

Programme Specification

BA (Hons) Animation Production



This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended 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.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Animation Production** course, and the learning outcomes that a ‘typical’ student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in your Course Handbook.

Key Course Information

Final Award	BA Honours
Course Title	Animation Production
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design, Media
UCAS code	W615
Language of study	English
External Examiner for course	Emily Mantell Senior Lecturer University of Wolverhampton
<i>Please note that it is not appropriate for students to contact external examiners directly</i>	
Date of Validation	2004
Date of most recent review	2009
Date programme specification written/revised	Revised September 2012

Course Philosophy

The pursuit of excellence in all aspects of animation continues at Arts University Bournemouth.

This course offers students the opportunity to develop as individual artists who work collaboratively, creating a unique team ethic; the energy and enthusiasm channelled through the team dynamic fuels a desire to produce work of a high professional standard. This has led to the BA (Hons) Animation Production course being recognised on an international platform, accredited by Skillset and playing a role in the Bournemouth Skillset Media Academy.

The course aims to develop extensive and highly refined animation skills in traditional drawn, computer generated and stop-motion animation underpinned by a focus on observational drawing. This combined approach, using a variety of formats in a supportive and collaborative environment, will prepare you for numerous career options. Collaborations also exist between students across the University and with other university-sector colleges who are equally committed to a high level of achievement.

The art of making animated film requires a high level of practical skill, technical proficiency and a wealth of theoretical knowledge and understanding. Within this learning environment you will develop a comprehensive appreciation of the production process and the relationships between animation's elemental roles and responsibilities. This course offers you the creative freedom to engage with a wider spectrum of related artistic studies which will enrich your learning experience resulting in high quality outcomes so prized by the animation industry.

By contextualising animation through theoretical debate, we put you in touch with the narratives behind your work so that you can control your animation to its fulfilment. Much of this course is team-based: however, we emphasise the importance of independent study, research and analysis to extend your creative abilities and inform critical reflection upon your work and that of others.

We confirm our belief that by establishing solid foundations for our students and respecting their creativity and innovation, this enables our graduates to adapt easily to continuing developments in industry. It is our endeavour to equip you with the necessary critical acumen, technical skills and professional experience for you to pursue a successful career in the competitive world of media and the creative industries or to progress to postgraduate study.

Course Aims

The course aims to:

- develop your knowledge and understanding of the production process and the evolving impact of new media;
- develop your understanding of the skills and abilities required for your specialisation, and their relationship to the team production process;
- provide opportunities for practical specialisation within a production-based context, in order to enhance your career opportunities or for post-graduate study;

- develop your knowledge, understanding and appreciation of the relationship between the practice, theory and history of animation;
- encourage research and the development of your analytical, intellectual and aesthetic awareness;
- develop your ability to communicate and to use effective presentation skills;
- develop your ability to use visual and literary capabilities in the solving of production and communication problems within a team framework;
- develop your professional competence and understanding, and promote management abilities;
- provide you with the ability to critically self-evaluate progress and performance;
- develop self-directed learning and opportunities for independent study and development.

Course Outcomes

By the end of the course you will be able to:

- confidently describe the production processes and the evolving impact of new media;
- apply practical, theoretical and intellectual abilities in team-based productions;
- understand the requirements, opportunities and constraints of professional practice;
- undertake and apply practical research critical self-awareness and the transferable skills which are necessary for career development or for postgraduate study;
- communicate an understanding and appreciation of the relationship between the practice, theory and history of animation;
- demonstrate research and the development of analytical, intellectual and aesthetic awareness;
- communicate effectively in oral, written and visual formats;
- demonstrate the ability to use visual and literary capabilities in the solving of production and communication problems within a team framework;
- apply professional competence and understanding, and promote management abilities;
- demonstrate the ability to critically self-evaluate progress and performance; demonstrate self-directed learning for independent study and development

Reference Points

UK Quality Code for Higher Education, including:

- Subject Benchmark Statement: Art and Design and Media
- Framework for Higher Education Qualifications (FHEQ)

AUB Undergraduate Regulatory Framework

AUB Learning and Teaching Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increasing opportunities for independent study as learners reach the later stages of the course.

Teaching is directed at supporting individual engagement in learning although there will be opportunities to work in teams to enable learning of the value of peer cooperation.

The integration of theory and practice within animation study units is promoted and reinforced through a team teaching approach, bringing together theoretical studies and specialist studies tutors.

The progressive promotion of independent learning reflects the anticipated maturing of the learners as they direct their studies towards their own goals. The teaching in Level 4 is directed at providing learners with the knowledge, concepts and skills to take increasing responsibility for the management of their own learning; a key element of the student-centred approach taken at Levels 5 and 6 and preparation for life in the work-place.

The delivery methods are informed by the University's Learning, Teaching and Assessment Strategy and share the over-arching aims:

- i) to enable each student to realise his/her potential;
- ii) to develop and support individual learner autonomy;
- iii) to promote the acquisition of transferable/key skills;
- iv) to develop and promote best practice in approaches to teaching, learning and assessment;
- v) to promote the sharing of good practice across the University, building on best practice both within the University and nationally.

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course you will be provided with a Unit Handbook, which will state what you are expected to learn within the unit; the work that you have to submit; and how it will be assessed. The Unit Handbook will also give the deadline for presenting your work for assessment.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of

assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (eg 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each grade band.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6 using two different algorithms, which are detailed in your *Quick Guide to the regulations*. If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA) the final classification is determined using only your unit marks at Level 6.

For further information on progression, awards and classifications, please visit <https://my.aub.ac.uk/viewpoint/>

Course Structure

All students are registered for the award of BA (Hons); however exit awards are available if you leave the course early, having successfully completed one or two levels. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University following successful completion of the first year of your course.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University following successful completion of the second year of your course.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Course Content

This course aims to develop skills and abilities required for animation production processes, to enhance career opportunities in the animation industry. Encouragement of analytical skills and research furthers an appreciation of the relationship between practice and theory and the history of animation.

The course develops the student's ability to communicate and to use effective presentation skills. Alongside the development of professional management competence, the course aims to enhance visual and literary capabilities and the ability to resolve production problems.

The skills developed on this course are accompanied by general transferable skills which can be used in a range of applications, such as 2D, 3D and Stop-Motion work.

The promotion of the student's self-directed learning and their ability to critically evaluate their own work and that of others is fundamental to this team-based production course.

Level Four

Animation students are introduced via a series of workshops, seminars and lectures, to fundamental practical and theoretical concepts. Students progress from an understanding of rudimentary mechanical processes to a more subtle understanding of character performance and cinematic storytelling. The initial exposure to fundamental techniques and essential technology helps develop a visual and technical language necessary for progression through subsequent units at levels 5 and 6. At this stage, technical and technological processes are complemented by the rigorous development of drawing ability, informed by an analytical and interpretive approach to observational drawing in a variety of media and techniques. Investigation and analysis of visual forms and language help generate a personal visual resource through the use of sketchbooks and related research methods. Animation studio practice is fully integrated with theoretical understanding, with related key themes and issues placed within relevant social, historical and cultural contexts. Study skills using traditional and electronic resources are developed by individual and group research projects, which engage critical theories, concepts and analysis, and directly link to an understanding of historical and contemporary practice within the specialism.

Level Five

At this stage students experience an enhanced independence linked to their role within a graduate production team. As part of a production team students further build upon skills acquired at Level 4 by assisting on graduate work and thereby develop their own subject specialism. The graduate production is the result of the contribution of individuals using their skills and specialism towards this collaborative outcome. The work assessed is the outcome of your individual contribution. You are made aware of the assessment procedure throughout the Level 5 and 6 units through unit briefings and tutorials.

The parameters of study are defined by the use of learning agreements, supported by individual tutorials with staff members, and group feedback from peer evaluations. Fields of practical and theoretical knowledge are applied to graduate film work, reflecting industry practice with hands-on learning opportunities. Concurrently, critical and analytical approaches to visualisation are developed by increasingly advanced drawing sessions building upon the knowledge and skills acquired in Level 4 units

Students research and develop their own project work in preparation for Level 6. Visualisation skills are developed in relation to pre-production activities for a proposed graduation film. A deeper critical knowledge of specialism forms a link to professional development planning, which also includes the potential for industry experience or foreign study visits. A level of professionalism and organisation is

evidenced in the ‘pitch’ procedure, which is consistent with industry practices. There is also a process of sustained academic writing in preparation for the Investigative Study unit at Level 6, where research topics are linked to subject specialism with further development of critical and analytical skills.

Level Six

Final year students demonstrate their respective roles and their commitment to the collective responsibility of production and post-production of graduation work. Specific guidance on the ethics of the team working collaboration is laid out in the production schedule and also through group and individual tutorials. These topics include communication and team working skills, and mentorship guidance and its importance. The diverse nature of the productions and the variance in the dynamic of each team requires tailored tutor guidance specific to each individual production. Guidance on formation of teams, negotiation skills and team skills will be further enhanced with set sessions throughout the team based units and within the production schedule.

Personal planning and the development of self-reflection and evaluation are developed in relation to career aspirations and the production of a target portfolio. Critical and theoretical knowledge is developed in the Investigative Study (where students engage with critical understanding via written work). In the Major Project unit students will explore their practical specialism and demonstrate a sustained focus and application of knowledge, technical skills and intellectual abilities developed throughout the course. They will also be expected to demonstrate a grasp of a complex body of knowledge relating to their specialism and practice high professional standards in their working environment. Individual Learning Agreements will reflect the scope of project negotiation with tutors and peers for these group based graduate productions. The graduate production is the result of the contribution of individuals using their skills and specialism towards this collaborative outcome. The work assessed is the outcome of your individual contribution.

Course Units

Unit code	Unit Title	Credit weighting
Level 4		
ANP450	Key Principles of Animation	40
ANP451	Foundation Drawing	20
ANP452	Translating Drawing for Animation	40
ANP453	Designing for Layout	20
Level 5		
ANP550	Development of Production Skills	40
ANP551	Animation Research: Themes and Focus	20
ANP552	Production Research and Development	40
ANP553	Drawing as Research	20
Level 6		
ANP650	Investigative Study	20
ANP651	Pre-Production	40
ANP652	Major Project	60

Course Diagrams

These schematic diagrams show the proposed start/end dates for each unit with assessment periods. Further information on the structure of each unit will be included in unit handbooks.

Level 4																										
0	1	2	3	4	5	6	7	8	9	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	3
Induction week	ANP450 Key Principles of Animation (40 credits)															ANP452 Translating Drawing for Animation (40 credits)										
	ANP451 Foundation Drawing (20 credits)															ANP453 Designing for Layout (20 credits)										

Level 5																										
0	1	2	3	4	5	6	7	8	9	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	3
	ANP550 Development of Production Skills (40 credits)															ANP552 Production Research and Development (40 credits)										
	ANP551 Animation Research: Themes and Focus (20 credits)															ANP553 Drawing as Research (20 credits)										

Level 6																										
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	120	121	122	123	124	125	126
	ANP651 Pre-production (40credits)															ANP652 Major Project (60 credits)										
	ANP650 Investigative Study (20 credits)																									

Resources

University Resources:

Library

The course is supported by a Subject Librarian who liaises closely with the team to ensure that the Library resources are relevant and meet student and staff research needs. As part of the AUB's Information Literacy Framework, the Subject Librarian provides sessions on researching and using information, as well as individual support for students in the use of Library resources

The Library holds an excellent range of specialist learning materials including books, journals, CDs, DVDs, and newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including e-books and e-journals. The Library's facilities include computers, viewing rooms, a presentation space and a silent reading room.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology

The University provides a comprehensive range of IT resources, utilising Apple Macintosh, Windows Personal Computers and specialist resources for its art, design, media and performance disciplines. The University uses Industry standard software from Microsoft, Adobe, Macromedia, Apple, Quark and leading software suppliers, and is continually investing in its technology and resources.

IT resources are also available to you via the Library, plus through a number of bookable IT suites and dedicated base room provision. To enable access to learning resources, wireless internet access is also available.

The ITCS section (Information Technology and Communication Services) provides a helpdesk facility for IT enquiries and fault notification. The Helpdesk is open from 8.30am until 5pm from Monday to Friday Email: itcshelpdesk@aub.ac.uk

Museum of Design in Plastic (MoDiP)

MoDiP is a registered museum of 20th and 21st century design and popular culture with a focus on plastics. Its collection is unique within the UK and has been developed to support teaching and learning at Arts University Bournemouth.

There are many ways in which MoDiP can play a part in your studies:

- as a source of inspiration – large numbers of items may be viewed, handled and explored in depth, drawn, photographed and filmed
- as the focus of a brief for products and projects relating to course work

- as an exhibition venue – your work can be displayed in relation to the collections and exhibitions and events may be mounted in the museum space

The Museum is in a purpose built space within the Library, designed with wheelchair access in mind, and has the same opening hours as the rest of the University for the viewing of exhibitions. Objects not on display can be borrowed and taken to the studio. To see what is available, go to the Plastics Network website (www.plasticsnetwork.org).

The Gallery

The gallery is a major resource for contemporary visual art at Arts University Bournemouth and has received regional and national recognition. There are regular gallery events, including collections on loan from galleries and museums, as well as individual exhibitions by some of today's leading artists, photographers, designers and critical writers.

It also functions as a learning resource and is integrated into the teaching, learning, and research practice undertaken at the University.

text + work is the ethos which underpins the exhibition programme at Arts University Bournemouth. The **text + work** concept promotes and provides a forum for challenging dialogue between innovative contemporary art, design, and media practice and its theoretical context.

There are **text + work** gallery events, critical texts, shared and networked exhibitions and a **text + work** website.

Student Support

Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the course. This is provided through "critiques" and written feedback, as well as guidance on practical work and informal discussion about your concerns. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to discuss in depth matters relating to creative or theoretical work, or the course in general. You will be entitled to at least one formal recorded academic tutorial per term with a nominated member of the course team.

Support and advice is also provided on an informal basis throughout the course, through discussions between staff and students.

Career Education, Information and Guidance

You will be prepared for employment, and given the opportunity to learn about the various career options available to you, through a wide range of projects which may include live briefs or external competitions. Academic staff remain very familiar with the discipline, and will often still work in the field, and are also able to advise on specific opportunities.

The Careers Service within the University offers impartial, confidential advice, support and guidance, to help you explore and develop your career ideas and manage your future career successfully. The Service offers individual career guidance interviews, as well as advice on job seeking strategies, CVs and interview skills, self-employment / freelancing, and further study opportunities.

The Senior Careers Officer holds regular lunchtime lectures, which cover a range of popular careers topics, including Postgraduate study and funding, Career planning, Networking and self-marketing, and Teaching as a career. Full details and dates of forthcoming lectures are available on the Careers intranet pages and on the Student Services notice boards.

The Careers Service also offers specialist events, working in partnership with local employers, AUB alumni, and external agencies to bring together a range of art, design, media and performance expertise.

Learning Support

Support for students with disabilities (including dyslexia)

The Arts University Bournemouth is firmly committed to a policy of equal opportunities for all students and positively welcomes applications from people with disabilities and/or additional needs. Throughout all aspects of University life, we actively encourage and support the participation of students with disabilities. We aim to support disabled students by offering needs assessments and support plans which enable you to achieve your personal goals.

The Learning Support team provides academic support for students with specific learning difficulties including dyslexia. We ask all new Home students to complete a 'Quickscan' screening programme when they join the University. This screening is designed to check your learning style (the way you learn best) and whether you might have signs of dyslexia. If appropriate, you will be referred to an educational psychologist for a full assessment.

Students with a specific learning difficulty such as dyslexia are able to access individual tutorials aimed at improving your independent study skills, and are supported in applying for the Disabled Students' Allowance, which can provide specialist equipment and, if appropriate, personal support.

The Senior Disability Officer and Wellbeing Officer provide ongoing support and advice for students with all other types of disability, including mental health difficulties, physical disabilities, medical conditions and sensory impairments.

The Arts University Bournemouth has a duty to anticipate the needs of disabled students, and to make “reasonable adjustments” to ensure that these students can access education and related services. If you feel that some aspect of the learning, teaching or assessment on your course places you at a disadvantage because of your disability, please contact the Senior Disability Officer within Student Services, who will be happy to work with you and your course team to identify any appropriate reasonable adjustments. Contact Barry Gilbert on bgilbert@aub.ac.uk or telephone 01202 363291.

Support for students for whom English is a second language

If English is not your first language you will be invited to complete a brief written exercise during the initial weeks of your course, so that your current academic language skills can be assessed. Our English for Academic Purposes (EAP) tutors, who are part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. An EAP tutor will work with you to draw up an Individual Learning Plan, which will set out a structured approach to developing your independent academic and study skills. This may include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work, or developing your proof-reading skills, for example. The plan will be reviewed each term and will be shared with your course tutor so that they are aware of the work you are doing to improve your study skills. If necessary, your EAP tutor will refer you to a local language school so that you can improve your generic English language levels.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within Student Services. We have a team of professionally qualified male and female counsellors, with appointments available during weekdays and evenings. Students accessing the service are offered various levels of support ranging from regular weekly sessions, occasional support or just a “one off” consultation. In most cases, you can expect to be seen for a session within two days of making initial contact with the service. If the situation is very urgent and you are very emotionally distressed, we also have a crisis support service and you will be seen by one of our counsellors almost immediately.

Pastoral support is also available from the AUB Chaplaincy. The Chaplaincy at Arts University Bournemouth is shared with Bournemouth University and is an inclusive Chaplaincy, which welcomes people of all faiths and none. The Quiet Room and the Islamic Prayer Room are in regular use by staff and students, and meetings with ministers of any faith can be arranged.

Advice and support with practical issues such as funding, accommodation or childcare is available from the Student Advice, Funds and Accommodation Office within Student Services.

Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the QAA Quality Code.

In addition all courses undertake an Annual Course Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey
- Results of the in-house Student Perception Survey
- Feedback from Student Representatives
- Feedback from relevant employer groups, including the course Industry Liaison Group

All courses develop an action plan arising out of this exercise, which is monitored by the Course and Faculty Boards of Study. Your student representatives can keep you informed about progress against the action plan.

Staff development priorities for the course team as a whole are identified through the Annual Course Review process, and for individuals through the Staff Performance Review process.

Indicators of Quality and Standards

The Arts University Bournemouth was granted taught degree awarding powers by the Privy Council in 2008 following an intensive period of scrutiny by experienced academics from across the higher education sector.

The University was audited by the QAA in May 2011 and received a judgement of 'Confidence' in the management of the academic standards of its awards, and its management of the quality of learning opportunities. This is the best available outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of course outcomes, and the quality of the educational experience we deliver.

More detailed information is available in the following documents:

- Online course information
- Quick guide to the regulations
- Unit Handbooks
- HE Student Regulations – <https://my.aub.ac.uk/viewpoint/>
- AUB Student Guide