

Programme Specification for
BA (Honours) Animation



1. Programme title	BA (Honours) Animation
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification	BA (Honours) Animation, DipHE Animation, CertHE Animation
6. Year of validation Year of amendment	
7. Language of study	English
8. Mode of study	Full-time

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 1 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 is: five subjects passed at GCSE (Maths and English at C or above) with a minimum of two subjects passed at A level corresponding to 280 UCAS points. Similar awards with equivalent points are also accepted.

The standard academic qualification for direct entry into Levels 2 or 3 should be: a Higher National Diploma or Foundation Degree in an appropriate subject or a Level 1 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 with no element less than 5.5. Where they do not meet these criteria, then they should attend a pre-sessional.

10. Aims of the programme

The programme aims to:

- promote 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;
- facilitate 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;
- develop 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;
- promote an understanding of the historical and social context within which the professional animator works;
- develop a thorough understanding of and ability to articulate in written form the historical, aesthetic and cultural context occupied by computer animation and computer games, including the legacy of animation, film and media studies.

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

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

<p>management of career development.</p> <ol style="list-style-type: none"> The relevance and significance of social, aesthetic and historical contexts in which animation and computer animation and games operate, including the legacy of animation, film and media studies. A variety of production processes appropriate to the presentation of animation 	<p>coursework assignments (3);</p> <ul style="list-style-type: none"> demonstrations and practical coursework in studio and specialist workshops areas (4). <p>Assessment methods</p> <p>Students' knowledge and understanding is assessed by:</p> <ul style="list-style-type: none"> 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 and portfolio presentations (4).
<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> Apply critical analysis and articulate animation challenges. Develop imaginative and individual creative solutions to communication assignments by use of a structured process. Articulate in research and writing the contexts occupied by animation, computer animation and games to discuss, criticise and evaluate their own and others' work, including the legacy of animation, film and media studies. Develop innovative and effective strategies, techniques, production processes and presentation skills. 	<p>Teaching/learning methods</p> <p>Students learn cognitive skills through:</p> <ul style="list-style-type: none"> 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, tutorials, individual research, critical essays, research portfolios and practical coursework assignments (3); demonstrations and practical coursework in studio and specialist workshops areas (4). <p>Assessment methods</p> <p>Students' cognitive skills are assessed by:</p> <ul style="list-style-type: none"> practical coursework (1-4); presentation of outcomes to peer groups, written reports in support of practical work (4); written coursework and research portfolios (1,3).
<p>C. Practical skills</p>	<p>Teaching/learning methods</p>

<p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 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 industry standard computer applications proficiently. 4. Operate safely, competently and effectively in specialist workshop areas and with technology: 3D games and animation software and hardware, video and stills photography, sound recording editing and mixing. 	<p>Students learn practical skills through:</p> <ul style="list-style-type: none"> • 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). <p>Assessment methods</p> <p>Students' practical skills are assessed by:</p> <ul style="list-style-type: none"> • practical coursework assignments (1-4); • presentations and critiques used as formative assessment (1-4); • evidence of participation at inductions and workshop demonstrations (4).
<p>D. Graduate skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 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. 5. Work accurately with numbers and measurement. 6. Manage personal and career development. 	<p>Teaching/learning methods</p> <p>Students acquire graduate skills through:</p> <ul style="list-style-type: none"> • compulsory modules involving coursework assignments supported by workshops, seminars, tutorials and practical groups (1,2,3,4,5); • 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

	<p>outcomes in order to develop oral and written communication skills (2);</p> <ul style="list-style-type: none"> • written assignments including dissertations based on independent and tutor-led research (2, 4). <p>Assessment methods</p> <p>Students' graduate skills are assessed by:</p> <ul style="list-style-type: none"> • practical individual and group coursework assignments and exercises (1,2,3,4,5,6); • written assignments and exercises, and presentations combining oral and visual elements (1.2.3.4.5).
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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 course of study, at the end of which successful students are awarded a BA Honours Animation degree. The programme is normally studied over two 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 to gain an honours degree.

The emphasis at Level 4 is on introducing the historical, practical and aesthetic diversity of the study area and the breadth of approaches to producing Animation.

The focus shifts at Level 5, to developing your research, critical and practical skills, including more independent and experimental briefs.

At Level 6 the work concentrates on researching, critically reflecting, producing and documenting work to high academic and professional standards.

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.

At Level 4 students take one 90 credit module within animation, and one 30 credit module of Animation Theory & Research.

At Level 5 students take one 90 credit module within animation, and one 30 credit module of Animation Theory & Research.

At Level 6 students take one 90 credit module within animation and one 30 credit Critical

and Contextual Research Project module.

12.2 Levels and modules		
Level 4 (1)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: VCD1501 <i>90 credits</i> VCD1502 <i>30 credits</i>		Successful completion of all compulsory modules.
Level 5 (2)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: VCD2501 <i>90 credits</i> VCD2502 <i>30 credits</i>		Successful completion of all compulsory modules.
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

<p>Students must take all of the following:</p> <p>VCD3500 <i>90 credits</i></p> <p>VCD3930 <i>30 credits</i></p>		<p>Successful completion of all compulsory modules.</p>
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
4	VCD1501
4	VCD1502
5	VCD2501
5	VCD2502
6	VCD3500
6	VCD3930

13. Curriculum map
See attached.

14. Information about assessment regulations
<p>Please see University Regulations: www.mdx.ac.uk/regulations/</p> <p>Automatic deferral is not permitted on any modules within the Programme. Students wishing to defer must consult the Assessment Officer.</p>

15. Placement opportunities, requirements and support (if applicable)
<p>Formal placements are not part of the programme but short work experience opportunities offered by outside animation companies and the National Film and Television School are matched to suitable students where possible by programme staff.</p>

16. Future careers (if applicable)

The programme supports graduates' future career development through the attainment of professional practice and academic research skills, attendance at professional lectures and presentations, the opportunity to work on 'live' briefs and enter games and animation competitions, animation festivals, work experience, the production of a website, showreel and professional portfolio and participation in the graduate degree show.

17. Particular support for learning (if applicable)

Students are supported in their learning by staff in Library Resources addition to the academic and technical staff within the programme.

- Library Resources including specialist books, journals, videos, DVDs, slides, special collections
- Subject-dedicated librarian
- Special induction sessions provided by the Library Resources
- Technical staff and dedicated workshops
- Optional programme specific field trip to Europe or North America
- Graduate exhibition in a public venue
- Live projects set by industry professionals

18. JACS code (or other relevant coding system)

W210

19. Relevant QAA subject benchmark group(s)

QAA Honours degree subject benchmark statements:

Art and design, history of art, architecture and design

20. Reference points

The following reference points were used in designing the programme:

- Middlesex University Guide & Regulations: 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

21. Other information

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 rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

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

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, aesthetic, theoretical and historical contexts in which animation and computer animation operate.	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 issues 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	Articulate in research and written form the historical, aesthetic and cultural context occupied by animation and computer games to discuss, criticise and evaluate their own and others' work.	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.
		D5	Manage personal and career development.

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																
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	Programme outcomes																
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5
Introduction to Animation	VCD1501	X		X	X					X	X	X					X	
From Pencil to Pixel	VCD1502	X		X		X		X	X	X	X				X	X	X	
Animation Practice and Creative Workshops	VCD2501	X			X	X		X		X	X	X		X		X		X
Animation and Digital Cultures	VCD2502	X		X	X		X	X	X	X				X	X		X	
Major Projects and Professional Portfolio Development	VCD3500		X	X			X	X		X	X	X	X		X		X	X
Critical and Contextual Proposition Research Essay	VCD3930	X	X	X		X	X	X	X		X			X	X	X	X	X