

COURSE SPECIFICATION

Course Aim and Title	BA Animation
Intermediate Awards Available	BA, Cert HE, Dip HE
Teaching Institution(s)	University of East London
Alternative Teaching Institutions (for local arrangements see final section of this specification)	none
UEL Academic School	Art and Digital Industries
UCAS Code	WFWP
Professional Body Accreditation	none
Relevant QAA Benchmark Statements	<i>QAA Media and Film Benchmark</i> QAA Art & Design Benchmark
Additional Versions of this Course	BA Animation with Foundation Year
Date Specification Last Updated	06/03/19

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Develop an original, individual approach to creating animation coupled with an extensive knowledge of contemporary professional animation practice.
- Gain a thorough understanding of the social, cultural and professional context occupied by animation and the ability to articulate this and apply it in your practice.
- Develop an enthusiasm for personal enquiry into animation and the motivation to sustain it.

What you will learn:

Knowledge

- A comprehensive and flexible range of techniques and concepts in animation pre-production, production and post-production.
- How to generate original ideas and develop them through to completion, independently or collaboratively, in response to set briefs or as self-initiated projects.
- How to interpret a brief and give a creative response to it, working individually or in a team, working across a range of creative industries.

Thinking skills

- How to analyse and reflect on your work without guidance, using a range of technical, methodical and conceptual techniques used by animation professionals.
- How to identify and define complex problems and generate creative solutions from a range of sources.
- How to analyse a range of production strategies without guidance, selecting from a range of techniques appropriate to the project and establishing a professional workflow

Subject-Based Practical skills

- How to select, test and make appropriate use of materials and methods, from a full range of digital and analogue animation techniques.
- How to use visual storytelling, professional pre-visualisation techniques and personal observation to generate and test ideas and stories.
- How to complete original work with autonomy, with minimal supervision or external direction.

Skills for life and work (general skills)

- How to work independently and in teams, to be resourceful and entrepreneurial, set goals, manage your own workloads and meet deadlines.
- How to seek and make positive use of multiple sources of feedback whilst identifying reasons for contradictions and apply your own criteria of judgement.
- How to discuss your work in a professional manner and produce and present detailed and coherent project pitch documents.

Learning and Teaching

Knowledge is developed through

- Project based studio work
- Guided reading and screenings
- Peer review and tutor feedback
- Online discussions and activities

Thinking skills are developed through

- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through

- Project based studio work
- Technical demonstrations
- Research skills-based activities with feedback

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

- Project based studio work
- Planning and completion of independent projects

- Project briefs, including 'live' client briefs
- Collaborative working.

Assessment

Knowledge is assessed by

- Coursework
- Essays

Thinking skills are assessed by

- Coursework
- Project work

Practical skills are assessed by

- Coursework
- Research Journals
- Project work

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

- Project work
- Presentations
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

An optional Placement Year is available on all courses at UEL, allowing students to take a year out in industry, between Level 5 and Level 6.

Live Briefs (real commissions that come from outside or inside the university) form a compulsory part of your studies, these are sometimes selected by competitive process and sometimes available to all students. Often there is some paid component to these briefs and your work will be seen by an audience outside of the course.

Many of the projects within practice modules could also fulfil a commission brief, by negotiation with your tutors and Course Leader, where a student has identified a match between the module learning outcomes and a professional outcome.

Course Structure

All courses 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:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	Media Fashion Comm. MS4023	Agency 1 (Mental Wealth)	20	Core	
4	AD4103	Experimentation and Application 1A	20	Core	
4	MS4011	Narrative 1: Narrative fiction	20	Core	
4	MS4013	Documentary1: Documentary and Representation	20	Core	

4	MS4012	Aesthetics and Technologies: Practice as research	20	Core	
4	AD4201	Experimentation and Application 1B	20	Core	
5	Subject to Validation	Agency 2 (Mental Wealth)	20	Core	
5	AD5103	Advanced Experimentation and Application	20	Core	
5	Subject to Validation	Narrative 2: Advanced narrative <u>TBC</u>	20	Core	
5	Subject to Validation	Documentary 2: Experimental Documentary <u>TBC</u>	20	Core	
5	Subject to Validation	Animated Short Film	20	Core	
5	AD5201	Advanced Practice	20	Core	
5		Optional Placement Year	120P	Opt	
6	MS6013	Agency 3 (Mental Wealth)	20	Core	

6	MS6010	Aesthetics and technologies: professional practices	20	Core	
6	Subject to Validation	Final Project: Development	20	Core	
6	MS6012	Final Project: Completion	20	Core	
6	Subject to Validation	Animation Final Major Project: Pre-production	20	Core	
6	Subject to Validation	Animation FMP	20	Core	

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

- The BA (Hons) Animation course gives students the opportunity to develop an original, individual approach to creating animation coupled with an extensive knowledge of contemporary professional animation practice. Students work across a broad range of hand-made traditional and cutting edge digital media allowing for each student to choose their own creative path. Through practical work, studio visits and visiting lecturers from industry figures, students gain a thorough understanding of the social, cultural and professional context occupied by animation and the ability to articulate this and apply it in their practice. Through personal and cross-disciplinary projects and technical workshops, students develop an enthusiasm for personal enquiry into animation and the broader creative and cultural industries and the motivation to sustain it through their ongoing professional practice.

The curriculum is designed to develop your artistic originality and equip you with the skills to find your personal voice as an animator, individually and professionally.

This course provides you with an understanding of the language, methods and skills of animation production. You will be introduced to core skills in drawing and animation- techniques including hand-drawn animation, 2D and 3D CGI digital animation, modelmaking and stop-motion- allowing you to then choose a specialism

to practice more in depth. You will experience script writing, storytelling, digital production and post production, sound, editing and professional practice methods.

The course begins by working with you to develop your knowledge of core animation principles and equips you with skillsets in a broad range of animation techniques, through workshops and projects that build on your core techniques and processes.

This leads into the development of longer, more self-directed project-based work working individually and in groups, allowing you to specialise in your chosen medium. Projects are based in storytelling and the use of moving image to communicate to an audience. As you move through the course you will begin to lead and develop your own project briefs building your skills towards being a confident, independent practitioner.

Visiting professionals, 'live' client briefs and collaborations across all the 'Creative Industries' related subjects at UEL help our students prepare for work during and after their degree. The degree bridges two subject clusters at the university, Media @ UEL and Arts @ UEL. In several of the practical modules you will work alongside BA Animation & Illustration students and students from other disciplines, increasing your peer network and allowing for a greater exchange of shared skills.

Routes into the course include UEL Art & Design Foundation, and options for progression at UEL after graduation include MA Film or MA Fine Art.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Typical Duration

It is possible to move from full-time to part-time 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.

The expected duration of this course is 3 years full-time or 5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been

granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
 - The course handbook
 - Module study guides
 - UEL Manual of General Regulations (available on the UEL website)
 - UEL Quality Manual (available on the UEL website)
 - School web pages
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- <https://animationuel.wordpress.com>

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Occasional field trips and studio visits will incur small additional travel costs.

Optional Film or Animation Festival visits incur larger travel and subsistence costs, though group discounts are sometimes available. A university scheme, Going Global, is in place to fund the majority of costs involved in student led groups travelling abroad, and several successful applications have been made for our students to travel overseas to visit international film and animation festivals.

Some techniques, such as Stop-Motion, have greater material costs than other techniques. All necessary Animation software is supplied on campus, but students working at home do not have free access to the software.