Moving Image

This programme is no longer recruiting.

Final award	BA (Hons)
Intermediate awards available	Cert HE, Dip HE
UCAS code	
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Art and Design Benchmark Subject Statement
Date specification last up-dated	July 2012

Profile

The summary - UCAS programme profile

BANNER BOX:

Moving Image at UEL is a broad convergent programme that embraces new technologies, media and environments for Digital Video and Animation, but also values traditional approaches offered through drawing, 16mm film and physical materials for the creation of new and exciting Moving Image projects.

ENTRY REQUIREMENTS

Students are selected on their suitability for the programme by a portfolio interview. Applicants would normally have completed an Art and Design Foundation, GAD, or an appropriate BTEC, GNVQ or Access programme of at least one year's duration prior to joining the programme. Students with other relevant professional or life experience will also be considered.

ABOUT THE PROGRAMME

What is Moving Image?

Moving Image embraces a creative, practical approach to all aspects of time based media for the graphic arts, including 2D and 3D Animation, Film-making, Digital Video, Documentary, Motion Graphics, Video Art Installation and Video Disk Jockeying for live Moving Image performance.

Moving Image at UEL

Moving Image is offered as a Single programme and as a Major, Joint, or Minor Programme. The Moving Image Single honours Programme includes Animation as a core subject within the curriculum.

- The programme offers a broad interpretation of Moving Image as an expressive arts form

- We seek to encourage students to value the relationship between traditional and digital technologies, situating their work appropriately within the context of contemporary practice as Animators, Film-makers and Artists.

Programme structure

The programme can be studied full-time for 3 years or for 5 years in part-time mode. It has a modular structure that enables students to study it as a Single or Major honours programme. This allows combinations to be built with its sister programmes in Digital Arts and Visual Communication and also other programmes in the School of Architecture and The Visual Arts or within UEL as part of our Combined Honours menu.

Learning environment

The learning environment is centred on the individual, with Learning outcomes directly aligned with the assessment criteria, and following headings outline the components within the teaching and learning strategy.

Group Projects

Programme work where you work as part of a team with a group of your peers

Studio Project work

Studio based work undertaken by an individual or group of students in collaboration with project tutors. It includes an introductory briefing, discussion on progress and development of ideas.

Professional Practice

Students are encouraged to develop a strong ethos and understanding of professional practice; this can take the form of work placements, study visits, exhibitions, international exchanges, visiting artist talks, etc.

Self-Initiated work

These are structured projects based on your own written proposal, agreed and discussed with your programme or module tutor with agreed aims and outcomes.

Seminars

These are small mixed sessions (from one or more area, or year group), discussing a project or contextual issue and sharing views and experiences.

Lectures

Group teaching of your year or with other year groups at the same time, usually around a particular topic delivered by one or more tutors.

Workshops

Practical demonstrations and hands on learning takes place, as well as facilitation of your own self-initiated projects. Introductory workshops are normally undertaken in relation to project work as part of the module. Later in the programme, project proposal forms identify your needs and these are agreed with your programme staff and the technical demonstrators. These are available in keeping with access and entitlement as well as satisfying Health and Safety requirements.

Study visits

These are trips to external venues such as museums or relevant places often as part of a module or project but can be whole year groups with tutors identified as responsible for the visit.

E-Learning

E-learning is an important component of learning and teaching on this programme. Information and communication for the programme and modules is updated on UELPlus, the University Virtual Learning Environment, which is based on Blackboard Vista. You will also engage in Projects and assignments through a variety of e-learning resources including the development of Wiki's, blogs, online journals and website portfolios.

Assessment

The programme has a mixed menu of 20 and 40 credit modules which vary in their assessment. Students will be required to present work for assessment in the form of exhibition, portfolio presentation, oral presentation or in the form of an evaluative learning journal or essay.

20 credit modules are assessed at the end of each semester and 40 credit modules are assessed at the end of each year, with the marks from year 2 and 3 used to formulate the final degree award.

Work experience/placement opportunities

The programme contains a professional practice element which offers students a variety of opportunities to undertake or engage in aspects of the professional arena. This includes visits from renowned professionals, work placements or exhibition opportunities and the chance to undertake a foreign study trip.

Project work

In First Year all modules are project based, however as your practice develops you are encouraged to undertake more independent work, and in third year you will initiate and undertake your own independent projects.

Added value

You will be taught by first class practicing artists and designers.

The programme is sited in the purpose built Architecture and Visual Arts building on our landmark Docklands Campus. This is in turn situated in the creative heartland of London, an area of exciting new media activity, and the home of many of the newer galleries. The area is undergoing dynamic regeneration and change as preparation for the 2012 Olympics. The campus is adjacent to the Excel Exhibition Centre, Canary Wharf, and London City airport.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- 2D Animation, including drawn, imaged and rotoscope techniques
- 2D Digital Animation
- 3D Animation, including Set Building, Chromakey processes and digital compositing
- Digital 3D Modelling and Animation
- 16mm film-making, camera work and lighting
- Digital video and film-making, camera work and lighting
- Documentary
- Storytelling
- Video Art and Installation
- Video Disk Jockeying for Live Moving Image Performance

If you enjoy...

- Being creative
- using your imagination,
- problem solving,
- a challenge,
- working in groups,
- field work,
- developing your independence and social skills
- Processes

If you want...

To investigate all aspects of Moving Image in order to develop your own creative expression, either as a single honours student or in combination with Photography, Graphic Design, Printmaking or Illustration.

Your future career

Graduates will be able to pursue careers in creative media and image-related industries: Animation, Video Production, Film-making, Editing, 3D Modelling and Visualisation, Motion Graphics, teaching, setting up your own studio, freelance self employment, collaborating with other artists, Digital Media Communication industries, archive/documentation, research, post graduate, artist or designer etc. to name but a few.

How we support you

The programme provides strong personal tutor guidance and professional advice related to the practice. Visiting artists, designers and other professional practitioners regularly visit the

programme and study trips to working environments are an important component. UEL provides a comprehensive range of support services for students which includes: residential/student finance advice/careers advice/study skills development/IT/learning resources.

Bonus factors

East London environment offers unrivalled access to the most important creative resources, as well as good transport links and the cheapest accommodation in London. There are regular visits from important professionals who live and work locally.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- develop practical, historical and theoretical understanding of Moving Image and Animation.
- access your imagination and develop your creative identity.
- establish key transferable and employability skills.
- develop a trans-media approach to professional practices.

What will you learn?

Knowledge

- Historical, theoretical and ethical positions. (single/major/joint/minor)
- Develop an understanding of the power of Moving Image Media (single/major/joint)
- Understanding the creative potential of Moving Image Media (single/major/joint/minor)
- Understanding the relation to developing technologies. (single/major/joint)

Thinking skills

- Self reflection/analysis and critical awareness (single/major/joint/minor)
- Creative thinking and invention. (single/major/join/minor)
- Visual research skills. (single/major/joint/minor)

Subject-Based Practical skills

- Production and studio practice (single/major/joint/minor)
- Technical aptitude (single/major/joint/minor)
- Health and safety awareness (single/major/joint/minor)
- Format and presentation (single/major/joint)

Skills for life and work (general skills)

- Time management (participation, working to deadlines etc.) (single/major/joint)
- Working within groups (collaborative, work experience) (single/major/joint/minor)
- Interpersonal skills (Client awareness, etc.) (single/major/joint)

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is 3 years when attended in full-time mode or 5 years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year begins in September and ends in June but some programmes also allow students to join at the start of Semester B, in February. A student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of university wide options

The following are the core and optional requirements for the single, major, joint and minor routes for this programme.

LEVEL	TITLE	SKILLS MODULES	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	Moving Image 1		40	Core	Core	Core	Core
1	Skills for Academic learning	Y	20	Core	Core	Core*	
1	Discourse		20	Core	Core	Option	
1	Animation 1		40	Core			
2	Moving Image 2	Y	40	Core	Core	Core*	
2	Option from Visual Theories Menu		20	Core	Core	Option	
2	Option from Visual Theories menu		20	Core	Core		
2	Animation 2		40	Core		Option	Core
3	Moving Image 3		40	Core	Core	Core	Core
3	Thesis or Option from Visual Theories menu		20	Core	Core	Option	
3	Advanced Professional Practice	Y	20	Core	Core	Core*	
3	Animation 3		40	Core			

*Unless taken as core in other joint programme

Requirements for gaining an award

In order to gain an **honours** degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an **ordinary degree** you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a **Diploma of Higher Education** you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a **Certificate of Higher Education** you will need to obtain 120 credits at level one or higher.

In order to gain an Associate Certificate you will need to obtain a minimum if 20 credits at level one or higher

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

A minimum of 120 credits at level one or higher
A minimum of 120 credits at level two or higher
(A Foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree)

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\text{The arithmetic mean of the best 100 credits at level 3} \times 2/3 + \text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3} \times 1/3$$

and applying the mark obtained as a percentage, with all decimals points rounded up to the nearest whole number, to the following classification

70% - 100% First Class Honours
60% - 69%   Second Class Honours, First Division
50% - 59%   Second Class Honours, Second Division
40% - 49%   Third Class Honours

0% - 39%   Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Workshops and demonstrations
- Tutorials and seminars
- Professional practice talks
- Exhibitions and Gallery visits

Thinking skills are developed through

- Tutorials and seminars
- Independent, creative practice
- Project work

Practical skills are developed through

- Workshop introductions
- Projects based on genres
- Professional practice talks
- Study visits

Skills for life and work (general skills) are developed through

- Professional practice talks
- Work placements
- Group projects
- Study visits

Assessment

Knowledge is assessed by

- Oral presentation of ideas during seminars, tutorials and at the end of each module.
- Portfolio and research folder presentation at the end of each module.
- Breadth and Depth of research work

Thinking skills are assessed by

- Oral presentation of ideas during seminars, tutorials and at the end of each module.
- Portfolio and research folder presentation at the end of each module.
- Innovation and lateral thinking displayed in realisation of work in relation to research material

Practical skills are assessed by

- Continuous monitoring of workshop progress
- Presentation of portfolio at the end of each module

Skills for life and work (general skills) are assessed by

- Participation in workshops, seminars , tutorials and meetings
- Time management in relation to meeting project deadlines etc.
- Engagement in professional practice components of the programme, placements, group activities etc.

Quality

How we assure the quality of this programme

Before this programme started

Before the programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations and feedback questionnaires
- Student representation on programme committees (meeting 3 times year)
- Year group meetings (up to 4 per semester)
- Module and Group seminars
- Tutorials
- Personal Project proformas

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme notice board
- Group meetings
- Web CT publication

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Questionnaires to former students
- Industrial liaison committee

- Placements Officer
- Discourse with visiting practitioners
- Feedback from exhibitions etc.

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-

Where you can find further information

Further information about this programme is available from:

- The UEL web site http://www.uel.ac.uk
- The Programme handbook www.uel.ac.uk/ava
- Module study guides.
- UEL Manual of General Regulations and Policies http://www.uel.ac.uk/qa/
- UEL Quality Manual http://www.uel.ac.uk/qa/
- Regulations for the Academic Framework http://www.uel.ac.uk/academicframework/
- UEL Guide to Undergraduate Programmes.
- The School web page http://www.uel.ac.uk/adi/index.htm
- Visit our gallery of student work here: http://www.uel.ac.uk/adi/showcase/studentwork/