PROGRAMME SPECIFICATION

SEPTEMBER 2015

BA (HONS)
MOTION GRAPHICS
DESIGN AND PRODUCTION

ARTS
UNIVERSITY
BOURNEMOUTH

ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Motion Graphics Design and 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 (Hons)
Course Title	Motion Graphics Design and Production
Award Title	BA (Hons) Graphics Design and Production
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of: *Contact details*: Telephone number Email	Art, Design and Architecture 01202 363354 FacultyOfficeArtandDesign@aub.ac.uk
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design
UCAS code	K3T4
Language of study	English
External Examiner for course	*To be confirmed*
Please note that it is not appropriate for students to contact external examiners directly	
Date of Validation	2015
Date of most recent review	N/A
Date programme specification written/revised	September 2015

Course Philosophy

The dynamic, the interactive, the emergent; what we might call *things in motion* is a defining feature of contemporary life. It is this idea of movement within the context of design and communication that is the central concern of this programme. This course takes a broad view of the subject of motion graphics recognising the foundation of the subject in such things as title sequences, channel idents, and moving brands but steps beyond these boundaries to consider broader issues of motion and communication through design. It also recognizes that the subject is changing and evolving itself as new technologies emerge and different social, cultural and political situations prevail.

Motion is a powerful force in any design strategy, it attracts attention, it shows transformation, it tells stories, it responds to user interaction. We are attuned to the manner in which things move; motion in itself can suggest timidity, boldness, smoothness, confidence, rawness, excitement, … The media through which motion is performed also has the potential to provide another layer of meaning, whether lens-based, digital, mechanical, printed (for example using lenticular printing), or enacted through the body. Motion graphics also appears in many places, spaces and on a variety of platforms including: smart phones, tablets, eBooks, film, TV, games, banner ads, and architecture.

Beginning with an exploration of motion in relation to graphic elements, this course will build an understanding of how motion is one mode of communication that functions alongside a repertoire of other graphic design modes to provide a powerful set of design tools. It will range from the low-fi and hand-made to the technical and virtual, incorporating both motion expressed through gesture, as well as motion generated by algorithm. It will engage with motion both on the micro level of mouse roll-overs and key-presses but also at the macro level of video installations and architectural signage.

The course adopts a student-centred approach that provides a broad understanding of the domain of motion graphics but then empowers and supports you in determining your study focus within the field. It also recognises the ethical responsibilities of the 'citizen designer' as the mediator of communication between different groups and communities of users.

Course Aims

The course aims to:

A1   Develop an understanding of the use of motion within the context of graphic communication as a means to solve problems, tell stories and express ideas and emotions.

A2   Explore the potential afforded by technology in relation to interactions with, and presentations of, information in motion.

A3   Develop the conceptual and specialist skills necessary to realise outcomes in four dimensions to a level required for employment or further study.

A4   Design for the needs of users, stakeholders and audiences, in sustainable and ethical ways.

A5   Develop self-reflective and critical facilities and the abilities required to manage your own learning in accordance with professional standards and academic protocols.

A6   Instigate approaches to collaboration and group working.

Course Outcomes

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

1.   Evidence comprehensive, practical, technical and theoretical knowledge and understanding of motion graphics within relevant contexts, including considerations of ethics and sustainability and of the perspectives of stakeholders and audiences. (A1, A4)

2.   To apply critical and analytical understanding and awareness of motion as a means to solve problems, tell stories and/or express ideas and emotions. (A1)

3.   Exploit the potentials afforded by technological innovation. (A2)

4.   Evidence the specialist skills necessary to the conceptualisation and production of graphics in motion to a level necessary for employment or further study. (A3)

5.   Work independently and apply knowledge, skills and understanding appropriately. (A5)

6.   Self and peer appraise to manage and reflect on learning. (A5)

7.   Evidence effective problem-solving, research, communication and presentation skills. (A5)

8.   Demonstrate professional skills appropriate to group working and collaboration (A6)

Reference Points

UK Quality Code for higher education, including:
• Subject Benchmark Statement: *Art and Design*
• Framework for Higher Education Qualifications (FHEQ)
• Framework for Qualifications of the European Higher Education Area (FQ-EHEA)
AUB Undergraduate Regulatory Framework
AUB Creative Learning Plan
AUB Strategic Plan
AUB Employability Framework
Creative Skillset

Learning, Teaching and Assessment

Learning and Teaching Strategies

Learning is realised through taught sessions and independent study. The course is structured progressively and embraces a wide variety of learning and teaching methods and experiences to promote active learning. These include project based learning, workshops, team learning, lectures, seminars, group critiques, educational visits, guided reading and tutorials.

You will develop skills, which include research, critical analysis, problem solving, communication and presentation as well as specialist technical skills. Throughout, the integration of theory and practice is promoted and reinforced rigorously. The learning experiences prepare you for a variety of employment routes and postgraduate study.

The course is delivered by a team of staff that comprise Motion Designers, Graphic Designers, and relevant visiting practitioners.

You take part in major graphic design competitions that offer opportunities to participate in industrially relevant briefs.

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 through either the Recognition of Prior Learning (RPL) route or 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

Level 4

Level 4 provides you with opportunities to develop cognitive, creative and technical skills through integrated theoretical and practical engagement. Units in the first level of the course provide an introduction to fundamental skills, principles, processes and knowledge.

All Level 4 units are designed to provide you with experience in the studio and IT areas and to promote confidence in using technical processes, methods and materials necessary to the study of motion graphics. Study at this level provides a broader contextual understanding of the subject. Theory and practice are seamlessly integrated in all units. Skills in research, critical analysis and evaluation, communication of inter-related practices and technologies, are delivered to enhance the student's creative potential. The first unit, *Introductory Studies* provides some of the core skills and principles relating to both graphic design and motion graphics. Following this you will undertake the *Sequential Thinking* unit that introduces a plethora of different platforms, methods of working (such as storyboarding and editing), and the appropriate digital and practical skills necessary for the production of motion graphics. The final Level 4 unit, *Studies in Motion,* explores the context in which your practice will develop. This includes a survey of contemporary work taking place in the discipline, an engagement with some of the themes and issues arising from motion graphics, an introduction to theory (such as narrative theory, film theory, genre theory, and so forth) that support study in this area. This unit includes practice-based responses as well as written components.

Level 5

During this level you are required to relate creative aims to critical and contextual frameworks.

The level is divided into three units, each has the 'Motion Lab' prefix which is intended to highlight the experimental nature of this phase of study. The first *Motion Lab: Analysis* deals with the ways that information and data are created, collected, analysed and presented using motion graphics. The emphasis here is on broadcast media in which the flow of information occurs in one direction (for example from author to reader). The second unit: *Motion Lab: Systems* addresses bi-directional media that permit user interaction. This unit explores how motion both prompts for, and provides feedback to, user interaction, both at the micro level of mouse roll-overs and key presses as well as the macro level of narrative and user generated outcomes. The final level five unit, *Motion Lab: Integration,* explores how identities, stories, meanings, patterns of interaction and visual styles can be projected coherently through a range of different media and platforms.

Learning agreements drive the *Motion Lab: Integration* unit. This allows us to emphasise the progressive change in teaching methods that allows you to develop more confident and reflective approaches to your learning and demonstrate your increased self-directed learning.

Theoretical understanding in Level 5 is integrated into the units building on work undertaken in Level 4 to extend your knowledge and understanding of the wider contexts and issues of the visual arts, within appropriate theoretical frameworks. In the final term contemporary practice and contextual awareness of motion graphics is broadened and deepened as you are encouraged to reflect on, and position your practice in relation to the field of motion graphics and the knowledge and theories that support it.

Level 6

Level 6 encourages you to confirm your particular creative aspirations, and to extend the scope and depth of their enquiry.

All subsequent units require you to define your study through Learning Agreements, which they negotiate with the teaching team. These provide a focus to enable you to demonstrate the integration of your learning on the course.

Strategic Practice is an outward-facing unit that encourages you to engage with industry sponsored briefs and competitions. These include RSA shorts, AES Cinemagic, Sundance, Channel 4 and BBC sponsored projects and Virgin Media Shorts.

The *Major Project* unit provides an opportunity for you to demonstrate the maturity of your creativity, intellectual enquiry and expressive abilities.

Likewise, the *Investigative Study* unit affords opportunities to pursue a programme of advanced independent research, consider links with the *Major Project,* or demonstrate that the level of skills in research; analysis, criticism and communication are appropriate for entry in employment or postgraduate study.

Course Units

Unit code	Unit Title	Credit Weighting
Level 4		
MGR410	Introductory Studies	40 credits
MGR411	Sequential Thinking	40 credits
MGR412	Studies in Motion	40 credits
Level 5		
MGR510	Motion Lab: Analysis	40 credits
Or		
ERASMUS	*Erasmus Exchange*	*20 ECTIS credits*
MGR511	Motion Lab: Systems	40 credits
MGR512	Motion Lab: Integration	40 credits
Level 6		
MGR610	Strategic Practice	40 credits
MGR611	Investigative Study	20 credits
MGR612	Major Project	60 credits

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included. 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	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term												Spring Term												Summer Term					
Induction week	MGR410 Introductory Studies (40 credits)												MGR411 Sequential Thinking (40 credits)												MGR412 Studies in Motion (40 credits)					

Level 5																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term												Spring Term												Summer Term					
	MGR510 Motion Lab: Analysis (40 credits) or Erasmus Exchange (20 ECTIS credits)												MGR511 Motion Lab: Systems (40 credits)												MGR512 Motion Lab: Integration (40 credits)					

	Level 6																													
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term												**Spring Term**												**Summer Term**					
	MGR610 Strategic Practice (40 credits)												**MGR612 Major Project** (60 credits)																
	MGR611 Investigative Study (20 credits)																												

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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.

Digital Learning Resources

The University provides a range of computing hardware and software applications for use in general purpose locations such as the library and computer studios, as well as high quality and specialist resources linked to subject specialisation. You will be able to use Microsoft Office and Adobe Creative Suite on the majority of computers in the University and have access to industry standard digital resources and computing appropriate for your subject in course areas.

We have a comprehensive wireless network and our new virtual learning environment (VLE) can be used on desktop, laptop and mobile devices. The VLE, called MyAUB, provides a customisable portal to a variety of course and university related information including timetables, email, course handbooks, resource booking and online learning materials.

Support for digital learning resources is provided by a network of University staff. Course related equipment is cared for by Technician Demonstrators and library information resources is supported by library staff. General computing support and advice on your own equipment is provided by our Digital Campus Services Team who provide a servicedesk facility. The servicedesk is open from 8.30am until 5pm Monday to Friday and is located in the North Building above the Gallery. Their email address is: servicedesk@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 MoDiP website (www.modip.ac.uk).

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.

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 wellbeing@aub.ac.uk or telephone 01202 363291.

Academic support for students for whom English is a second language

If English is not your first language, AUB has a team of specialist English for Academic Purposes (EAP) lecturers who provide personalised guidance and support with the academic aspects of your course. You can book tutorials with them for individual assistance.

At the beginning of your course you will be invited to complete an academic skills assessment. One of our English for Academic Purposes (EAP) team will review this with you in a follow-up tutorial. If there are indications that you would benefit from additional advice and support, the EAP tutor will work with you to draw up an Individual Learning Plan which will set out a structured approach to developing your use of academic language and study skills. This may, for example, include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work or developing your proof-reading skills. Your Individual Learning Plan will be reviewed each term and shared with your course tutor, if requested, so that they are aware of the work you are doing to improve your use of language and study skills.

Throughout the academic year the EAP service also offers Study Skills Workshops and academic reading, writing, speaking and listening skills Upgrade Modules.

Further details can be found at:
http://aub.ac.uk/international/english-not-first-language/international-student-support/

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.

Monitoring the quality of your course

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 University. 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; and University status was conferred in 2013. All students on taught higher education courses are enrolled on a course validated by the University.

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, which are available on the AUB Intranet:
- Online course information
- Unit Handbooks
- HE Student Regulations: Quick guide to the regulations
- Undergraduate Regulatory Framework and Assessment Regulations

WHATEVER YOUR PASSION, WE'LL HELP YOU EXPLORE IT. WHATEVER YOUR AMBITION, WE'LL PROVIDE THE ROUTE TO GET YOU THERE. ON THE WAY, YOU'LL COLLABORATE WITH OTHER COURSES, LEARN NEW SKILLS FROM INSPIRING STAFF AND CREATE WORK WITH INDUSTRY-STANDARD EQUIPMENT. WHATEVER YOUR JOURNEY,WE'LL HELP YOU GET FROM A TO B.