Definitive Programme Document: Digital Animation

(Bachelor's with Honours)

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Art and Design
Department	Field of Design
Main campus	Sion Hill
Other sites of delivery	N/A
Other Schools involved in delivery	In liaison with CoLA via Creative Computing
Name of award(s)	Digital Animation
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE
Routes available	Single
Sandwich year	Optional
Duration of award	3 years full-time 4 years full-time (with Professional Placement Year)
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	No
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year))	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	DA11 DA12 (with Professional Placement Year)
Route code (SITS)	DIGANSPS DIGANSPS-SW (with Professional Placement Year)
Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (February 2017)
Date of most recent approval	June 2018
Date specification last updated	June 2018

Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date
		.	

Variance for 2018/19

Brief description of variance	Departure from Framework Paragraph 1.4 (for Level 4)

Programme Overview

Digital Animation explores the changing face of a popular art form: bringing images to life. The course allows you to develop a creative animation practice in the context of the latest technological advances. During the course you will learn skills and develop creative thinking that will enable you to become an employable graduate including drawing, computer graphics, stop-frame animation, coding, 3D modelling, 2D motion graphics. You will explore modern contexts such as outdoor projection, virtual and augmented reality, film, TV, internet, computer games, mobile apps. The combination of skills, creativity and research thinking into historical and modern animation will lead you to being a practically able, inventive and critically literate graduate.

In Level 4 you will practice visual research methods and animation fundamentals, including sketchbooks, storyboards, flipbooks, video and photography. You will be introduced to a number of software based practices including 3D computer modelling, computer coded animation, compositing and editing and contextualised with design cultural knowledge.

In Level 5, you will have the opportunity to expand skills and creativity with more complicated production methods and consider the role of audience, and experimental forms of animation. You will deepen your knowledge of coding through interactivity and explore character animation.

In-between level 5 and 6 you have the option of pursuing a professional placement year.

In Level 6, you will become more self-directed and specialised. You will explore industry-based projects as appropriate for an art or a design context and research future directions of animation through a dissertation. Finally, a major project will allow you to create a cohesive animated film or interactive experience, demonstrating your depth of skill, critical thinking and creativity.

Professional issues and practices are considered all the way through the course.

Programme Aims

1. To equip students with a range of skills and abilities to work professionally in the modern animation industry.
2. To encourage an international perspective for students of animation.
3. To provide opportunities to experience and analyse the latest technologies and approaches to animation.
4. To develop resilient students who can adapt to changing circumstances.
5. To provide methods for creative animation problem solving.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	Systematic understanding of the variety of digital animation techniques and their inter-relationship with other fields of study	Application of a range of digital animation making approaches to unfamiliar contexts	Knowledge of fundamental animation and image making terminology within given contexts
A2	Critical evaluation and development of a wide range of 2D and 3D animation techniques and processes in order to solve complex contemporary problems requiring animation	Ability to develop 2D and 3D animation techniques to solve given animation problems	Create responses to animation tasks using given 2D and 3D animation techniques
A3	Use critical research methods and creative responses in the planning and development of original narrative or interactive treatments	Analytical research and planning methods to provide solutions to narrative or interactive experiences	Knowledge of standard visual research and planning methods for animation contexts
A4	Articulation of awareness of animation industry needs and trends, clearly and analytically and with appropriate response	Analysis of animation industry trends and outputs, showing knowledge and judgement of techniques and approaches	Familiarity and explanation of historical and contemporary animation
A5	Application of animation techniques appropriately to multiple digital platforms and specific audiences	Select appropriate animation techniques to solve problems in a range of animation contexts appropriate for general audiences	Application of given techniques to address defined animation problems and platforms
A6	Synthesis of a wide range of creative design practices, using analogue and digital media, showing awareness of the limits of current research	Creative design, development and combination of analogue and digital methods for situations requiring animation	Design, manipulation and control of analogue and digital media using defined animation methods
A7	Ability to critically employ historical and theoretical perspectives, undertake	Ability to effectively employ historical and theoretical perspectives, reflect	Ability to investigate selected historical and theoretical connections and

| | critical evaluation of the creative process, and to engage in contemporary debates in visual and material culture and wider society | effectively on the creative process, and analyse contemporary issues in visual and material culture and wider society | reflect on the creative process |

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	Confidence and flexibility in identifying and defining complex problems and investigative strategies and techniques, with critical analysis and evaluation of the outcomes	Investigative techniques to a variety of animation problems containing uncertainty, supported by analysing information from varied sources and evaluation	Investigate problems, using a limited and defined range of methods, collecting information from appropriate sources and communicating results
B2	Visual creative thinking and animation knowledge in unfamiliar contexts, synthesising ideas or information to generate novel solutions, achieving a body of work that is coherent and resolved	Creative development of responses to problems in a range of animation contexts, drawing on and developing appropriate techniques to generate solutions	Fundamental approaches to creative thinking and idea development for given problems
B3	Analysis of new, novel and/or abstract creative concepts using an appropriate range of established animation specific techniques	Selection of appropriate techniques with creative development to explore a range of concepts and problems	Development of creative solutions and techniques to solve standard problems in familiar contexts

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

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[3] i.e. the ability to review, direct and manage one's own workload

Programme content

This programme comprises the following modules
<u>Key</u>:
Core = C
Required = R
Required* = R*
Optional = O
Not available for this status = N/A
If a particular status is greyed out, it is not offered for this programme.

<u>Subject offered as single and/or combined award</u>

Animation Futures				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
4	DIA4001-40	Animation and image making fundamentals	40	C			
4	DIA4002-20	Computer 3D modelling and visualisation	20	C			
4	DIA4003-20	Coding animation	20	C			
4	DIA4004-20	Motion graphics and sound	20	C			
4	HAC4002-20	Introduction to Visual and Material Culture: Design	20	C			
5	DIA5001-20	Real-time animation and Interactivity	20	C			
5	DIA5002-20	2D/3D Character animation	20	C			
5	DIA5003-20	Projection and performance	20	C			
5	DIA5004-20	Experimental animation	20	C			
5	DIA5005-20	Virtual and augmented reality	20	O			
5	HAC5101-20	Digital Animation: Contemporary Issues and Practice	20	C			
5	YP5100-120	Professional Placement Year	120	O			
6	DIA6001-20	Animation practice	20	C			
6	DIA6002-20	Professional Showreel	20	O			
6	HAC6100-20	Visual and Material Culture: Final Study	20	C			
6	DIA6004-20	Major Project	60	C			

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map, which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

Links are developing with local animation industry courses, and to expand opportunities available to you experience for animators will be also sought from a variety of companies, including web and digital design, media, animation specialists. The Animation Practice module specifically asks students to engage with external clients and organisations.

In addition to the course external projects, you will have the opportunity to consider undertaking the Professional Placement Year (module YP5100). This is coordinated and supported by the Careers and Enterprise team, and you will be also be assigned a Professional Placement Year tutor.

In advance of starting a Professional Placement Year, the module preparation provides you with the opportunity to create a Development Plan, to identify, apply for, and secure the professional experience, normally comprising of 1-3 placements.

During the Professional Placement Year, you would commit to working for the external organisation/s for a period of 9-13 months, between the second and third year of your course.

At the start of your final year, you return to university and submit a Placement Report detailing your development on placement. By successfully completing the module, you are entitled to the addition of "with Professional Placement Year" to your degree title, evidencing your work and outcomes in respect of your placement, and demonstrating your ability to secure and sustain graduate-level employment.

Graduate Attributes

	Bath Spa Graduates…	In Digital Animation we enable this…
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	By ensuring the learning of a broad range of skills in an international context, such as the international market for animation distribution. Group projects will form a part of the course as formative projects.
2	Will be able to understand and manage complexity, diversity and change	By familiarising students with the changing world of animation and its needs, equipment students to adapt to new situation and self-learn.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By encouraging visual and technical experimentation as well as collaboration with other fields.
4	Will be digitally literate: able to work at the interface of creativity and technology	By immersing students in software driven ways of creation animation as well as learning coding as a fundamental learning skill.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By encouraging strong international recruitment as well as local, and including student participation in International Research projects
6	Will be creative thinkers, doers and makers	By ensuring that creative practice and confident attitudes to experimentation are expectations of all students, and encouragement given to innovation.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	All modules will contain research, both visual and written with opportunities for discussion and presentations. Specialist critical studies modules will develop their written analytical skills.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	By exploring wider issues that animation can be applied to, exercising responsibility and consideration of others. Taking part in international opportunities and projects.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:
1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1 Digital Animation - Programme Structure Diagram

Level 4

Semester 1	Semester 2
Animation and image making fundamentals 40 credits	Coding animation 20 credits
	Motion graphics and sound 20 credits
Computer 3D modelling and visualisation 20 credits	Introduction to Visual and Material Culture: Design 20 credits

Level 5

Semester 1	Semester 2
Real-time animation and interactivity 20 credits	Experimental animation 20 credits
2D/3D Character animation 20 credits	Virtual and augmented reality 20 credits
Projection and performance 20 credits	Digital Animation: Contemporary Issues and Practice 20 credits

(For 4 year course version)

Professional Placement Year

Level 6

Semester 1	Semester 2
Animation practice 20 credits	Major Project 60 credits
Professional Showreel 20 credits	
Visual and Material Culture: Final Study 20 credits	

Appendix 2: Map of Intended Learning Outcomes (ILOs) against modules

BA (Hons) Digital Animation

Level	Module Code	Module Title	Status (C,R,R*, O)[4]	Intended Learning Outcomes													
				Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills			Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	C1	C2	C3	C4
4	DIA4001-40	Animation and image making fundamentals	C	X		X	X						X	X			X
4	DIA4002-20	Computer 3D modelling and visualisation	C	X	X	X		X	X				X	X	X	X	X
4	DIA4003-20	Coding animation	C	X	X	X		X	X				X	X		X	X
4	DIA4004-20	Motion graphics and sound	C	X	X	X		X	X		X	X	X	X		X	X
4	HAC4002-20	Introduction to Visual and Material Culture: Design	C							X						X	X
5	DIA5001-20	Real-time animation and interactivity	C	X	X	X	X		X		X	X	X	X		X	X
5	DIA5002-20	2D/3D Character animation	C	X	X	X			X		X	X	X	X		X	X
5	DIA5003-20	Projection and performance	C	X	X		X	X	X		X	X	X		X	X	X
5	DIA5004-20	Experimental animation	C	X	X	X	X	X	X		X	X	X	X	X	X	X
5	DIA5005-20	Virtual and augmented reality	C	X	X	X	X	X	X		X	X	X	X		X	X
5	HAC5101-20	Digital Animation: Contemporary Issues and Practice	C							X		X	X	X		X	X

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[4] C = Core; R = Required; R* = Required*; O = Optional

	Code	Title	C/O															
5	YP5110-120	Professional Placement Year	O												X	X	X	X
6	DIA6001-20	Animation practice	C	X	X	X	X	X	X		X	X	X	X	X	X	X	X
6	DIA6002-20	Professional Showreel	O	X	X		X		X								X	X
6	HAC6100-20	Visual and Material Culture: Final Study	C								X			X	X		X	X
6	DIA6003-20	Major Project	C	X	X	X	X	X	X		X	X	X	X			X	X

Level	Module Code	Module Title	Status (C,R,R*,O)[5]	Coursework				Practical					Written Examination		
				Essay	Journal	Portfolio	Research	Practical Project	Exhibition	Practical Skills	Presentation	Set Exercises	Written Examination	In-class test (seen)	In-class test (unseen)
4	DIA4001-40	Animation and image making fundamentals	C		X					X		X			
4	DIA4002-20	Computer 3D modelling and visualisation	C			X		X		X		X			
4	DIA4003-20	Coding animation	C					X		X		X			
4	DIA4004-20	Motion graphics and sound	C			X		X		X	X	X			
4	HAC4002-20	Introduction to Visual and Material Culture: Design	C	X	X										
5	DIA5001-20	Real-time animation and interactivity	C			X		X		X		X			
5	DIA5002-20	2D/3D Character animation	C			X		X		X	X	X			
5	DIA5003-20	Projection and performance	C			X	X		X		X	X			
5	DIA5004-20	Experimental animation	C			X		X	X	X	X				

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[5] C = Core; R = Required; R* = Required*; O = Optional

Level	Code	Title	Status	1	2	3	4	5	6	7	8	9	10	11	12
5	DIA5005-20	Virtual and augmented reality	C			X		X		X		X			
5	HAC5101-20	Digital Animation: Contemporary Issues and Practice	C	X	X										
5	YP5110-120	Professional Placement Year	O		X	X									
6	DIA6001-20	Animation practice	C			X		X		X					
6	DIA6002-20	Professional Showreel	O			X		X		X	X				
6	HAC6100-20	Visual and Material Culture: Final Study	C	X											
6	DIA6003-20	Major Project	C			X		X		X	X				