UNIVERSITY OF EAST LONDON
PROGRAMME SPECIFICATION

Programme Aim and Title	BA (Hons) Animation (level 6 direct entry)
Intermediate Awards Available	n/a
Teaching Institution(s)	Barking & Dagenham College
Alternative Teaching Institutions	n/a
UEL Academic School	ADI
UCAS Code	W691
Professional Body Accreditation	n/a
Relevant QAA Benchmark Statements	Art & Design
Additional Versions of this Programme	n/a
Date Specification Last Updated	April 2015

Programme Aims and Learning Outcomes

This programme is designed to give you the opportunity to:

- Further develop practical, historical and theoretical understanding of animation practice and production
- Extend your imagination and creative identity in moving image projects
- Further develop transferable employability skills and approaches to professional practice, including self-directed promotion and exhibition.

What you will learn:

Knowledge
- Extend understanding of industry standard software and technical application
- Broaden understanding of historical, theoretical and ethical issues
- Extend awareness of professional practice
- Expand awareness and experience of creative approaches to animation briefs

Thinking skills
- Further develop self reliance and self evaluation
- Expand critical awareness
- Creative innovation and lateral thinking
- Academic research and analysis

Subject-Based Practical skills
- Extend production techniques and studio practice
- Further develop technical aptitude in industry standard processes
- Exploration of experimental techniques
- Self-managed exhibition, promotion and presentation

Skills for life and work (general skills)
- Self-directed project assignment and realization
- Further develop communication, interpersonal and organization skills
- Professional engagement and work experience
- Independence and personal confidence

Learning and Teaching

Knowledge is developed through
- Lectures, seminars, workshops, tutorials and demonstrations
- Talks from visiting practitioners
- Guided reading, personal research and independent study
- Exhibitions and gallery visits
- Screenings of films

Thinking skills are developed through
- Tutorials and seminars
- Guided discussion
- Formative assessment and reflective evaluation
- Independent creative practice
- Developing critical methods in project work

Practical skills are developed through
- Practical workshops
- Working to project briefs
- Self-directed tutorials in software usage
- Developing creative skills portfolios
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through
- Professional engagement
- Project planning and time management
- Group projects
- Personal and team presentations
- Exhibition organization and management

Assessment

Knowledge is assessed by
- Formative feedback on oral and paper-based presentation of ideas during seminars and tutorials throughout modules
- Dissertations, journals, reports and research folders presented formatively at interim assessment points, and summatively at the end of each module
- Breadth and depth of research work and analytical content in summative assessment

Thinking skills are assessed by
- Formative feedback on oral and written analysis/critical discussion during seminars, tutorials, and in drafts of essays and reports
- Essays, reports and research folders at the end of each module
- Innovation and lateral thinking displayed in realisation of work in relation to project briefs

Practical skills are assessed by
- Continuous monitoring of workshop progress
- Peer critique at screenings and presentations
- Presentation of final artifact and portfolio/journal at the end of each module

Skills for life and work (general skills) are assessed by
- Participation in workshops, seminars, tutorials, group presentations & production meetings
- Time management in relation to meeting project deadlines
- Engagement in professional practice components of the programme
- Realisation of self-directed projects and objectives

Work or Study Placements

It is important for your future employment in the industry to build upon the professional engagement elements that were included in the programme of the Foundation Degree. There will continue to be effective links between the college and industry practitioners who will deliver lectures and facilitate visits to their companies. You will also have opportunities to incorporate live briefs into your project work and to continue to develop your own links with the industry, and you will be supported in securing work placements should you wish to do so.

Programme Structure

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

3   Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme.
4   Equivalent in standard to the first year of a full-time undergraduate degree programme.
5   Equivalent in standard to the second year of a full-time undergraduate degree programme.
6   Equivalent in standard to the third year of a full-time undergraduate degree programme.
7   Equivalent in standard to a Masters degree.

Programmes are made up of modules that are each credit weighted.

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The module structure of this programme:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
6	AN6001:	Experimental Approaches to Animation	15	Option	N
6	AN6002:	Experimental Approaches to Games Design	15	Option	N
6	AN6003:	New Horizons in Animation	15	Core	N
6	AN6004:	Research Project and Dissertation	30	Core	N
6	AN6005:	Final Major Project and Exhibition	60	Core	N

A core module for a programme is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a programme is a module selected from a range of modules available on the programme.

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

The overall credit-rating of this programme is 360 credits (240 level 4/5 credits transferred as APL from the FdA and 120 further credits at level 6).

As this is a top-up programme there is no intermediate award available for incomplete students.

Programme Specific Regulations

n/a

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this programme is 1 year full-time or 2 years part-time.

A student cannot normally continue study on a programme after 2 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a programme in part time mode is 4 years from first enrolment.

Further Information

More information about this programme is available from:

- The college website (www.bdc.ac.uk)
- The UEL web site (www.uel.ac.uk)
- The programme handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL programmes are subject to thorough programme approval procedures before we allow them to commence. We also constantly monitor, review and enhance our programmes by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Along with the FdA Animation, BA (Hons) Animation students are invited to participate in overseas educational trips. These have included visits to animation studios and post-production houses in Prague, Amsterdam and Berlin, and also the highly popular Stuttgart Animation Festival. International trips of this nature are highly beneficial but entirely voluntary, and will normally incur an additional cost of £400-£450. In addition, regular trips are organised to UK based companies, exhibitions and festivals (particularly in London) as part of a programme of vocational studies, and these will normally only incur local transport costs with subsidised entrance fees where this is available.

Students are expected to purchase their own basic art materials and digital storage devices at the beginning of the programme, and although students may also wish to purchase their own laptops, graphics tablets, cameras, etc., these and other major resource needs are available within the college.

Alternative Locations of Delivery

This programme is only taught at Barking & Dagenham College and awarded by the University of East London

This programme does not have professional body accreditation although students are encouraged to make individual applications for accredited status.