

BA (Hons) Visual Effects (VFX) for

Film and Television



ARTS UNIVERSITY BOURNEMOUTH

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.

ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Visual Effects (VFX) for Film and Television** 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 within this Handbook and the online Unit Information, which is available on your course blog.

<u>Key Course Information</u>	
Final Award	BA (Hons)
Course Title	Visual Effects (VFX) for Film and Television
Award Title	BA (Hons) Visual Effects (VFX) for Film and Television
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the School of:	Media and Performance
<i>Contact details:</i> Telephone number Email	01202 363138 somp@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 statements	Communication, Media, Film and Cultural Studies Art and Design
UCAS code	245K
Language of study	English
External Examiner for course:	Phillip Vaughan Duncan of Jordanstone College of Art and Design (DJCAD)
<i>Please note that it is not appropriate for students to contact external examiners directly.</i>	
Date of Validation	2015
Date of most recent review	N/A
Date programme specification written/revised	September 2015

Course Description

Visual effects is an innovative area of contemporary design; its blending of art and technology calls for practitioners who are both technically skilled and aesthetically aware. The course is designed to equip you with strong observational skills and the ability to apply these skills in the composing of a final moving image. In order to cultivate these abilities, the course articulates effects practice as possessing a distinct visual language that informs the core of cinematic storytelling and production design.

The course will give you a detailed knowledge of the production context and an understanding of related disciplines that informs visual effects practice. Alongside technical knowledge of industry standard software and hardware, the course emphasizes the importance of complementary art and design skills, which will inform and enhance your abilities as a practitioner. It recognises the international aspects of visual effects practice, and the possibility for artists to work as part of a global marketplace. The resulting portfolio of skills will inform your personal aspirations in preparation for entry into postgraduate study or professional practice.

The course believes in both the development of independent study skills and the experience of team-based production processes that replicate industry best practice, thereby encouraging awareness of collaborative roles and personal responsibilities required for a successful ethical practitioner. By supporting both group and independent modes of study, the course encourages an engagement with visual effects in the broadest possible sense. It promotes the opportunity for collaboration with other disciplines, and encourages the potential for multiple outcomes beyond an immediate application in the film industry. As part of a studio-based environment at the AUB, there is a distinctive opportunity for you to explore the historical, social and cultural parameters of effects practice in relation to other areas of art and design.

The course is committed to produce creative practitioners who are aware of the demands of contemporary practice and possess finely honed artistic skills that will enable them to pursue a career in visual effects and related media industries.

Course Aims

The course has the following aims:

- To develop strong observational skills through traditional practices in art and design that complement the visual effects process
- To develop skills relevant to specialist production roles, which includes detailed knowledge of the production context in which these roles operate and an understanding of related disciplines that inform this specialist practice
- To equip each individual artist with the necessary depth of knowledge to address a range of professional visual effects problems
- To produce artists with the skills to research, analyse and communicate information as well as interpret briefs to an industry standard

- To develop knowledge and critical understanding of historical and cultural contexts that inform visual effects practice
- To develop and nurture an awareness of ethical work practices as part of a team, which informs the roles and responsibilities of artists within the visual effects and related media industries
- To equip artists with the capability to critically reflect on their personal and professional aspirations in relation to the global nature of the visual effects industry

Course Outcomes

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

- Confidently demonstrate strong observational skills through traditional practices in art and design that complement the visual effects process
- Demonstrate skills relevant to your specialist profile, with detailed knowledge of the production context in which you work and an understanding of related disciplines that inform your practice
- Demonstrate a depth of knowledge that allows you to address a range of professional visual effects problems
- Demonstrate skills in research, analysis and communication to interpret briefs to an industry standard
- Demonstrate knowledge and critical understanding of historical and cultural contexts that inform visual effects practice
- Demonstrate an awareness of ethical work practices as part of a team, which includes an informed understanding of the roles and responsibilities of artists within the visual effects and related media industries
- Demonstrate the ability to critically reflect on your personal and professional aspirations in relation to the global nature of the visual effects industry

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement:
 - *Communication, Media, Film and Cultural Studies*
 - *Art and Design*
- 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. 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 digital delivery is appropriate. Where this is the case, this might include on-line lectures, seminars, presentations, and one to one tutorials. It is important that you engage with on-line course delivery in the same way that you would if you were on campus.

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.

The delivery methods are informed by the University's Creative Learning Plan 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, we will inform you of what you are expected to learn; what you have to submit; how your work will be assessed; and the deadline for presenting your work for assessment. This is made available through Unit Information, which is on your course blog.

A minimum of one unit at Level 4 will be assessed on a pass/fail basis, with written feedback but no numerical grade. Details of this will be clearly expressed on the Unit Information Sheet. All other units will be given a percentage mark.

The final mark for each unit will be recorded on your formal record of achievement (transcript). With the exception of the pass/fail unit, 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 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 the HE Student 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 assessment, progression, awards and classifications, please visit <https://aub.ac.uk/regulations>

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 technical skills and creative abilities required for visual effects production processes, thereby enhancing career opportunities in visual effects and related media industries. Analytical skills are developed and research

methodologies are explored, enabling an appreciation of the relationship between practice, theory and history of visual effects production.

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. 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

At this level students are introduced to the underlying concepts and fundamental structural principles of visual effects work, whilst developing an ability to evaluate and interpret the application of complementary art and design skills within visual effects practice. This level exposes students to the technical and technological disciplines necessary for visual effects work, helping to develop an appropriate knowledge of 2D and 3D software in preparation to develop new skills at Levels 5 and 6. A series of practical workshops, lectures and seminars, are used to build competencies in the generation of concepts, the construction of digital assets and the processing of live action footage. Alongside processing moving imagery, aesthetic awareness is developed through observational drawing and painting, utilising both traditional materials and digital solutions. This helps to develop an ability to evaluate different approaches to solving production problems. Practice is underpinned by an engagement with historical and cultural contexts, and students develop essential research and study skills which help them develop an ability to present, evaluate and interpret information from multiple sources.

Level 5

At this level students develop a more nuanced understanding of the specialist roles involved in a collaborative production process by working both independently and as part of a team. Students will build on skills developed at Level 4, applying aesthetic awareness and technical knowledge in a production context that reflects industry best practice. Students work with increasing independence as part of a production team to take a visual effects sequence from concept and previsualisation stages through to live action acquisition, asset creation and compositing. Production roles specialising in either 2D or 3D processes are negotiated with staff members and defined through the use of Learning Agreements, and students are assessed on their individual contribution to their collaborative projects. By deploying key techniques in processing imagery from multiple sources, students will begin to develop a specialist portfolio of skills relevant to an industry context. As part of the process of becoming an independent learner, there are also potential opportunities for industry placements or overseas study visits. Students will also work independently to research and develop their own visual effects sequence in preparation for a pitch process at Level 6. This developmental work will require the application of a range of established design techniques and research methods, including a sustained piece of academic writing, to effectively communicate ideas and identify limits of knowledge.

Level 6

At this level students demonstrate a systematic understanding of visual effects practice by applying their specialist skills in a collaborative production process. The intricate nature of visual effects design and production necessitates negotiating a complex body of knowledge, drawing on both artistic and technical skills in generating a final image sequence to an industry standard. Effective team work is paramount in successfully achieving a professional standard of production, and Level 6 develops critical awareness of co-operative roles and personal responsibilities that are required to make an ethical practitioner. There are opportunities for this collaborative production process to include working alongside other courses in the university. Students at this level work more independently in their production role, requiring effective time-management and organisational skills to evaluate concepts, make judgements and frame appropriate questions to solve production problems. Negotiated Learning Agreements are used to define the parameters of production roles and to help students independently manage a range of learning aspirations. Students are assessed on their individual contribution to this collaborative project. Through their written Investigative Study students engage in research activity, making appropriate use of literary and audio-visual resources in exploring the conceptual limits of their discipline. Individual research activity also takes the form of a Professional Development Portfolio, where students investigate an area of contemporary practice relevant to their career ambitions, and develop a portfolio appropriate for pursuing post-graduate study or initiating professional practice.

Course Units

Unit code	Unit Title	Credit weighting
Level 4		
VFX410	Previsualisation	20
VFX416	Data Acquisition	20
VFX413	History and Context	20
VFX415	Modelling and Matchmoving	20
VFX414	Matte Painting and Compositing	40
Level 5		
VFX510	Specialist Production	40
VFX511	Practice as Research	20
VFX512	Concept and Look Development	40
VFX513	Effects Dramaturgy	20
Level 6		
VFX610	Production Design and Planning	20
VFX611	Investigative Study	20
VFX612	Film Production	60
VFX613	Professional 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 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	VFX410 Previsualisation (weeks 1-10) (20 credits)										VFX413 History and Context (weeks 11-20) (20 Credits)										VFX414 Matte Painting and Compositing (weeks 21-30) (40 credits)										
	VFX416 Data Acquisition (weeks 1-10) (20 Credits)										VFX415 Modelling and Matchmoving (weeks 11-20) (20 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											
	VFX512 Concept and Look Development (weeks 1-15) (40 Credits)															VFX510 Specialist Production (Collaboration work with Film Graduation Projects BFS) (weeks 16-30) (40 credits)															
	VFX511 Practice as Research (weeks 1-15) (20 Credits)															VFX513 Effects Dramaturgy (weeks 16-30) (20 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								
VFX610 Production Design and Planning (weeks 1-10) (20 credits)											VFX612 Film Production (weeks 11-30) (60 credits)																			
VFX611 Investigative Study (weeks 1-15) (20 credits)															VFX613 Professional Development Portfolio (weeks 16-30) (20 Credits)															

