprenticeship. Otherwise, the approach, content and assessments are largely the same.

BA (Hons) Animation was revalidated in 2019. The programme was developed in relation to the following reference points within the UK Quality Code for HE: The Frameworks for HE Qualifications of Degree-Awarding Bodies (2014), QAA Subject Benchmark Statements for Art and Design (2016), Communication, Media, Film and Cultural Studies (2019) and History of Art, Architecture and Design (2019) and these have been reviewed in the preparation of this programme.

<https://www.qaa.ac.uk/quality-code>.

The programme was also developed in accordance with UWE's Policies and Strategy:

<https://www.uwe.ac.uk/about/structure-and-governance/policies>

<https://www.uwe.ac.uk/about/values-vision-strategy/strategy-2030>

The BA (Hons) Animation 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.

The curriculum has been informed by and is 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 programme has a strong track record of graduating students and alumni operating within a professional context, gaining employment and engaging in further study as well as student success in national and international open professional awards. The course continually reassesses its professional currency via outward engagement, live commissions and industry events.

Annexes provided: Ifate L4 Junior Animator Apprenticeship Standard, Mapping to Apprenticeship Standard and Mapping to Apprenticeship Standard with LOs.

Part E: Regulations

Approved to University Regulations and Procedures.