for Film and Games

BA (Hons) 3D Animation and Visualisation

ARTS UNIVERSITY BOURNEMOUTH | the college bournemouth & poole

This Course Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the course and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

Whilst every endeavour has been made to provide the course described in the Course 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.

ARTS UNIVERSITY BOURNEMOUTH / BOURNEMOUTH & POOLE COLLEGE

COURSE SPECIFICATION

The Course Specification provides a summary of the main features of the **BA (Hons) 3D Animation and Visualisation for Film and Games (Level 6)** course and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if they pass the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in the Unit Descriptors, which forms part of the Course Handbook.

Key Course Information	
Final Award	BA (Hons)
Course Title	3D Animation and Visualisation for Film and Games
Award Title	3D Animation and Visualisation for Film and Games
Teaching institution	Bournemouth & Poole College
Awarding Institution	Arts University Bournemouth
Offered in the School of:	AUB Bournemouth Film School
Professional accreditation	None
Length of course / mode of study	1 year full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art & Design (2016)
UCAS code	AV3D
Language of study	English
External Examiner for course:	Kenneth Lau
Please note that it is not appropriate for students to contact external examiners directly	
Date of Validation	March 2024
Date of most recent review	N/A
Date programme specification written/revised	August 2024

Course Description

This BA (Hons) 3D Animation and Visualisation for Film and Games course is intended for students who wish to create 3D content and animations for film or games. The focus is on creature and character development, animation, game assets and environments, virtual set extensions for films and virtual production techniques. It includes 3D modelling and animation workflow, rigging, texturing and shading, lighting, rendering and post-production.

The course aims to expose students to the diverse nature of the challenges faced by those who take on the role of a relevant industry specific practitioner. The course is aimed at emerging 3D content creators, 3D animators and visualisation artists.

Distinctive features of the course

This 3D Animation course is intended for students who wish to create 3D content and animations for film or games, and aims to develop and nurture up-to-date talents that will

benefit future career prospects. The focus is on creature and character development, animation, game assets and environments, virtual set extensions for films and virtual production techniques. It includes 3D modelling and animation workflow, rigging, texturing and shading, lighting, rendering and post-production.

The work on this course is assessed through coursework-based units. There is an individual project element central to this particular year of study which will enable students to create an amazing portfolio and enhance their future career prospects. Students will work in a studio environment with small groups of typically 10-20, and where they will practice advanced skills linked to art and visualisation subjects which are taught throughout the course. Students will further develop their storytelling techniques, creativity, technical and visual communication skills.

This is a popular course, providing students with many essential 3D skills, and where successful graduates are employed by some of the UK's leading 3D animation and visualisation studios and industry partners. These partners are influential in the design and development of our courses. They also assist with regular guest lectures and workshops whilst providing feedback and critique on student work. This means students get the most up-to-date career-relevant input from industry experts.

Bournemouth & Poole College is proud to partner with Epic Games as an Unreal Academic Partner and we offer excellent studio-based facilities with the latest industry standard software, and all necessary resources, including a fully operational green screen studio.

Course Industry Patron Scheme: All courses at AUB are connected formally with an industry Patron, an industry practitioner or business that acts as a critical friend to the course and course team. Many courses work with several industry partners, but the more formal Industry Patron connection offers the opportunity to collaborate and maintain close relations with industry / business. This is a unique concept that ensures AUB courses are industry relevant and maintain current practices while providing further opportunities for students to engage with industry practitioners.

AUB Strategic vision

The BA (Hons) 3D Animation and Visualisation for Film and Games (Level 6) fits with the university's strategic vision in several ways:

Innovation:

The BA (Hons) 3D Animation and Visualisation for Film and Games is part of a new suite of Creative courses planned to address local skill gaps and contribute to the development of Dorset as a Creative Digital Hub. Bournemouth and Poole are the UK's top areas for high growth digital businesses (Tech National Report 2017) supporting 15,000+ digital jobs worth over £352 million to the economy. Areas of expertise include visual effects, gaming, animation, digital agencies, app creation, digital products, and post-production. According to the LEP Skills Report, an impressive 50% of graduates working in the film, visual effects or video games industries in the UK come from Dorset.

This course provides a popular progression route for our current FdA 3D Animation and Visualisation for Film and Games. It supports widening participation by nurturing progressing students from level 5 who may not be confident to enter mainstream university and also mature students who need to study locally.

This course compliments AUB's existing creative digital offer in Animation Production and Visual Effects for Film and Television. The course prepares students with the skills needed to fill 3d production skills gaps across all levels in this rapidly expanding sector both locally and internationally.

Collaboration:

Students are prepared for employment at level 6 through a carefully planned programme of skill building. The College works closely with world class international production organisations and studios including Treehouse Digital, Outpost VFX and Darcstudio along with education partner Arts University Bournemouth. These, along with other local and nationwide creative studios are key providers of talent to the sector.

In addition to our external industry collaborators, students will also experience links with other BPC HE courses, students as facilities.   This Includes working with students from the BA Performing Arts programme, providing acting and dance support to our motion capture activities. Teaching colleagues from Performing Arts, Art and Design and Music also provide valuable academic support, olong with additional facilities and equipment.

Bournemouth and Poole College have been successfully delivering CGI courses since 2002, and have developed extensive industry links across the UK. These vital links are maintained through a network of alumni, many of whom have progressed to senior roles in the 3D animation, CGI and Architectural Visualisation sectors. Our alumni regularly return to the College to nurture and recruit talent, providing invaluable specialist input.

BPC is proud to be accredited as an Unreal Academic Partner. This partner programme recognises university and college courses that have committed to providing high quality educational opportunities with an experienced faculty, proven curricula, sufficient facilities, and resources to create positive outcomes for students with a variety of personal growth and career objectives. This programme ensures students are prepared for an evolving and highly competitive job market with transferable skills that increase their potential in a globalised economy.

Course Aims

The course aims to:

1. Provide a safe and stimulating environment in which students may develop their skills to a high standard and explore their own potential for a career in 3D animation and visualisation production.

2. Encourage students to develop a comprehensive knowledge and experience of a wide range of techniques that improve their skills in 3D animation production.

3. Engage students in academic research relating to the subject of 3D Animation and Visualisation in a variety of historical and current contexts.

4. Foster students' creativity in the field of 3D Animation by acquainting them with notable practitioners and studios and concepts in computer generated imagery and providing an opportunity to emulate, experiment and innovate.

5. Stimulate the student's technical potential and emotional intelligence through collaboration with other practitioners, in their own, and other disciplines.

6. Provide students with a range of transferable skills in communication, working in teams, and IT, as a basis for professional activity and future employment.

7. Develop the student's ability to solve problems and innovate in the course of their work.

8. Prepare students as professional freelance and employed creatives.

Course Outcomes

By the end of this course, students be able to:

1. Engage in 3D Animation and Visualisation production effectively utilising theory-based principles to inform creative decisions.

2. Demonstrate an in-depth knowledge of the historical, social, and cultural aspects of their specialism.

3. Analyse and evaluate key principles and concepts in relation to 3D Animation developing a critical understanding of the subject area.

4. Reflect upon their own 3D specific practices and achievement in relation to their personal brand and employability.

5. Research, create and assimilate 3D computer generated content, concepts and practices.

6. Network with other creative practitioners demonstrating an awareness of professionalism and subject specific knowledge.

7. Competently plan and participate in target driven work, whilst meeting deadlines and client demands.

8. Develop a well-rounded skill set and professional mindset, enabling success as both freelance and employed creatives in a dynamic and competitive creative industry.

Reference Points

UK Quality Code for higher education, including:

*   Subject Benchmark Statement: *Art and Design (2016)*
*   Framework for Higher Education Qualifications (FHEQ)
*   AUB LTAF and Undergraduate Assessment Regulations.

Learning, Teaching and Assessment

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 students reach the later stages of the course.

Teaching is directed at supporting individual engagement in learning. There are also opportunities to work in teams to enable experiential learning from a production environment that includes peer cooperation.

There may also be occasions where remote delivery is appropriate. Where this is the case, this might include on-line lectures, seminars, presentations, and one to one tutorial. It is important that students engage with remote course delivery in the same way as when on campus.

The progressive promotion of independent learning reflects the anticipated maturing of students, directing their studies towards their own specialist goals. The teaching in Level 6 is directed at providing students with the knowledge, concepts and skills to take increasing responsibility for the management of their own learning, and ultimately for life in the workplace.

The delivery methods are informed by the University's Strategic Plan and share the over-arching aims:
   i)   to enable each student to realise their 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.

Student Engagement

The progressive promotion of independent learning reflects the anticipated maturing of each student as an autonomous learner, allowing them to direct their studies towards their own specialist goals. The teaching at all levels is directed at providing students with the knowledge, concepts and skills to take responsibility for the management of their own learning, and ultimately for life in the work-place.

Student are encouraged to learn collaboratively and discuss new concepts and themes with their peers to enrich the learning experience.

<u>Assessment</u>

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of student achievement, and also provides students with regular feedback on how their learning is developing.

For each unit of a course, students will be informed of what they are expected to learn; what they need to submit; how their work will be assessed; and the deadline for presenting work for assessment.

Students will receive a final mark for each unit in the form of a percentage, which will be recorded on a 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 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the unit.

On successful completion of an Honours degree course, students will be awarded a degree classification based on their unit marks. The final classification is determined using all unit marks at Levels 6.

For further information on assessment, progression, awards, and classifications, please visit https://aub.ac.uk/regulations

Course Structure

All students are registered for the award of BA (Hons) 3D Animation and Visualisation for Film and Games.

To achieve the award, students must have achieved a minimum of 120 credits at Level 6. This qualification will be awarded upon successful completion of all course units.

A BA without Honours may be awarded if a student achieves a minimum of 60 credits at Level 6.

Core Values and Skills

In developing courses, the University aims to create a curriculum that reflects its values and ethos. It should prepare students for the future not only in enabling them to have a successful career, but also empower students with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. AUB has drawn from the United Nations Sustainable Development Goals (SDGs) (https://sdgs.un.org/goals) which have informed our values of Equality, Diversity and Inclusion as well as our Graduate Attributes.

Equity, Diversity, and Inclusion (EDI)

"We are better for our diversity. We are enriched by the depth of respect we have for each other and the strength of our relationships with our people, our places and the planet. Through our commitment to working with those who are different to us, or challenge us, we grow stronger together, creating new synergies, global connections and sustainable futures." (AUB Strategy 2030)

As an organisation we have moral, social and legal obligations to fulfil in terms of EDI, and in doing so our commitment is to put EDI at the heart of every area of activity. It is not covered as a separate, stand-alone section, rather it forms an integral part of the curriculum, throughout your study here.

Graduate Attributes (GA)

Over recent years, there has been an increasing pace of change, technological, social, environmental. This has been further impacted by the world-wide pandemic effecting significant change in the global economy and the employment market.

In this context, the University has recognised the importance of developing AUB graduates who have the attributes to be able to build their career, adapting to different circumstances and embracing changes. A suite of attributes have been defined that we feel are particularly appropriate to the creative courses that we deliver and to AUB's core values; during your course, both curricular and extra-curricular activities will give you the opportunity to prepare for your working career.

The course will introduce students to topics which are integrated with the curriculum at every stage of learning. This will allow the student to structure their career development journey through the course and consider the following stages: Self Awareness, Opportunity Awareness, Decision Making and Transitioning into Work. These align to the AUB Career Readiness stages: Explore, Focus, Engage and Achieve.

In practice, this means that each unit of the course will include elements of career development, and these will be shown explicitly in unit descriptors and outline syllabuses. Whilst students engage with these as they go through each unit, they will all come together in

the final unit. Such an approach is designed to support students in the next steps they take after graduation, in whatever direction those may be, and is fundamental to degree studies.

Maintaining Health and Wellbeing

Throughout the course students are encouraged to reflect on their own health and wellbeing, and to develop themselves as a healthy creative practitioner. Students will consider how to develop study and work strategies and habits which maintain and promote their own wellbeing, and to manage their professional activities in a way which safeguards their mental and physical health.

Course staff have designed the course in order that, as far as is reasonably possible, health and wellbeing are promoted. Therefore, it is vital students maintain constructive communication with their colleagues and their staff throughout their time on this course.

Course Content

Students will continue to build on skills developed at Level 5, applying creativity and technical knowledge in a production context that reflects industry best practices. Students will critically engage with theories, concepts, standards and principles associated with 3D animation and visualisation in order to develop a deeper understanding of their field of study. Students work with increasing independence to take 3D content creation from essential conceptual and pre-visualisation requirements (Pre-Production unit), to production development and final post-production stages (Major Project unit). Students will consider production roles specialising in either 3D character, product design or environment development.

Through their Investigative Study unit, students engage in research activities, making appropriate use of literary, audio-visual and other resources in exploring the theoretical parameters of their discipline.

The Portfolio Development unit provides students with the opportunity to exercise initiative and personal responsibility in developing a portfolio appropriate for initiating professional practice or pursuing post-graduate study. This unit develops soft skills and transferrable skills relevant to professional practice, including verbal and written skills, portfolio presentation and interview skills, and communication skills, including the ability to build a positive relationship with clients, time-management skills to work to a set brief that reflects industry expectations. This unit also provides students with an industry targeted end of year exhibition as well as opportunities to create and build an effective social media presence to communicate with practitioners within their field and to allow for successful networking opportunities.

Students are then assessed on their individual assignments and major project.

Specialist resources:

Software:
Autodesk Maya, 3ds Max, AutoCAD
Maxon Zbrush, Cinema 4D, Blender
Unreal Engine, Twinmotion, Quixel Bridge, Mixer
Reality Capture, Meshroom, Scaniverse
Adobe Photoshop, After Effects, Premiere Pro, 3D Substance Designer/Painter
Houdini, DaVinci Resolve, MocapX

Hardware:
Cintiq/Huion Graphic Tablets
HTC Vive Pro for VR and Virtual Production
Rokoko Motion Capture facility
Green Screen Studio
Video and Photography equipment

High end work stations

Course Units

Unit Code	Unit Title	Credit Weighting
Level 6		
VFG601	Pre-Production	20
VFG602	Investigative Study	20
VFG603	Major Project	60
VFG604	Portfolio Development	20

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included.

	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**							
	VFG601 Pre-Production 20 credits Weeks 1-10										**VFG603 Major Project** 60 credits Weeks 11-30																			
	VFG602 Investigative Study 20 credits Weeks 1-20															**VFG604 Portfolio Development** 20 credits Weeks 16-30														