ARTS UNIVERSITY BOURNEMOUTH

the college
bournemouth & poole

FdA
DIGITAL ANIMATION DESIGN AND PRODUCTION

Course Specification

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

COURSE SPECIFICATION

The Course Specification provides a summary of the main features of the **FdA Digital Animation Design and Production** 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	FdA
Course Title	Digital Animation Design and Production
Award Title	Digital Animation Design and Production
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	2 years full-time
Level of final award (in FHEQ)	Level 5
Progression route	BA (Hons) Digital Animation Design and Production
Subject benchmark statement	
UCAS code	2DAN
Language of study	English
External Examiner for course:	Jeremy Moorshead
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 course specification written/revised	August 2024

Course Description

This Digital Animation Design & Production (DADP) course is intended for students who want to create animation, predominantly in the 2D discipline, with a strong emphasis on production and post production. It will also include a thorough grounding in the pre-production process as well as exploring both stop motion animation and 3d augmentation (assets, environments) in support of 2D work.

Students will gain a thorough skill and knowledge base in the first year which they will apply throughout all the stages of production, from initial treatments through to individual proof of concept work. They will look at character sheets, acting, movement, representation and underpinning theory such as shot types, camera movements and core storytelling. During the second year they will further develop these skills and knowledge before pitching and developing work within a team of animators.

The aim is to produce graduates with confidence in both a strong understanding of professional workflow within this genre, as well as their own abilities at all stages of it.

Distinctive features of the course

1. This course is for learners who have a strong interest in animation, but may not have had the chance to work on their life/drawing skills due to coming from less artistic educational backgrounds. Identifying this as an area for improvement and focus allows learners from the local area to continue their pursuit of animation where they may not otherwise have been able.

2. A strong emphasis is placed on storytelling using writing, acting, film, editing and post production standards within the discipline of animation. The course will also prepare learners for the reality of team work as well as individual, including pitching and presentation. Graduate skills will be in animation, but with additional appropriate tools for wider application within media.

3. Focus will be predominantly on 2d and stop motion. 3D will be blended within the course but in hybrid form rather than explicitly being a standalone discipline. Graduate skills will be in animation, but with additional appropriate tools for wider application within media.

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 FdA Digital Animation Design & Production fits with the University's strategic vision in several ways:

Innovation: this course promotes innovation through the integration of diverse animation disciplines. Students will learn to craft stories tailored for different audiences and platforms.

Collaboration: The course allows for interdisciplinary collaborations across different courses or schools within the BPC Higher Education department such as 3d, Media, Art, Music and Acting. This allows a culture of collaboration to develop among students.

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 2D digital animation design and production.

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

3. Engage students in academic research relating to the subject of 2D digital animation design and production in a variety of historical and current contexts.

4. Foster students' creativity in the field of 2D digital animation design and production by acquainting them with notable practitioners and studios and concepts in animation 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 writing, 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 Digital and Stop Motion Animation and post-production effectively utilising theory-based principles to inform creative decisions.

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

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

4.   Reflect upon their own specific practices and achievement in relation to their employability.

5.   Demonstrate the ability to confront, explore and assimilate all animation generated content, concepts and practices.

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

7.   Competently organise and participate in target driven work, whilst meeting deadlines and potential 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
•   Framework for Higher Education Qualifications (FHEQ)
AUB Learning Teaching and Assessment Framework 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 be occasions where remote delivery is possible. Where this is the case, this could include on-line lectures, seminars, presentations, and one to one tutorials. It is important that students engage with remote course delivery in the same way as when on campus, although the preferred method will be in-person with expected attendance by default.

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 in Level 4 is directed at providing students with the knowledge, concepts and skills to take increasing responsibility for the management of their own learning; this is a key element of the student-centred approach taken at Level 5 in preparation for progression to Level 6, 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.

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

A minimum of one unit at Level 4 will be assessed on a pass/fail basis, with written feedback but no numerical grade. All other units will be given a percentage mark, 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 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 the FdA course, students will be awarded a classification based on their unit marks. The final classification is determined using unit marks at Levels 5.

If a student progresses to Honours level study, their degree calculation will be based on the percentage marks at Level 6 only.

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 the Foundation Degree (FdA); however, exit awards are available if a student was to leave the course early, having successfully completed a stage. If students successfully complete a level of the course, they will automatically be entitled to progress to the next level.

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

For the award of the Foundation Degree (FdA), a student must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification will be awarded upon successful completion of the course.

All students are then eligible to be registered for progression onto the award of BA (Hons).

Core Values and Skills

In developing courses, the University wanted to create a curriculum that reflected its values and ethos. It should prepare you for the future not only in enabling you to have a successful career, but we also want to empower you with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. We have 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.

Equalities 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 students the opportunity to prepare for their 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 levels 4-5 of 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, at each Level, 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 at each Level. 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 staff and with their fellow students throughout their time on this course.

Course Content

The course consists of two years of study at Levels 4 and 5, with each lasting one academic year of full-time study. As the course progresses students will have opportunities to explore and develop the core skills required to enter the current digital animation design and production/post production industry, and/or gain progression to a related Level 6 course of study.

This course aims to develop technical skills and creative abilities required for 2D, stop motion and hybrid animation as well as traditional pre/post production processes. With an intention to enhance career opportunities in related creative and media industries, students will engage with relevant theory around media, society and representation in order to inform their work. Analytical skills will be developed and research methodologies explored, enabling an appreciation of the relationship between practice, theory and history of animation production across multiple disciplines and at all stages of production. The course develops students' ability to communicate and to use effective presentation skills. Alongside the development of professional management competence, the course aims to enhance students' 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 self-directed learning and an ability to critically evaluate individual work and that of others is fundamental to this course and aligns with the Bournemouth and Poole College (BPC) Creative Mindsets.

Throughout levels 4 and 5 the skills and processes explored in each unit will form and increasingly sophisticated on-line portfolio to showcase students' skills to the creative industries and potential employers. Students' finished work may be posted on sites such as Art Station, LinkedIn and relevant social media.

Level 4

At this level, students will explore the world of 2D animation and stop motion techniques. They learn the core principles and concepts behind these forms of animation, discovering how to breathe life into characters and stories through drawings and physical models.

Through hands-on workshops, lectures, and seminars, students will gain practical experience in both the production and post-production aspects of animation, mastering the technical skills needed to create their own animated content.

All 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

In the second year of the course, students advance their skills acquired from Level 4, employing both artistic sensibility and technical proficiency within a production framework aligned with industry standards. They critically engage with theories, concepts, and principles pertinent to 2D animated media, deepening their comprehension of the discipline.

With increasing autonomy, students navigate 2D content creation and storytelling from conceptualization through previsualization to final post-production stages.

Emphasis is placed on recognized animation principles, with students exploring and forming a greater understanding of established roles. Assessment includes both individual assignments and a major project with an option for collaboration and team based submissions.

Where practical, students may benefit from studio visits and participation in industry-oriented conferences.

Specialist resources:

Software to include: Adobe Animate, Photoshop, Aftereffects, Premiere, DragonFrame, ToonBoom.

Hardware to include specified PCs, calibrated screens, Cintiq/equivalent drawing tablets, audio recording facilities, DSLRs, digital lighting, 3d printers and workshop.

Course Units

Unit code	Unit title	Credit weighting
Year 1		
DAP401	Animation Fundamentals	40 (pass/fail unit)
DAP402	Practical Skills and Techniques 1	40
DAP403	FMP 1: Proof of Concept (individual)	40
Year 2		
DAP501	Professional Case Study	20
DAP502	Practical Skills and Techniques 2	40
DAP503	Individual Pitch/Proposal	20
DAP504	FMP 2: Proof of Concept (group)	40

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	**DAP401 Animation Fundamentals** 40 credits Weeks 1-10 Pass/fail unit										**DAP402 Practical Skills & Techniques 1** 40 credits Weeks 11-20										**DAP403 Proof of Concept 1** 40 credits Weeks 21-30									

	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**									
	DAP501 Professional Case Study 20 credits Weeks 1-10										**DAP503 Individual Pitch Proposal** 20 credits Weeks 11-20										**DAP504 Proof of Concept 2** 40 credits Weeks 21-30									
	DAP502 Practical Skills & Techniques 2 40 credits Weeks 1-20																													