

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) ANIMATION

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2020/21]

*This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise 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. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.*

## Section A – Material Course Information

Validating Body	University for the Creative Arts <sup>1</sup>		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons)		
Course Title	Animation		
Course Location and Length	Campus: Farnham	Length: Full-time - 3 years	
Mode of Study	Full-time	✓	Part-time
Period of Validation	2017/18/2021/22		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements <sup>2</sup>			
<p>As the UK's highest-ranking creative arts university, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account.</p> <p>That's why your portfolio is an especially important part of your application to study with us – and we can help. Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out. More advice on how to create an exceptional portfolio is also available <a href="#">here</a>, along with specific portfolio requirements for this course.</p> <p>Along with your portfolio, the standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> <li>• 112 UCAS tariff points from accepted qualifications*, or</li> <li>• Pass at Foundation Diploma in Art &amp; Design (Level 3 or 4), or</li> <li>• Distinction, Merit, Merit at BTEC Extended Diploma, or</li> <li>• Merit at UAL Extended Diploma, or</li> <li>• 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject</li> </ul> <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2).</p> <p>Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each</p>			

<sup>1</sup> Regulated by the Office for Students

<sup>2</sup> This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

individual component.

*\*To see the accepted QCF qualifications, visit: <http://uca.ac.uk/study/accepted-qualifications/>*

*\*\* We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, a strong portfolio is especially helpful.*

Overall methods of assessment <sup>3</sup>	Written exams:	Practical exams:	Coursework:
Stage 1	0%	0%	100%
Stage 2	0%	12.5%	87.5%
Stage 3	0%	0%	100%
Overall Learning & Teaching hours <sup>4</sup>	Scheduled:	Independent:	Placement:
Stage 1	52.2%	47.8%	0%
Stage 2	626 hours	574 hours	0 hours
	37.7%	62.3%	0%
Stage 3	452 hours	748 hours	0 hours
	21.3%	78.7%	0%
	256 hours	944 hours	0 hours
General level of staff delivering the course <sup>5</sup>	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: Communication, Media, Film & Cultural Studies			
Framework for Higher Education Qualifications (FHEQ)			

### The course structure

<sup>3</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>4</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>5</sup> Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year/Stage 1				
FANI4009 Animation: Contexts and Concepts	4	30	Core	
FANI4006 Digital Skills	4	30	Core	
FANI4010 Drawing for Animation	4	20	Core	
FANI4011 Animation Principles	4	40	Core	
Year/Stage 2				
FANI5008 Animated Cultures	5	30	Elective	Yes
FANI5006 Advanced Digital Techniques	5	30	Elective	Yes
FANI5003 Short Film	5	30	Core	
FANI5004 Research and Concept	5	30	Core	Two options in unit: Option 1 with work placement and Option 2 - without work placement. Option 2 without work placement most popular
FANI5009 Animated Cultures: Study Abroad Option	5	10	Elective	No
FANI5010 Advanced Digital Techniques: Study Abroad Option	5	20	Elective	No
XXXX5060 Study Abroad Exchange	5	60	Elective	No
Year/Stage 3				
FANI6001 Destinations	6	10	Core	
FANI6002 Proposal and Pitch	6	20	Core	
FANI6003 Final Film	6	60	Core	
FANI6004 Dissertation	6	30	Core	

#### Section B - Course Overview

This flagship animation course at UCA Farnham is one of best in Europe. Established in 1972 by the British Oscar-winning animator Bob Godfrey, it was the first degree to specialise in the academic study of animation.

Our alumni are second-to-none and include nine Oscar winners and nominees including Michael Dudok de Wit, Daniel Greaves and Suzie Templeton as well as numerous BAFTA and British Animation Award winners and nominees.

Many successful studios have been set up by our alumni including McKinnon & Saunders (Fantastic Mr. Fox, Corpse Bride etc.), Astley Baker Davies (Peppa Pig), Animade and the Moth Collective. This gives the course solid links to a wide range of creative talent, studios and potential employers.

The course itself is committed to the study and exploration of animated filmmaking. It encourages creativity and individuality through a broad definition of animation, which includes any technique that is created 'frame by frame'.

We respect all well-established traditional approaches to animation whilst fully integrating all of the digital techniques and standards of a rapidly evolving industry. Critical and Theoretical Studies (CTS) help develop an in depth understanding of animation, its practices and contexts, and support all of the studio practice.

For more information visit our course website [www.farnhamanimation.com](http://www.farnhamanimation.com) which highlights the successes of our students, staff and Graduates. It also showcases our student work and provides rich detail about the course and its alumni.

#### Level 1

The first year of the course units establishes a firm base for the acquisition and development of core animation skills. Through lectures, seminars, practical exercises, life drawing and workshops including 'acting for animation', sound production and digital skills you will learn how to apply animation skills creatively within a narrative context. Broad concepts of narrative structure and meaning are examined within an integrated course of theory and practice.

#### Level 2

You will have the opportunity to work either individually or in teams to create short films with the aim of having them screened at international animation festivals. You will learn to pitch your ideas professionally and will also work on a live industry brief.

You will be encouraged to develop your own individual style through a hands-on approach to filmmaking that allows you the opportunity to explore your chosen specialisms. This will enable you to experience all aspects of film making, to identify your own interests and strengths and then develop your skills in these areas.

You will deepen your technical knowledge through specialist tuition and there will be an increased emphasis on the role of research to inform your practical and theoretical work.

#### Level 3

In your final year you will define, through tutorial negotiation, the parameters of your practice and plan the objectives you wish to achieve. You will produce a treatment, undertake a professional pitch and produce a Graduation film that allows you to showcase your full range of production skills and techniques.

Throughout the first two stages of the course, you will have developed your critical understanding of animation and this will culminate in the production of a major dissertation. Finally, you will showcase your work and achievements with an industry facing professional showreel and website.

## Section C - Course Aims

The aims of the BA (Hons) Animation course are to provide a centre of excellence in the academic study of animation and animated film making.

Encourage individual, creative approaches to well established and evolving forms of animation outputs from auteur film making, group working and all aspects of commercial animation production. (CA1).

Develop a range of general, specialist and transferable skills and competencies relevant to both post graduate study and employment. (CA2).

Provide opportunities for students within the curriculum to develop a specialist focus and application for their work. (CA3).

Develop a critical understanding of the theoretical debates relevant to animation and its wider cultural context. (CA4).

## Section D - Course Outcomes

Upon successful completion of the course students are able to evidence:

### Knowledge of

A range of general, specialist and transferable skills and competencies relevant to both post graduate study and employment (CO2).

### Understanding of

Of the theoretical debates relevant to animation in its wider cultural context (CO4).

### Application of

Creative and individual responses to all forms of animation production (CO1).

Specialist skills and competencies to their chosen field of specialism within animation and the wider creative arts industries. (CO3).

## Section E - Learning, Teaching and Assessment

### Learning and Teaching Strategy

The course is designed to be academically progressive yet inclusive, allowing students to develop as independent learners with increasing ownership and agency in their creative practice in line with UCA's Creative Education Strategy.

There is a careful balance between structured Teaching and Learning, and independent learning. This is designed to give students both the direction and support they need in order to succeed on the course and to facilitate their development as independent learners after

graduation.

The core themes of 'Education for Sustainability' are embedded in the delivery of the Animation course. Our philosophy supports diversity, social engagement and co-operation with a particular emphasis on personal and political commentary, socially engaged narratives, animated documentary and a critical and theoretical understanding of the politics of representation.

The embedding of Education for Sustainable Development (ESD) principles helps students develop skills in critical thinking sustainable use of resources; collaborative learning and oracy and an understanding of the emerging media ecologies of the 21st century.

Animation offers a solid learning environment for many students with disabilities. The course team has a long history of working closely with students with autism spectrum disorder (ASD) and other neuro diverse needs as well as physical disabilities. Over the last decade we have achieved numerous successes in this area with students winning film prizes, having their work screened at Festivals and going onto both post graduate study and full time employment.

Generally, tuition is delivered on a one-to-one basis and as result tutorials can, within reason, be tailored to suit the individual needs of each student.

Based on extensive and proven experience, it is the view of the team that it is more beneficial to the student long term that they meet the learning outcomes of each unit with only very minor adjustments made rather than adopting alternative tasks or approaches to assessment. This has proved to be a very successful strategy for both the students and the course.

The course fully utilises online resources and is a recognised 'super-user' of myUCA. Course information including unit handbooks, assessment information, student blog links and timetables are all available to students via the Virtual Learning Environment (VLE). On the appropriate units, online submission of work is also used.

In addition to myUCA, Lynda.com video tutorials are integrated into the delivery of the practice units and where content is required to be more specific, an extensive range of bespoke online video tutorials have been recorded for both Maya and TV Paint. Other online course resources include storyboard templates, examples of professional work, guides to festivals and film language.

Critical and Theoretical Studies (CTS) units are delivered via lectures, screenings and students are able to explore issues through discussion in seminars. Briefings, workshops and small group tutorials integrated with the Library and Learning Development workshops (study skills) prepare students for the assessed components of the CTS units.

Structured teaching, one to one support and independent study empower students as autonomous thinkers through the delivery of essential skills and targeted support. Timetabled periods of self-directed study enable students to demonstrate their skills as autonomous learners through personal time management their ability to meet set deadlines. As the course progresses, students are given more responsibility for their own learning and this self-directed study replicates professional, industry working patterns.

Work placements and industry contacts have been a significant characteristic of the course for a great many years. The course believes in the importance of students developing an understanding of the animation industry, the workplace and how to create a network of useful contacts. Staff utilise their extensive industry contacts to attract guest speakers as

well as sessional lecturers.

The course has exchange agreements with a number of universities in America and Europe and on average two students per year also come into the course from other institutions. The course has excellent links with the animation industry through its exceptional alumni, the course team, engagement with festivals and our proximity to London. Throughout the course students are encouraged to develop their employability, enterprise and professional skills.

We have close working relationships with animation studios and post production houses which results in studio visits, work experience, internships and when possible live briefs. Our teaching team, includes numerous current industry specialists and practitioners who deliver lectures, workshops and individual tuition. This provides the course with a current approach to each discipline and a critical external perspective to both student work and course content. The contacts students make through these tutorials often leads to work experience, employment and post graduate study.

Our visiting guest lecturer programme is another distinctive feature of the course and gives the students an insight into some of the animations world's leading practitioners. All projects are updated or refreshed annually to embrace contemporary trends, industry development, new ideas and methods of delivery.

#### Assessment Strategy

Assessment is a continuous process to enhance student learning. It comprises a blend of formative and summative feedback given in a variety of contexts (written, online, face to face tutorials).

Assessment methods vary throughout the course enabling staff to align differing methods against differing outcomes. Submissions might include animation exercises, completed films, crit presentations, storyboards, treatments, blogs, personal websites as well as essays. Accordingly, the assessment itself may be a physical presentation or hand in or an online upload.

This all provides students with the opportunity to demonstrate their achievements across a wide range of skills, and to evidence both subject-specific and technical knowledge.

On myUCA, we publish a clear statement of the assessment requirements, criteria and assessment methods for each unit as well as unit production timetable which includes all key interim deadlines such as crits, animatic, rough cuts, fine cuts, first drafts etc. Pre-assessment seminars are also held on all key practice units.

Peer critique is used during crits to enable staff to monitor students' understanding of the learning outcomes and assessment requirements and to hone the students' critical judgment skills.

Group or team working is offered on all practice units at levels 5 and 6 although individual working or 'auteur film making' is one of the characteristic features of this course. Most films are though produced using some form of collaboration. For example, working with a sound designer, voice actor, editor, or designer.

As a result, all students are given guidance on key skills of negotiation, direction and organisation even if the student is working 'individually'.

Feedback is a distinctive feature of the course and is regarded by the Course team as a

valuable teaching opportunity. Students are given comprehensive individual written and verbal feedback as well as group feedback and group screenings at the end of most units.

#### Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representative