Programme Specification
and Curriculum Map for BA (Honours) Graphic Design



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| **1. Programme title** | BA (Honours) Animation |
| **2. Awarding institution**  | Middlesex University |
| **3. Teaching institution**  | Middlesex University |
| **4. Programme accredited by**  | N/A |
| **5. Final qualification**  | BA (Honours) Animation |
| **6. Academic year** | 2013/14 |
| **7. Language of study** | UK English |
| **8. Mode of study** | Full-time / Part-time |

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| **9. Criteria for admission to the programme** See the University Regulations for specific criteria for admissions to the University.Selection of students for all levels of the programme is based on evidence of ability demonstrated by a portfolio of art and design work at interview. In addition it is recommended that students applying to join level one of the programme have completed a Foundation Course in art and design, or relevant BTEC National Diploma Course.The standard academic qualification for entry to level one of the programme are:5 subjects passed at GCSE (Maths and English at C or above) with 2 subjects passed at A level corresponding to 160 points and above or equivalent qualifications or prior experience. The standard academic qualification for direct entry into levels two or three should be: A Higher National Diploma or Foundation Degree in an appropriate subject or a level one certificate from another BA programme in an appropriate subject. Applications from mature students, over 21 years of age at the time of admission, without formal qualifications or with relevant professional experience or non-standard qualifications are welcomed. Selection of students for all levels of the programme is based on evidence of ability demonstrated by a portfolio of art and design work. Relevant work and ‘life’ experience will also be taken into consideration. All applicants whose first language is not English will need to demonstrate appropriate language skills. The required standard is an IELTS grade of 6.00 or equivalent. It is recommended that students should have an IELTS score of 5.5 in all elements. Where they do not meet this criteria they should attend a pre-sessional. |

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| **10. Aims of the programme** |
| The programme aims to develop:* An individual approach to creative communication that uses animation as its primary means of expression coupled with an extensive knowledge and understanding of all aspects of contemporary professional animation practice.
* the ability to identify and analyse animation and visual communication problems, and use research and sound reasoning to deliver innovative and compelling solutions to such problems.
* the ability to articulate complex ideas and processes through the use of argument, discussion and evaluation, managing time and work effectively independently or in a group.
* an understanding of the historical and social context within which the professional animator works.
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| **11. Programme outcomes** |
| **A. Knowledge and understanding**On completion of this programme the successful student will have knowledge and understanding of:1. the creative process of animation: definition, research, development of solutions, presentation and the evaluation of outcomes
2. the extent and diversity of contemporary professional practice and the employment opportunities available, the potential for and management of career development
3. the relevance and significance of social and historical contexts in which animation operates
4. a variety of production processes appropriate to the presentation of animation.
 | **Teaching/learning methods**Students gain knowledge and understanding through:* presentations by professional practitioners, practical group coursework assignments involving external visits and interviews with practitioners, originating and delivering presentations to peer groups with accompanying written synopsis (1-2),
* lectures, seminars, individual research, critical essays and practical coursework assignments (3),
* demonstrations and practical coursework in studio and specialist workshops areas (4).

**Assessment Method**Students’ knowledge and understanding is assessed by* presentations and crits,
* coursework essays for relevant modules (3),
* the quality of coursework projects, diaries, learning logs, crits, assessed at end of term exhibitions, showreel& portfolio presentations (4).
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| **B. Cognitive (thinking) skills**On completion of this programme the successful student will be able to:1. Apply critical analysis and articulate animation problems
2. Develop imaginative and individual creative solutions to communication assignments by use of a structured process
3. Use relevant criteria to articulate, discuss, criticise and evaluate their own and others creative decisions
4. Develop cutting edge effective of production and processes presentation
 | **Teaching/learning methods**Students learn cognitive skills through* presentations by professional practitioners, practical group coursework assignments involving external visits and interviews with practitioners, originating and delivering presentations to peer groups with accompanying written synopsis (1-2),
* lectures, seminars, individual research, critical essays and practical coursework assignments (3),
* demonstrations and practical coursework in studio and specialist workshops areas (4).

**Assessment Method**Students’ cognitive skills are assessed by* practical coursework (1-4),
* presentation of outcomes to peer groups, written reports in support of practical work (4).
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| **C. Practical skills**On completion of the programme the successful student will be able to:1. use sequential moving images to effectively and imaginatively communicate information, ideas and arguments,
2. realise and prepare animation for presentation through a variety of processes to a professional level
3. use design industry standard computer applications proficiently,
4. operate safely, competently and effectively in specialist workshop areas and with technology: design and animation software and hardware, video and stills photography, sound recording editing and mixing
 | **Teaching/learning methods**Students learn practical skills through* practical coursework assignments which are supported by small peer group seminars encouraging discussion and feedback of each stage in the development of solutions (1-2),
* introductory workshops focused on developing initial skills, to enable further self directed learning through practical coursework assignments (3),
* inductions and demonstrations by technical and academic staff in specialist workshop areas (4).

**Assessment Method**Students’ practical skills are assessed by* practical coursework assignments (1-4),
* presentations and critiques used as formative assessment (1-4),
* evidence of participation at inductions and workshop demonstrations (4).
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| **D. Graduate Skills**On completion of this programme the successful student will be able to:1. work effectively individually and when appropriate as part of a team
2. communicate effectively in writing and orally
3. learn effectively
4. use information technology proficiently and
5. work accurately with numbers and  measurement
6. manage personal and career development
 | **Teaching/learning methods**Students acquire graduate skills through* a compulsory module at level 1 involving coursework assignments supported by workshops, seminars, tutorial and practical groups (1-5),
* integrated elements in project assignments at all levels which encourage teamwork, communication and personal and career development (1-2),
* set project requirements which demand an appreciation of scale, proportion, format, sequence and other numerical specifications (4),
* assignments which demand an appreciation of time constraints, forward planning, problem definition and research (3-4-5),
* evaluation and group assessment of outcomes in order to develop oral and written communication skills. (2)

**Assessment method**Students’ graduate skills are assessed by* practical individual and group coursework assignments and exercises,
* practical coursework assignments and presentations combining oral and visual elements.
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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| The Animation programme at Middlesex University is a three-year full-time or four-year part-time course of study, at the end of which successful students are awarded a BA (Honours) Animation degree. The programme is normally studied over three terms per year followed by a period of assessment. The undergraduate programme consists of a range of modules, the satisfactory completion of which enables students to accumulate the credit points required at each level in order gain an honours degree.The honours degree requires the completion of 360 credits. 120 credits at Level 4, 120 credits at Level 5 and 120 credits at Level 6.**Full-time Mode**At level four students take two modules within Animation, one 60 credit core module and one 30 credit workshop module, and one 30 credit module of Animation Theory & Research.At level five students take two modules within Animation, one 60 credit core module and one 30 credit workshop module, and one 30 credit module of the Animation Theory & Research.At level six students take one 90 credit module within Animation and one 30 credit Critical and Contextual Research Project module. **Part-time Mode**Part time students can take a maximum of 90 credits per academic year towards completing their degree.In year 1 students take a 60 credit Animation module and a 30 credit Art and Design History module.In year 2 students take a 60 credit Animation module and a 30 credit workshops module.In year 3 students take a 30 credit Visual Communication Workshops 2 module, a 30 credit The Visual Activist module and a 30 credit Visual Communication Workshops 3 module.In year 4 students take a 30 credit Critical and Contextual Research Project module and a 60 credit Animation: Major Projects and Portfolio module. |

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| **12.2 Levels and modules**  |
| Level 4  |
| Compulsory | Optional | Progression requirements |
| Students must take all of the following:**VCD1500** *60 credits***VCD1400** *30 credits***MDA1502** *30 credits* |  | Successful completion of all compulsory modules. |
| Level 5  |
| Compulsory | Optional | Progression requirements |
| Students must take all of the following:**VCD2500** *60 credits***VCD2400** *30 credits***MDA2502** *30 credits* |  | Successful completion of all compulsory modules |

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| Level 6  |
| Compulsory | Optional | Progression requirements |
| Students must take all of the following:*Full Time Mode:***VCD3500** *90 credits***MDA3501** *30 credits**Part Time Mode:***VCD3500** *30 credits***MDA3501** *30 credits* |  | Successful completion of all compulsory modules |

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| **12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)** |
| **Module level** | **Module code** |
| 6 | VCD3500 |
| 6 | MDA3501 |

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| **13. A curriculum map relating learning outcomes to modules** |
| **See Curriculum Map attached** |

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| **14. Information about assessment regulations** |
| Please see University Regulations [www.mdx.ac.uk/regulations/](http://www.mdx.ac.uk/regulations/)Automatic deferral is not permitted on any modules within the Animation Programme. Students wishing to defer must consult the Assessment Administrator. |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| Formal placements are not part of the programme but short work experience opportunities offered by outside design organisations are matched to suitable students where possible by programme staff. |

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| **16. Future careers (if applicable)** |
| The programme supports graduates’ future career development through the attainment of professional practice skills, attendance at professional lectures and presentations, the opportunity to work on ‘live’ briefs and enter international design competitions, work experience, the production of a pdf portfolio and participation in the graduate degree show. |

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| **17. Particular support for learning**  |
| Students are supported in their learning by staff in LR (Learning Resources) in addition to the academic and technical staff within the programme.* LR including specialist books, journals, videos, DVDs, slides, special collections
* Subject-dedicated librarian
* Special induction sessions provided by the Learning Resources Centre
* Technical staff and dedicated workshops
* Optional cultural field trip to Europe or North America
* Graduate exhibition in a public venue
* Professional International design competitions
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| **18. JACS code (or other relevant coding system)** |
| W210 |

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| **19. Relevant QAA subject benchmark group(s)** |
| QAA Honours degree subject benchmark statements:Art and design, History of art, architecture and design |

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| **20. Reference points***The following reference points were used in designing the programme:** Middlesex University Guide & Regulations [www.mdx.ac.uk/regulations/](http://www.mdx.ac.uk/regulations/)
* QAA Subject Benchmark Statements for Art and Design
* QAA Framework for Higher Education Qualifications
* Middlesex University Learning and Teaching Policy and Strategy
* Middlesex University Strategic Plan
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| **21. Other information** |
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Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations.

#### **Annex 1: Curriculum Map for BA (Honours) Animation**

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

**Programme learning outcomes**

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| **Knowledge and understanding** | **Practical skills** |
| A1 | The extent and diversity of contemporary professional practice | C1 | Use animation to effectively and imaginatively communicate information, ideas and arguments to a professional level |
| A2 | The wide ranging employment opportunities available in the field of Animation and related areas, the potential and management of career development | C2 | Realise and prepare animation solutions for presentation and production through a variety of processes to a professional level |
| A3 | The relevance and significance of social and historical contexts in which Animation operates | C3 | Use design industry standard computer applications proficiently |
| A4 | A variety of media and formats appropriate to the presentation and reproduction of Animation | C4 | Operate safely, competently and effectively in specialist workshop areas and with technology: design and animation software and hardware, video and stills photography, sound recording, editing and mixing |
| **Cognitive skills** | **Graduate Skills** |
| B1 | Identify, analyse and define Animation problems and use sound judgement to evaluate solutions to them | D1 | work effectively individually and when appropriate as part of a team |
| B2 | Develop imaginative and individual creative solutions to communication assignments by use of a structured process | D2 | communicate effectively |
| B3 | Use relevant criteria to articulate, discuss, criticise and evaluate their own and others creative decisions | D3 | learn effectively |
| B4 | Develop and use creative and effective process of visual communication: definition, research, development of solutions, presentation and evaluation of outcomes | D4 | use information technology proficiently and work accurately with numbers and measurement |
| B5 |  | D5 | manage personal and career development |

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| **Programme outcomes**  |
| A1 | A2 | A3 | A4 |  | B1 | B2 | B3 | B4 |  | C1 | C2 | C3 | C4 |  | D1 | D2 | D3 | D4 | D5 |
| **Highest level achieved by all graduates** |
| 3 | 3 | 3 | 3 |  | 3 | 3 | 3 | 3 |  | 3 | 3 | 3 | 3 |  | 3 | 3 | 3 | 3 | 3 |

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| **Module Title**  | **Module Code and Level** | **Programme outcomes** |
| A1 | A2 | A3 | A4 |  | B1 | B2 | B3 | B4 |  | C1 | C2 | C3 | C4 |  | D1 | D2 | D3 | D4 | D5 |
| **Introduction to Animation** | VCD1500 | x | x | x | x |  | x | x | x | x |  | x | x | x | x |  |  | x | x | x |  |
| **Visual Communication Workshops 1** | VCD1400 | x |  |  | x |  |  | x | x |  |  |  |  | x | x |  |  |  |  | x |  |
| **From Pencil to Pixel** | MDA1502 | x |  | x |  |  | x |  | x | x |  |  |  | x |  |  |  |  | x | x |  |
| **Animation Design Practice** | VCD2500 | x |  |  | x |  | x |  | x |  |  | x | x | x |  |  | x |  | x |  | x |
| **Visual Communication Workshops 2** | VCD2400 |  | x |  | x |  |  | x | x |  |  | x | x |  | x |  |  |  |  |  |  |
| **Digital Cultures** | MDA 2502 | x |  | x | x |  |  | x | x |  |  |  | x | x |  |  | x | x |  | x |  |
| **Animation: Major Projects and Professional Portfolio Development** | VCD3500 |  | x | x | x |  |  | x | x |  |  | x | x | x | x |  |  | x |  | x | x |
| **Animation: Critical and Contextual Proposition** | MDA 3501 | x | x | x | x |  | x | x | x |  |  |  | x | x |  |  | x | x | x | x | x |