

Course Specification

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Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton School of Art		
Course Code(s):	DM002H01UV DM002H31UV	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Animation		
Hierarchy of Awards:	Bachelor of Arts with Honours Animation Bachelor of Arts Animation Diploma of Higher Education Art and Design Certificate of Higher Education Art and Design University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	05/May/2017		
Last Review:	2012/3		
Course Specification valid from:	2009/0		
Course Specification valid to:	2021/2		

Academic Staff

Course Leader:	Mr Paul Hale
Head of Department:	Mr Pritpal Sembi

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

2017 Entry

- CCC from A' levels
- BTEC QCF Extended Diploma grade MMM
- BTEC QCF Diploma grade DD
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction).
- Successful completion of a Foundation Course in Art and Design
- If you've got other qualifications or relevant experience, please contact [The Gateway](#) for further advice before applying.
- International entry requirements and application guidance can be found [here](#)
- Successful completion of the [International Foundation Year in Arts](#) guarantees entry on to this course

Other Requirements

Applicants will also be required to provide satisfactory reference. Those meeting the entry requirements may be shortlisted for a [Portfolio Review](#).

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see <http://wlv.ac.uk/mature> for further information.

Applicants who do not meet the entry requirements may be offered an alternative course.

Distinctive Features of the Course:

At Wolverhampton students become familiar with both computer-based and traditional animation techniques combining visual and audio skills together with structured time and motion.

As a student you will hone your editing, creative use of sound, compositing and idea generating expertise as well as developing a critical awareness of the subject and establish your own creative individuality.

You will explore a range of styles – we cover any approach to the art of animation, depending on your talents and skills. The course is delivered via a variety of teaching methods, including studio and workshop teaching, seminars and presentations.

Educational Aims of the Course:

Animation is an exciting creative process that crosses many boundaries; Animation graduates have skills that are sought after in the Animation, Visual Effects and Games industries. The Animation industry continues to grow year on year, and holds exciting opportunities for those seeking a career in the creative world of moving image.

The BA (Hons) Animation course helps you explore animation and discover the areas you are most passionate about; we encourage you to follow your instincts and identify your creative potential. This course prides itself on nurturing 'Creative Employable Thinkers'. Over the three years study (full time) you will develop industry standard skills in a creative environment with likeminded students and enthusiastic staff.

Animation combines the skills of a visual artist with the ability of film language and storytelling. The BA (Hons) Animation course seeks to develop individuals who are interested developing professional techniques in the following areas: Drawing (how to observe and communicate), ideas generation, story design, script writing, storyboarding, character design, character animation, principles of animation, production design, concept art, directing, producing, editing, sound design, visual effects, experimental animation, 2D CG animation, 3D animation, traditional hand drawn and Stop-motion animation (depending on which area you wish to specialise in). As well as gaining a strong foundation in professional creative techniques, students learn the following software applications: T.V. Paint, After Effects, Photoshop, Maya, Mudbox, Premiere Pro, and specialist motion capture software.

The course has a structured educational design to enhance your creative journey:

The first year provides a foundation in the following essential areas:

- Visual Development (Industry standard animation drawing principles, digital drawing, lighting, composition and design)
- Ideas Development – (Understanding professional ideas generation, storyboarding, animatics, film language, editing, and direction)
- Animation training – (The principles of animation, physics of animation, body dynamics, emotion and performance, 2D, 3D, and traditional animation training)

The second year contains a series of modules that focus on specific skills training and encourages 'play and innovation' in a valuable learning space:

- Innovative Animation - (Learning from pioneering animators and creative processes, students can practice and innovate in teams on a variety of inspiring techniques)
- Key Industry Training – (Visual Effects and 3D Production give students and insight into the various industries that these areas feed into)
- Story and Character Development – (Developing believable and entertaining characters for various animation markets, and developing sophisticated ideas, scripts, storyboards, animatics and communication skills)

The third year helps students develop a specialist portfolio and preparing for employment:

- Major Projects: Students can opt to work collaboratively or individually on an animated short film or undertake personal experimental work that focuses on their individual ambitions. Students can produce any style of work they wish through Animation Research, Practice and Production, specialist portfolio work such as storyboarding, concept art; character animation (and more), all are nurtured and encouraged by staff.

Industry Focus: Students work on live client briefs giving them an understanding of industry trends and communication. Students develop specific skills and industry research that focuses on their personal ambitions and plans through an industry report a focussed showreel and an online presence

Intakes:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

None

Course Structure:

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4DM023	Animation Essentials	20	SEM1	Core
4DM026	Drawing Strategies	20	SEM1	Core
4DM038	Visual Development	20	SEM1	Core
4DM036	Ideas Development	20	SEM2	Core
4DM035	Film Language and Direction	20	SEM2	Core
4DM037	Introduction to Character Animation	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5DM032	Innovative Animation	20	SEM1	Core
5DM043	Visual Effects	20	SEM1	Core
5DM028	Character Development	20	SEM1	Core
5DM044	Story and Script	20	SEM2	Core
5DM034	3D Production	20	SEM2	Core
5DM045	Advanced Innovative Animation	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6DM022	Animation Research & Practice	40	SEM1	Core
6DM016	Professional Animation Project	20	SEM1	Core
6DM029	Animation Production	40	SEM2	Core
6DM028	Professional Development	20	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

Quality Code - [Part A: Setting and Maintaining Academic Standards](#).

Including :

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#) - `

[Communication, media, film and cultural studies 2008](#)

[Subject benchmark statement Art and design 2008](#)

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

Equality Act (2010)

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

Begin to develop awareness and ability in understanding creative thought processes in relation to animation, and the ability to recognise them and communicate them to others. Begin to demonstrate critical and visual observations and skills relevant to the development of animation as a creative and commercial tool

CertHE Course Learning Outcome 2 (CHECLO2)

Begin to develop awareness and ability of independent learning through the practice of self-directed study, to develop specialist creative skills and knowledge in the pursuit of artistic vision and style in the domain of animation.

CertHE Course Learning Outcome 3 (CHECLO3)

Begin to develop awareness and ability of how to manage workloads, meet deadlines, set and achieve goals, practice time and organisation skills, work independently and collaboratively, develop problem solving skills, professional responses and ability to communicate professionally

CertHE Course Learning Outcome 4 (CHECLO4)

Begin to develop awareness and ability of identifying personal ambitions and developing relevant skills to increase career opportunities in animation. Begin to demonstrate an understanding of the wider creative industries and the cultural implications influencing the subject animation both commercially and as a creative output

CertHE Course Learning Outcome 5 (CHECLO5)

Begin to develop awareness and ability in Research and Practice in animation as an essential tool for creative, academic, and professional purposes. Demonstrate historical and contemporary knowledge of animation and the ability to debate ideas and theories related to animation.

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate an awareness and ability in understanding creative thought processes in relation to animation, and the ability to recognise them, use them and communicate them to others. Demonstrate critical and visual observations and skills relevant to the development of animation as a creative and commercial tool

DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate an awareness and ability in independent learning through the practice of self-directed study, developing specialist creative skills and knowledge in the pursuit of artistic vision and style in the domain of animation

DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate an awareness and ability in managing workloads, meeting deadlines, setting and achieving goals, time and organisation skills, working independently and collaboratively, problem solving skills, professional

responses and ability to communicate professionally

DipHE Course Learning Outcome 4 (DHECLO4)

Demonstrate an awareness and ability in identifying personal ambitions and developing relevant skills to increase career opportunities in animation. Demonstrate an understanding of the wider creative industries and the cultural implications influencing the subject animation both commercially and as a creative output.

DipHE Course Learning Outcome 5 (DHECLO5)

Demonstrate an awareness and ability in Research and Practice in animation as an essential tool for creative, academic, and professional purposes.

DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate an awareness and ability to articulate knowledge and an ability to think on a variety of practical skills and theories related to Animation. Demonstrate historical and contemporary knowledge of animation and the ability to debate ideas and theories related to animation.

Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Demonstrate knowledge and ability of creative thought processes in relation to animation, the ability to recognise them and communicate them to others. Demonstrate critical and visual observations and skills relevant to the development of animation as a creative and commercial tool.

Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Demonstrate knowledge and ability in independent learning through the practice of self-directed study, developing specialist creative skills and knowledge in the pursuit of artistic vision and style in the domain of animation

Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Demonstrate knowledge and ability in managing workloads, meeting deadlines, setting and achieving goals, time and organisation skills, working independently and collaboratively, problem solving skills, professional responses and ability to communicate professionally

Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Demonstrate knowledge and ability in identifying personal ambitions and developing relevant skills to increase career opportunities in animation. Demonstrate an understanding of the wider creative industries and the cultural implications influencing the subject animation both commercially and as a creative output.

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Demonstrate knowledge and ability of Research and Practice in animation as an essential tool for creative, academic, and professional purposes.

Ordinary Degree Course Learning Outcome 6 (ORDCLO6)

Demonstrate knowledge and ability in articulating knowledge and an ability to think on a variety of practical skills and theories related to Animation. Demonstrate historical and contemporary knowledge of animation and the ability to debate ideas and theories related to animation

Honours Degree Course Learning Outcome 1 (DEGCLO1)

Confidently practice creative thought processes in relation to animation, the ability to recognise them and communicate them to others. Demonstrate critical and visual observations and skills relevant to the development of animation as a creative and commercial tool.

Honours Degree Course Learning Outcome 2 (DEGCLO2)

Confidently practice independent learning through the practice of self-directed study, developing specialist creative skills and knowledge in the pursuit of artistic vision and style in the domain of animation.

Honours Degree Course Learning Outcome 3 (DEGCLO3)

Confidently practice managing workloads, meeting deadlines, setting and achieving goals, time and organisation skills, working independently and collaboratively, problem solving skills, professional responses and ability to communicate professionally.

Honours Degree Course Learning Outcome 4 (DEGCLO4)

Confidently practice identifying personal ambitions and developing relevant skills to increase career opportunities in animation. Demonstrate an understanding of the wider creative industries and the cultural implications influencing the subject animation both commercially and as a creative output.

Honours Degree Course Learning Outcome 5 (DEGCLO5)

Confidently practice 'research and practice' in animation, as an essential tool for creative, academic, and professional purposes.

Honours Degree Course Learning Outcome 6 (DEGCLO6)

Confidently practice articulating knowledge and an ability to think on a variety of practical skills and theories related to Animation. Demonstrate historical and contemporary knowledge of animation and the ability to debate ideas and theories related to animation.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4DM023	Animation Essentials	CHECLO3, CHECLO5
4DM026	Drawing Strategies	CHECLO4, CHECLO5
4DM035	Film Language and Direction	CHECLO1, CHECLO2, CHECLO5
4DM036	Ideas Development	CHECLO1, CHECLO2, CHECLO5
4DM037	Introduction to Character Animation	CHECLO2, CHECLO3
4DM038	Visual Development	CHECLO2, CHECLO3, CHECLO5
5DM028	Character Development	DHECLO1, DHECLO3, DHECLO5
5DM032	Innovative Animation	DHECLO1, DHECLO3, DHECLO6
5DM034	3D Production	DHECLO2, DHECLO3, DHECLO6
5DM043	Visual Effects	DHECLO1, DHECLO2, DHECLO5
5DM044	Story and Script	DHECLO2, DHECLO5, DHECLO6
5DM045	Advanced Innovative Animation	DHECLO3, DHECLO4, DHECLO5
6DM016	Professional Animation Project	DEGCLO1, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6DM022	Animation Research & Practice	DEGCLO2, DEGCLO3, DEGCLO5, ORDCLO2, ORDCLO3, ORDCLO5
6DM028	Professional Development	DEGCLO1, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO3, ORDCLO4, ORDCLO5
6DM029	Animation Production	DEGCLO2, DEGCLO3, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO6

Teaching, Learning and Assessment:

Students take part in both formative and summative assessments. Formative assessments provide feedback on work in progress; this is done during in weekly sessions, as well as in writing throughout the course. Summative assessment is given as the final grade which a rigorous procedure often involving two or more members of staff, students work is examined in accordance to the Module Learning Outcomes and Assessment Criteria which is stipulated on the Assessment Brief (given at the beginning of each Semester).

University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas.

Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases. For more information, please visit: www.wlv.ac.uk/lib/info/welcome

Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

Dedicated Subject Pages allow students to explore key online information sources that are recommended for their studies. For Media: www.wlv.ac.uk/lib/subjects/broadcasting-film-and-media edia:

The University Student Support website offers advice on a variety of matters (careers, counselling, student union advice, etc.) <https://www.wlv.ac.uk/study-here/student-support/>

Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

In addition to the material provided in class and on the Virtual Learning Platform, the Faculty offers tailored academic and pastoral support to students. Students' first port of call is their personal tutor (each student is allocated a personal tutor at the beginning of the academic year), but they can also talk to module leaders, course leader, school administrator, graduate interns and graduate teaching assistants, whose details can be found in the course guide. Advice will be given through the induction process and then through appointments throughout the year, in addition to classes and tutorials. Students can expect to receive support and guidance in the area of Personal Development Planning, to understand better their learning process, have the skills and understanding to act on the feedback.

Lecturers will provide personalised feedback for formative and summative assessments. On occasions lecturers may provide generalised feedback to the whole group on points relating to an assessment.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

University provided support:

As well as providing general counselling support the University Counselling Service provides short courses on topics such as "Self Confidence", "Stress Management and Relaxation" and "Life Skills". They also provide study skills and academic support, providing short courses such as provide help in areas such as "Writing and Assignment Skills", "Exam Techniques", "Enhancing Professional Skills", "Personal Development Planning" and "Making Choices for the Future.

University Learning Centres provide general academic skills support to all students. You can make an appointment with a study skills advisor for advice on areas such as academic writing, assignment planning, exam preparation, and time management. In addition, there is a regular timetable of drop-in and bookable workshops covering information and digital literacy skills, including academic referencing. The Wolverhampton School of Art students are supported by a designated subject librarian who is available to support research and project work.

You can expect to receive support and guidance in the area of Personal Development Planning, so that you: can understand better your learning process, have the skills and understanding to act on the feedback, so as to become more effective and successful, collect evidence on your achievement to enhance your employability.

<http://www.wlv.ac.uk/default.aspx?page=18450>

The Wolverhampton School of Art support:

Study support is available through the Personal Academic Tutorial system with course tutors who are familiar

with your area of study. At the start of each year of your course you will be assigned a Personal Tutor who will guide you through the induction process and provide support and academic counselling throughout the year on an appointment basis. They should be able to offer you advice and guidance to help you liaise with other staff and support facilities in The Wolverhampton School of Art and University. You should meet your Personal Tutor regularly, which must include meetings that you are invited to at critical points in your course.

Staff can be contacted through the University email or by booking an appointment through the SAMS. Additional study support is provided through various communication systems, for example, CANVAS, email and PebblePad.

The Personal Tutor provides academic counselling and will be accessible on an appointment basis to discuss requests for extensions, requests for extenuating circumstances, general concerns about study and student life and general programme planning. Personal Tutor will act as a first point of contact in relation to leave of absence (including returning after leave), withdrawal, transferring to another course (internal and external) and changes to mode of attendance. Your Course Leader will be available thereafter for meetings by appointment to discuss leave of absence, withdrawal, transferring to another course (internal and external), changes to mode of attendance, returning after leave of absence and direct entrants.

Subject support:

Tutorials, workshops, seminars and course committee meetings provide the primary opportunities for students to interact with staff on topics relating to modules.

Access to a digital copy of all lecturer-produced course documents is provided, e.g. module guides, assessment briefs, presentations, hand-outs, reading lists. These will be as hard copies or available within a Virtual Learning Environment (VLE) context (normally after each class for review and beforehand if an identified learning need requires it)

From time to time academic and technical staff run enrichment activities/clubs. We have professionally qualified technicians and demonstrators in our The Wolverhampton School of Art. Our technical demonstrator facilitates technical demonstrations at intervals throughout the year. In accordance with Health and Safety compliance and correct maintenance of equipment, you may be required to complete a competence test/activity hosted by a demonstrator before being allowed access to equipment/studios/edit suites.

Employability in the Curriculum:

All courses in The Wolverhampton School of Art are now available with a professional placement option. This is a unique opportunity as the school is the only art & design provider in the region, and one of only a handful across the UK to offer one year professional placements as part of a degree course. A professional placement provides an opportunity for professional development in the work place and as such, greatly enhances the student's prospects of finding rewarding and relevant employment at the end of their studies.

Typical career opportunities open to graduates include work in animation, television and games design, illustration and the creative and communications industries.

You may also continue your studies to postgraduate level on our MA Programmes: MA Art and Design, MA Design for Advertising or MA Fine Art. During the MA programme, students produce work of a higher professional standard.

