University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	Bower Ashton Campus
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education
Department responsible for programme	Creative Industries
Modular Scheme Title	
Professional Statutory or Regulatory Body Links	MA Animation has achieved Creative Skillset accreditation for 3 years with effect from September 2015. Creative Skillset is an industry body supporting skills and training which recognises courses within the UK offering training to an exceptional standard.
Highest Award Title	MA Animation
Default Award Title	
Fall-back Award Title	
Interim Award Titles	PG Certificate Animation PG Diploma Animation
UWE Progression Route	
Mode(s) of Delivery	Full time (15 months)
Codes	**UCAS:** **JACS:** **ISIS2: W900:W92012** **HESA:**
Relevant QAA Subject Benchmark Statements	
CAP Approval Date	March 2015
Valid from	September 2015
Valid until Date	September 2019
Version	7.1 (2015 intakes onwards)

Part 2: Educational Aims of the Programme

Designed in collaboration and consultation with industry partners, the course aims to deliver high quality teaching across specific fields of animation production practice that embrace creative, critical and technical approaches in these subject fields.

Building on the existing Creative Skillset accredited postgraduate course, this practice-based programme is designed and delivered by academics with extensive industry experience and industry experts. The programme and timetable match the trajectory of a typical animation production pipeline that delivers a curriculum that foregrounds industrial processes, methodologies and specialist practice with an emphasis on vocational outcomes.

Broad Aims

The broad aims of the course are;

- to provide a broad range of learning experiences within a structured, practice based curriculum.

- to deliver a studio based programme that involves practical workshops, master classes, project work including collaborative and live projects.

- to provide first-hand experience of working within a professional context through a period of work based learning with the support of an appropriate production company or organisation.

- to provide students with the experience of working within a production team in order to develop their subject specific skills and gain a broader understanding of production.

- to provide input from various industry experts in the delivery of the curriculum and feedback related to assessable outcomes.

- to equip students with a wide range of creative and practical skills relevant to their stated aims, objectives and future ambitions that meet the needs of the animation industry and wider media.

- to provide a learning experience that enables students to build on existing craft skills and acquire and develop a range of new subject specific skills to a professional standard.

- to prepare students for employment by engaging in Professional Practice thereby focusing on issues of professionalism and employability.

- to provide students with knowledge, understanding and practical experience of the commercial context and the demands of industry.

- to enable students to become confident, resourceful and independent practitioners who are able to position themselves in relation to roles and employment within the animation industry and wider media.

- to enable students to gain knowledge and understanding of the practical and theoretical aspects of animation design, production, distribution and consumption.

- to enable students to develop critical perspectives on issues, debates, theories and practices in the field of contemporary animation production.

to provide opportunities for students to develop advanced professional skills in animation covering creative, technical and software skills.

Specific Aims
The specific aims of the course are;

to provide students with an opportunity to develop a range of craft skills to a professional standard appropriate to their chosen specialist field of animation practice through master classes in design related topics, screenwriting, animation, performance and production management.

to reflect the structure, working practices and methodologies found within a commercial animation production environments.

to contextualise and inform practical project work in relation to established and innovative processes.

to provide students with a range of practical projects that will include working collaboratively with fellow animation students, other programmes at UWE and other institutions.

- to provide students with the experience of working on a range of live and collaborative projects that focus on the development of technical, creative and critical skills.

to provide professional expertise from industry partners in the delivery of the curriculum, the review of work and contributions to feedback on assessable outcomes.

to engage potential employers in the process of project development, presentation and feedback in relation to assessment.

to provide the opportunity for students to gain first-hand practical experience during a period of work based learning and thereby gain further support from industry based mentors.

to provide students with a range of activities; research, work based learning, evaluative critical analysis, networking events and self-promotion in order to gain a deeper understanding of the regional and national animation industry and to make contact with potential employers.

to support student involvement with organisations in the development and production of live projects.

to support those students who have already identified their specialist field of animation practice in the development of skills and outcomes that meet professional standards.

to make access to the programme a more attractive option to international students wishing to complete their studies in a shorter period of time and thereby making it a more financially viable option.

to make this programme appeal to animation professionals intending to develop or reposition themselves within the industry.

to prepare students for entry into industry through Professional Practice modules.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Learning Outcomes:	UALPUJ-30-M Developing Practice in	UALPUK-30-M Pre-Production for Animation	UALPUM-15-M Professional Practice for n_a	UALPUL-45-M Production for Animation	UALPUN-45-M Post-Production for Animation	UALPUP-15-M Professional Practice for Animation 2
A) Knowledge and understanding of:						
theoretical, conceptual and interpretative skills relevant to film and animation practice.	X	X				
organisational paradigms and the relevance and application of research to audio-visual communication	X	X		X		
historical and contemporary practices in animation and wider media production	X	X		X	X	
key processes and practices employed in the development and production of animation.		X	X	X	X	
contemporary animation business and related production paradigms.		X	X			X
the requirements and demands of practice based craft skills within the animation industry.		X	X			X
fields of interdisciplinary practice related to subject specific knowledge and understanding	X	X	X			
(B) Intellectual Skills						
Research skills and methodologies	X	X	X			
Visual and filmic communication skills.	X	X	X	X	X	X
The ability to communicate clearly and succinctly both verbally and in written work.		X	X			X
The ability to organise, consolidate, critically evaluate and synthesise, a range of information, knowledge and evidence from various sources.	X	X				X
The ability to apply critical skills to the analysis of a wide range of concepts, ideas and material.	X	X	X	X	X	X
The ability to apply self-generated ideas, concepts and research to	X	X				

Part 3: Learning Outcomes of the Programme						
practice based projects.						
The ability to evaluate the potential of technologies on design and production.	X	X		X		X
The ability to Identify and contextualise key questions, issues and theoretical debates in relation to practice.	X	X	X			X
The ability to analyse, evaluate and contextualise own work, and that of others.	X	X	X			X
(C) Subject/Professional/Practical Skills						
Research skills relevant to the study of craft related aspects of animation and motion studies.	X	X	X			
A wide range of conceptualisation and design skills and techniques.	X	X		X		X
Creative, screenwriting and script editing skills.		X				
Animation skills appropriate to a given discipline that demonstrate timing and performance.	X		X	X		
Production skills, methods and processes that relate to industry production practice.	X	X	X	X	X	X
Production management skills appropriate to a range of projects, processes and formats.	X	X		X	X	
A range of post-production skills including editing and exporting work.					X	X
Working safely, efficiently and effectively within a professional studio environment.	X	X	X	X	X	X
Compile work in order to demonstrate creative, conceptual, technical and professional skills.		X	X		X	X
Access and utilise a wide range of resources and facilities necessary for the successful completion of project work.	X	X		X	X	X
Make presentations and communicate ideas using a range of methods appropriate to the subject, audience and industry practice.	X	X			X	X
(D) Transferable skills and other attributes						
Gathering, editing and evaluating information from diverse sources.		X	X			X
The ability to work in a team and collaborate with others.	X	X	X	X	X	
Organisational and time management	X	X	X	X	X	X

Part 3: Learning Outcomes of the Programme

skills.						
Flexible and adaptable skills to deal with challenging and unpredictable situations.	X	X	X	X	X	
The ability to take and offer criticism in a professional context.	X	X	X		X	
Accountability and professionalism.	X	X	X	X	X	X
Problem solving, ingenuity and resourcefulness.	X	X	X	X	X	
The ability to work independently and unsupervised on complex tasks.	X	X	X	X	X	X
Presentation, communication, negotiation and networking skills.	X	X	X		X	X
The ability to develop and implement strategies for personal and professional progression.	X	X	X			X
The use and development of appropriate software and IT skills.	X	X	X			X

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

Induction activities;

In advance of enrolment, students receive a programme preparation pack that includes Suggested Reading and Suggested Viewing lists along with a range of activities that will prime them for study on the programme. Students are required to prepare and collate a range of material in preparation for a presentation that will demonstrate or illustrate aspects of their practice, field of interest and aspirations. They are also expected to draw up a manifesto that outlines their current knowledge and understanding of animation and related media outputs and connect this to their stated aims and objectives in relation to study on the programme, specific fields of interest and career aspirations.

A series of programme inductions introduce students to the details of the course, its structure, delivery pattern, schedule, modes of teaching and learning, together with requirements for submission and assessment. Students are introduced to academic staff, technical instructors involved in the delivery of the programme, and to student support staff.

Specific inductions and workshops are provided to deal with issues of health and safety. There are also introduction sessions that acquaint students with a range of studio environments, the library service and the centres of learning within the campus. Each centre of learning area has its own discrete induction process. Students undergo relevant training and support in these areas to enable them to work safely and effectively.

Career planning and preparation

The programme focuses on enhancing the employability prospects of students in line with their stated future career aspirations. In addition to the formal programme of practice based study, students engage in local and regional network events, research activities, involvement with international animation festivals, a period of work based

learning, live projects, presentation to industry partners, the creation of a range of appropriate self-promotion material including an exist portfolio and showreel.

Opportunities for learning and participation outside the formal curriculum;

Opportunities arise for students to engage in collaborative projects with other students, other institutions and organisations and to engage in live projects that are not organised through the programme. These offer students the chance to broaden their experience and add to their learning. The work undertaken within these projects, if appropriate, may be submitted for assessment as part of a body of practical work.

Students have access to the Enterprise Office that, as a conduit for suitable work within the creative industries offers a wide range of other opportunities relevant to the creative and professional development of students.

Support for students with disabilities/additional needs

The students on the programme benefit from UWE's facilities and support systems that ensure parity of learning experience to all students and assist with issues related to their educational needs, their broader student experience and wellbeing.

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face to face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the MA Animation programme teaching and learning is delivered through a blend of Scheduled Learning, Independent Learning and Worked Based Learning

Scheduled Learning includes; lectures, seminars, screenings, tutorials, practical classes, demonstrations and workshops, master classes and studio based activity. Studio based activity includes supervised periods for instruction and feedback, and independent self-directed study. Scheduled sessions vary depending on the topics, tasks and mode of delivery.

Independent Learning includes; research, preparatory work, assignment preparation and completion, studio based project work etc. Independent study varies depending on the tasks involved.

Work Based Learning includes; a period of practical work within a commercial studio environment, live project or industry initiated project.

Description of any Distinctive Features

The programme is a practice based course accredited by Creative Skillset that reflects the needs of industry and places emphasis on employability.

Links with industry are strong and long standing. The curriculum development process has been undertaken with industry partners who are active in the delivery of the curriculum through the provision of master classes, work placements, live projects, assignments and the review of student work.

The programme benefits from a long standing collaborative project with students and staff from the Royal Academy of Music (RAM). Postgraduate students studying animation at UWE and music composition at RAM work together to create a short animated music based project. The results are entered into international animation festivals and form an integral part of the end of year shows at both UWE and RAM.

Part 4: Student Learning and Student Support

Collaborations that are instigated during the above project are often extended to include collaborative work between participating students and institutions on other major projects undertaken as part of the programme of study, and beyond into a commercial production context.

The programme has recently benefited from links with the MA Wildlife Filmmaking course at UWE. This has resulted in collaborative projects both as part of the course work and live external projects.

Students have the opportunity to gain experience on live projects. Examples of a number of prestigious live projects include; *Gulp* Nokia/Aardman Animation project, S.S Great Britain (animated documentary), Bishops Palace Trust, Bishop of Bath and Wells (animated documentary), Ocean Acidification project (educational film).

Part 5: Assessment

A: Approved to [University Regulations and Procedures](#)

Assessment Strategy
Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

Assessment strategies within the programme reflect the philosophy of the Department of Creative Industries, that assessment is part of the learning process.
Formative and summative assessments are designed to support the monitoring of progress by both tutors and students and provide an opportunity for students to reflect on their achievements.

Assessment Map

The programme encompasses a range of **assessment methods** including; Practical Projects, Research Essay, Written Assignment, Presentations, Portfolio, Evaluative Dissertation. These are detailed in the following assessment map:

Assessment Map for MA Animation

		Type of Assessment*					
		Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory Modules Level 1	**UALPUJ-30-M Developing Practice in Animation**	A1 (40)					A2 (60)
	UALPUK-30-M Pre-production for Animation		A2 (30)		A1 (70)		
	UALPUM-15-M Professional Practice for Animation 1			A2 (30)			A1 (70)
	UALPUL-45-M Production for Animation	A1 (70)		A2 (30)			
	UALPUN-45-M Professional Practice for Animation 2					A1 (80)	A2 (20)
	UALPUP-15-M Post-production for Animation				A (80)		A (20)

*Assessment should be shown in terms of either Written Exams, Practical exams, or Coursework as indicated by the colour coding above.

Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including:
level and credit requirements
interim award requirements
module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	Module number: UALPUJ-30-M Module name: **Developing Practice in Animation**	None	Other requirements:
		Module number: UALPUK-30-M Module name: **Pre-production for Animation**		
		Module number: UALPUM-15-M Module name: **Professional Practice for Animation 1**		
		Module number: UALPUL-45-M Module name: **Production for Animation**		
		Module number: UALPUP-15-M Module name: **Professional Practice for Animation 2**		
		Module number: UALPUN-45-M Module name: **Post-production for Animation**		

Part time:

This programme offers a Full Time route **only.**

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions*:

Students must be able to demonstrate an informed understanding of animation and be able to identify a field of animation practice to which they aspire.

Students would normally have an undergraduate degree in a relevant area of art and design or media practice, preferably a degree in animation, together with basic animation production experience. Alternatively applicants may have relevant animation experience at a more advanced level working within a professional context.

Students submitting an application are also required to submit evidence of original work.

Students must be able to provide evidence of their animation potential within a portfolio of work that demonstrates a range of skills relevant to animation production which may include; screenwriting, relevant design work, sequential storytelling, editing, character animation and VFX animation.

Selected students will subsequently be invited for an interview if possible.

Part 8: Reference Points and Benchmarks

Description of *how* the following reference points and benchmarks have been used in the design of the programme:

QAA UK Quality Code for HE
    National qualification framework
    Subject benchmark statements

Creative Skillset:
National Occupational Standards for Animation (2007)
The programme's curriculum content is informed by the Creative Skillset National Occupational Standards for Animation (2007) and its vocational ethos that is in itself informed by the animation and wider media industries.
http://www.creativeskillset.org/standards/standards/animation/index_1.asp

QAA Benchmark Statements
Curriculum content development, progression, teaching and learning approaches within this programme make reference to the QAA *Master's Degree Characteristics* (2010) benchmark statement, the following areas have been particularly useful in relation to the increased emphasis on vocational study and professional outcomes 1.2 *Purpose*, 1.3 *Content*, 1.4 *Structure and delivery*, *1.7 Relationship to further study or employment.*

Curriculum content development, progression, teaching and learning approaches within this programme are in line with *QAA Subject Benchmark Statement - Art and Design* (2008)**.**
All types of project work, and written work will address the defining principles set out in the statement: in particular *Defining Principles* p.3, *Nature and Extent of Art and Design* p.4, *Curricula* p.9.

The *QAA Subject Benchmark Statement - Communication, Media, Film and Cultural Studies* (2008) has been referred to in the following areas: *4.1 Communication, Culture and Society*, *4.2 Histories, 4.3 Processes and Practices, 4.4 Form and Aesthetics, 5.1 Skills of Intellectual Analysis, 5.5 Creative, Innovative and Imaginative skills.*

Part 8: Reference Points and Benchmarks

The programme also references the *QAA History of Art and Design* statement in the following areas: *4.2 Subject-based knowledge and understanding and 4.3 Subject Specific Skills and Abilities.*

University strategies and policies
Staff research projects

University strategies and policies:
The university strategy guiding developments at faculty level can be found here -
http://www1.uwe.ac.uk/aboutus/visionandmission/strategy.aspx

In autumn 2012 UWE's senior management reviewed the university's 2020 strategy and outlined a number of new themes. These were practice, place, partnership and performance. The MA Animation closely mirrors these strategic priorities:

•   Practice: UWE's core pedagogic and curricula offering puts an emphasis on 'preparing students for practice, professions and performance'. The MA Animation is built upon preparing students for a career in Animation and the Creative Industries through practice led modules, time spent on placement and engagement with industry through live briefs and in depth research in their chosen area of animation.

•   Place: UWE recognises the value of 'Bristol as a city-region with a distinctive brand and identity'. UWE's industry partners for this course are Bristol based institutions/companies with international reputations. Students will be mentored by staff from these partner organisations throughout their time on the course.

•   Partnership: UWE understands 'the need to work with selected partners' and 'to develop a strategy for the wider city-region'. MA Animation's unique selling point is its partnership element which is formally built in to the course. We have formal agreements with partners to deliver targeted and continual mentoring to allow the student to build up a sophisticated understanding of the Creative Industries.

Chris Webster
Programme Manager
Extensive professional experience as an animator and animation tutor.
Author of several texts on animation used for the teaching and training or animation.
Webster. C. (2005) *Animation: The Mechanics of Motion*, Focal Press, Oxford
Webster. C. (2012) *Action Analysis for Animation,* Elsevier.
Webster. C. & Hayes, D. (2013) *Acting and Performance for Animation*, Elsevier.

Julia Bracegirdle (0.6)
International experience in the feature film animation, working for companies such as Amblimation (Dreamworks) and Warner Bros. She has also worked in development and pre-production for television, credits include production design for *Charlie and Lola*.
Research work to date has included conferences in relation to Animation History and Contemporary practice. Her most recent work has involved the design and development of a digital touch-table that archives and activates pre-cinema devices and their assets. This is currently exhibited at the Museo del Precinema, Padua. Julia is a regular guest lecturer at the internationally renowned Animation Workshop (faculty of the VIA University, Denmark) where she has designed and delivered courses for the undergraduate Character Animation, CG Artist and professional CG Design courses.

What methods have been used in the development of this programme to evaluate and

Part 8: Reference Points and Benchmarks

improve the quality and standards of learning?   This could include consideration of stakeholder feedback from, for example current students, graduates and employers.

We have consulted closely with our industry partners in the development of the curriculum and the overall aims and ethos of the programme. Our Industry Partners Aardman have endorsed the broad aims of the course and all partners have emphasised the need for industry savvy graduates.

In addition, staff are actively involved in their own practice and knowledge exchange activities with partnerships across a broad range of commercial and non-commercial organisations within the media and the creative industries., and have consulted both with these and with existing students and alumni in the development of the course.

> Feedback from local employers and industry partners has formed an integral part of the development of the curriculum.
> Curriculum development has been supported by Creative Skillset and informed by the requirements of the accreditation process.
> Feedback from existing students with regards to the programme content, its delivery and the wider student experience has been an important part of the curriculum development in the rewriting of this course.
> Issues of employability have been uppermost in the development of the curriculum along with the changes we have seen in the stated aims and ambitions of the students as evidenced in personal statements submitted as part of the application process.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.