

# 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 within this Handbook and the online Unit Information, which is available on your course blog.

<b><u>Key Course Information</u></b>	
Final Award	BA (Hons)
Course Title	Animation Production
Award Titles	BA (Hons) Animation Production BA (Hons) Animation Production (2D Animation) BA (Hons) Animation Production (CG Animation) BA (Hons) Animation Production (Stop Motion Animation) BA (Hons) Animation Production (Visual Development for Animation)
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of: <i>Contact details:</i> Telephone number Email	Media and Performance  01202 363138 <a href="mailto:fomp@aub.ac.uk">fomp@aub.ac.uk</a>
Professional accreditation	Creative Skillset
Length of course / mode of study	3 Years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statements	Art and Design Communication, Media, Film and Cultural Studies
UCAS code	W615
Language of study	English
External Examiner for course:	Andy Joule Falmouth University
<i>Please note that it is not appropriate for students to contact external examiners directly</i>	
Date of Validation	June 2004
Date of most recent review	2014
Date programme specification written/revised	Revised September 2014

## Contact hours

Contact hours include all scheduled teaching sessions, but also supervised time in the workshop or studio. In line with national guidance, we include in our calculation of contact hours all the time which is scheduled in the studio for independent study which is also supported by staff (either academic staff, or technicians).

<i>Contact hours</i>	
Year 1 (% time)	64
Year 2 (% time)	64
Year 3 (% time)	68

The information provided below gives the proportion of your study time which constitutes contact hours. Where there are optional routes through the course, we have used the figures for the most popular option.

## Assessment

The figures below set out the proportion of your assessment which will be coursework or written exams and, where appropriate, practical assessment (such as a performance) or placement. Where there are optional routes through the course, we have used the figures for the most popular option.

% coursework assessment (% time)	100
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## Course Description

Your course provides you with the opportunity to excel as a creative and critical practitioner in the exciting field of Animation Production. The underlying philosophy of the course is to create a strong collaborative community of animators, working together on productions in a studio environment. We primarily value and encourage the fundamental principles of drawing for animation, and enable you to identify your role in the overall animation process. We equip you with specialist technical skills – for example, in CG and stop motion – and offer opportunities for you to develop your practice in a range of contexts – on industry placements, exchanges with other universities, or working in the demanding studio environment at AUB.

The course also connects the practice of animation to its critical and theoretical contexts. By contextualising animation through theoretical debate, we enable you to understand the conceptual foundations underpinning your own work. 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. The range of skills and knowledge that you develop whilst on the course give you the ability to pursue a successful career in animation production and related creative industries, or progress to postgraduate study.

We believe that in order to succeed in the competitive world of animation production you require a high level of production skills and practical knowledge, a strong sense of professional responsibility and a keen eye for the critical and theoretical contexts in which you will work. To this end, we develop highly skilled and socially aware practitioners who are able to respond to the changing nature of the industry at local, national and international levels.

## **Course Aims**

The course aims to:

1. Develop your knowledge and understanding of animation as a collaborative production process, and the place of specialist roles (such as animator, layout artist, character designer) within this
2. Provide opportunities for practical specialisation (in 2D, CG, stop motion and Visual Development for Animation) within a production-based context, in order to enhance your career opportunities or for post-graduate study
3. Develop your knowledge and critical understanding of the relationship between the practice, theory and history of animation
4. Develop your research skills and enhance your analytical, intellectual and aesthetic awareness
5. Develop your professional competence and understanding, and promote management abilities within a team framework
6. Provide opportunities for self-directed learning and critical self-evaluation
7. Develop your skills as a socially aware practitioner who is able to respond to the changing nature of the industry at local, national and international levels

## **Course Outcomes**

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

1. Confidently articulate your understanding of animation as a collaborative production process
2. Demonstrate your specialist skills within a production-based context to enhance your career opportunities and for post-graduate study
3. Confidently articulate your knowledge and critical understanding of the relationship between the practice, theory and history of animation
4. Apply research skills and express your analytical, intellectual and aesthetic awareness
5. Demonstrate your professional competence and understanding, and evidence management abilities within a team framework
6. Demonstrate the ability to critically self-evaluate progress and performance; demonstrate self-directed learning for independent study and development
7. Demonstrate the ability to be a highly skilled and socially aware practitioner who is able to respond to the changing nature of the industry at local, national and international levels

## **Reference Points**

UK Quality Code for higher education, including:

- Subject Benchmark Statement:
  - *Art and Design*
  - *Communication, Media, Film and Cultural Studies*

- Framework for Higher Education Qualifications (FHEQ)

AUB Regulatory Framework and Undergraduate Assessment Regulations

AUB Creative Learning Plan

AUB Strategic Plan

AUB Employability Framework

## **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 you reach the later stages of the course.

Teaching is directed at supporting your individual engagement in learning although you will have 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 your anticipated maturing as a learner, as you direct your studies towards your own specialist goals. The teaching in Level 4 is directed at providing you with the knowledge, concepts and skills to take increasing responsibility for the management of your own learning; this is a key element of the student-centred approach taken at Levels 5 and 6 and preparation for life in the work-place.

## **Course Content**

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

The course develops your 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 character design, layout and background design, 2D, Stop-Motion and CG animation, and animation for VFX.

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

## **Level 4**

You will be introduced, via a series of workshops, seminars and lectures, to fundamental practical and theoretical concepts. You will 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 5**

At Level 5 you will learn in more detail about the animation process, developing an advanced knowledge of what sequential steps are required to produce animation from conception to post production. You will experience an enhanced independence linked to your role within an animation production team. As part of a production team you will further build upon skills acquired at Level 4 by assisting on an animation production, and thereby develop your own subject specialism. The animation 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.

You will also research and develop your 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 overseas study visits. A level of professionalism and organisation is evidenced in the preparation of a ‘pitch’, which is consistent with industry practices. There is also a process of sustained academic writing, reflecting on specialist roles required by a collaborative production method. This prepares you for the Investigative Study unit at level 6, where research topics can be linked to subject specialisms. Your development as a specialist may inform your choice of named award in level 6 (see below).

## **Level 6**

In your final year you will demonstrate your specialist role and your 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.

Your personal planning and increased 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 you engage with critical understanding via written work). In the Major Project unit you will explore your practical specialism and demonstrate a sustained focus and application of knowledge, technical skills and intellectual abilities developed throughout the course. You will also be expected to demonstrate a grasp of a complex body of knowledge relating to your specialism and practise professional standards in your working environment. Individual Learning Agreements will reflect the scope of your project negotiation with tutors and peers for these group-based graduate productions. The work assessed is the outcome of your individual contribution to the collaborative process.

### **Named Awards**

The award title of this course is BA (Hons) Animation Production and students achieving the correct number of credits will be awarded this degree title. However there is an opportunity for you to choose (through negotiation with your tutors) a named specialist award.

The proposed named awards below reflect the specialisms that form part of the student experience at Level 5 and Level 6. At the end of the Level 5 unit Animation Specialism (40 credits) you will receive tutorial support and advice from the Animation team regarding these named award options and the criteria that would be associated with them. You will work in a specialist role at Level 6 whilst undertaking animation film production as part of a team. You will also have an opportunity in Level 6 within Major Project to investigate your specialist role in the context of professional development. These award titles also reflect the broad employment opportunities enjoyed by AUB alumni.

#### **BA (Hons) Animation Production**

The award celebrates your engagement and achievement in Animation Production. The degree recognises your engagement and achievement across multiple production techniques including 2D hand-drawn, CG and Stop-Motion animation processes.

## BA (Hons) Animation Production (2D Animation)

The award celebrates your engagement and achievement in this specialised area of 2D animation production. The degree also recognises the other production skills you have achieved.

## BA (Hons) Animation Production (CG Animation)

The award celebrates your engagement and achievement in this specialised area of CG, which may include animation for VFX. The degree also recognises the other production skills you have achieved.

## BA (Hons) Animation Production (Stop Motion Animation)

The award celebrates your engagement and achievement in this specialised area of Stop Motion animation production. The degree also recognises the other production skills you have achieved.

## BA (Hons) Animation Production (Visual Development for Animation)

The award celebrates your engagement and achievement in this specialised area of visual development, which can include character and background design in animation production. The degree also recognises the other production skills you have achieved.

### **Course Units**

<b>Unit code</b>	<b>Unit Title</b>	<b>Credit weighting</b>
<b>Level 4</b>		
ANP456	Fundamentals of Animation	40
ANP457	Staging and Performance	40
ANP458	Translating Animation Principles	40
<b>Level 5</b>		
ANP556	Development of Production Skills	40
ANP557	Animation Specialism	40
ANP558	Production Research and Development	40
<b>Level 6</b>		
ANP650	Investigative Study	20
ANP651	Pre-Production	40
ANP652	Major Project	60

## 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 the online Unit Information which is available on your course blog.

