Programme Specification

Animation [Sep][FT][Bower][1yr]

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Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Animation [Sep][FT][Bower][1yr]

Highest award: MA Animation

Interim award: PGCert Animation

Interim award: PGDip 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:

ScreenSkills

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 2020

Programme code: W92012-SEP-FT-BA-W92012

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This industry-focussed, practice-led course delivers high quality teaching in a diverse range of animation practice. It has been designed by academics with extensive industry experience and developed in collaboration with industry partners who are active in the delivery of the programme through the provision of master classes, mentorship, live projects, and the review of student work.

Organised to match the trajectory of a typical animated short film production pipeline, the course enables students to build a range of artistic, creative, technical, craft, critical, enterprise and professional practice skills as well as to define their future aspirations. It aims to produce confident and skilled graduates, ready and able to enter the animation and creative industries, or go onto further study or academia.

Students join an inclusive and diverse community of passionate animation practitioners: a space to create, connect and grow. Developing creativity and artistry is paramount to the ethos of the programme, helping students to become imaginative, innovative and resourceful practitioners. Students are vitally engaged in the exploration of the varied possibilities of animation through individual and collaborative studio practice, building professional level team-working and communication skills.

Students develop a deep understanding of the animation medium, its production processes and techniques as well as its theoretical, historical and cultural contexts. Students also undertake a range of work designed to develop higher level abilities in research and critical analysis as well as equip them with enterprising and entrepreneurial skills so they can embark on a successful and sustainable career.

The programme is accredited by ScreenSkills (the industry-led skills charity for the screen industries) for demonstrating standards of excellence in terms of its industry

relevance, its close links with the Creative Industries, and its success in preparing students for a professional career and progression into employment.

All students on the course have the opportunity for direct industry engagement in a variety of forms throughout the programme, such as live briefs, work-based learning and non-mandatory work experience/placements, all of which are carefully guided by staff to ensure a quality experience for students and that professional expectations are met.

For a number of regional employers, the programme is vital to finding new talent and plays a key part in supplying the established animation industry with skilled and employable workers.

Educational Aims: The programme's core aims are to enable students to:

become enterprising and effective animation practitioners, ready for a professional career;

develop and display the artistry and innovation inherent in their technical and craft skill;

underpin their creative practice with research, scholarly enquiry and critical discernment;

connect their work to an audience in a way that has meaning, purpose and impact;

communicate and present themselves and their work with professionalism and flair;

engage in and evaluate real-world experiences in preparation for entry into industry.

Programme Learning Outcomes:

Programme Learning Outcomes

PO1.   Critically evaluate theories, concepts, contexts, perspectives and debates to inform creative practice

PO2.   Appraise production paradigms, processes, practices, materials, methods, tools and techniques to inform the development and execution of project work

PO3.   Demonstrate originality, imagination, discernment, and autonomy in the research, development and problem-solving associated with planning and implementing project work

PO4.   Design and implement creative practice and project work that connects to its audience in way that has meaning, purpose and impact

PO5.   Execute project work through the skilful combination and performance of artistic, technical, craft and production skills

PO6.   Present and discuss work in a way that displays professional levels of communication and judgement

PO7.   Demonstrate effective enterprise behaviours, attributes and competencies in pursuit of personal development, creative practice and career goals

PO8.   Reflect on personal performance and evaluate real world experience and industry engagement in preparation for entry into industry

Part B: Programme Structure

Year 1

Year 1 Compulsory Modules

Module Code	Module Title	Credit
UALB44-30-M	Animated Encounters 2020-21	30
UALB45-30-M	Animation Agenda 2020-21	30
UALB47-15-M	Animation Enquiry 2020-21	15
UALB46-45-M	Studio A 2020-21	45
UALB48-60-M	Studio Z 2020-21	60

Part C: Higher Education Achievement Record (HEAR) Synopsis

This practice-based programme is ScreenSkills' accredited in recognition of its excellent industry relevance, close links with the Creative industries, success in preparing students for a professional career and progression into employment. It provides graduates with the opportunity to systematically produce an animated film, showreel or portfolio of work in line with their creative practice and future career goals and to develop artistic and technical accomplishments alongside the ability to be enterprising, professional and critically discerning. Skills and competencies are underpinned by research-informed academic knowledge and understanding so graduates are ready and able to contribute fully to the future of animation.

Part D: External Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

Curriculum development has been informed by the requirements of the PSRB ScreenSkills accreditation process. Feedback from local employers and industry partners as well as existing students and alumni with regards to the programme content, its delivery and the wider student experience has been integral to the curriculum design process.

QAA UK Quality Code for Higher Education (2014), seec credit level descriptors for HE (2016)

The programme has used these reference points to ensure the quality of the programme and its higher level as well as to assist in the articulation of appropriate learning outcomes (QAA p. 28; seec p.12)

UWE Enhancement Framework Design Note Series

The programme has been designed to reflect the values and guidance of UWE's Enhancement Framework.

National Occupational Standards

The programme's curriculum content is informed by the Creative Skillset National

Occupational Standards for Animation (2016) and its vocational ethos that is in itself informed by the animation and wider media industries as well as other National Occupational Standards aimed at Animation Professionals https://www.ukstandards.org.uk/EN

Part E: Regulations

Approved to University Regulations and Procedures