Nottingham Trent University
School of Art & Design
Course Specification

	Basic Course Information	
1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	School of Art & Design
3.	Final Award and Course Title:	BA (Hons) Animation
4.	Mode of study and normal duration:	FT 3 years
		SW 4 years
5.	UCAS Code:	W213

6.   Overview and general educational aims of the course

BA (Hons) Animation responds to the growing and diversifying global animation industry. The course provides a creative and disciplined environment to explore the visual and narrative aspects of this dynamic art form. Supported by the contextual study of animation, you'll have the opportunity to express yourself as an animation artist in preparation for this vibrant, demanding and forever changing creative field.

During the course you will explore animated storytelling through adaptation, design and asset-building, character performance, cinematic and graphic screen design, orthodox and experimental filmmaking practice, and theoretical constructs in a creative studio environment. You will be encouraged to be imaginative, innovative, focused and directional.

The course encourages engagement with current industry trends and movements both nationally and internationally within animation and animation-related fields. You will be expected to explore employment opportunities, investigate placement opportunities, track studio developments and animation artists' achievements. You will be expected to attend all presentations by industry speakers.

The course aims to:
- give you confidence in applying your practiced skills individually and as a team member to animated production.
- drive your ambition as a life-long learner.
- instil ethical, social and cultural standards across all activities
- give you a passion for working creatively.
- support you in developing an aesthetic sensibility.
- instil self-reliance in locating the right digital tool to accomplish tasks.
- the ingenuity to engage an audience through risk-taking and reflective creativity.
- impress academic and creative professionalism by example.

7.   Course outcomes
Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

By the end of the course you should be able to:
- Evidence your capacity for inquiry-based research and critical thinking through your scholarship and practice
- Create a body of work that maintains high ethical, social and cultural standards across all activities

- Evidence your ability to create or adapt ideas to generate innovative animated storytelling (B)
- Evidence an aesthetic sensibility in applying elements and principles of visual art and/or performance to screen-based media
- Evidence self-reliant expertise in using a range of animation tools and techniques (B)
- Evidence your ingenuity to engage an audience through risk-taking and reflective creativity (B)
- Demonstrate your collaborative skills to communicate, share and support others (B)
- Evidence your professionalism, acknowledging global perspectives and sustainable practice (B)

8. **Learning and teaching methods**

Learning and teaching methods will differ notably between your contextual studies and studio modules.

Teaching in the contextual studies modules will be a mix of lecture-based and pair-and-share across all three levels. Your contextual studies learning will be achieved by attending lectures and talks, through reading, watching films, accessing the NOW learning resources, and through level-specific analytical writing and feedback.

Teaching in the studio modules follows a progression of methods from formally taught seminars at level 4, to more specialised workshop opportunities and live brief group projects at level 5, to informal one-on-one tutoring at level 6. Your learning in the studio-based modules will be achieved by attending class, completing project assignments, being responsive to feedback, and reflecting on your practice to achieve both cognitive and practical skills. In the third term of levels 4 and 5, you will have the opportunity to test your animation process learning by completing a short film.

Through advisement, the third year will offer an opportunity to engage in specialised learning in one of four pathways to initiate your industry readiness; preproduction, character animation, 3D asset building, or animation production. The latter will provide a third opportunity to complete an animated short.

Module support will be provided by module leaders and subject area technicians provide technical support when requested. Your personal tutor will also provide dedicated surgeries to support your progress. Learning is a reciprocal process, based on shared discussion between students and staff. Thus, participation in this process is critical in growing your confidence as a professional.

Graduating as an animator and entering a highly collaborative industry, opportunities will be provided for you to collaborate with both peers, clients and students from other disciplines. All first-year students within the School of Art and Design will work together on a single project which as a learning experience this will support your own knowledge of working practices and enable you to work collaboratively in groups in new and unique ways. In the second year, you will have further opportunities to work collaboratively with a wider range of students, partners and industry.

An opportunity to learn from industry employment exists by taking a summer internship, or by transferring to the four-year sandwich course. With support from the course and NTU's Employability services, students can seek full year placements. Throughout your course, you will be expected to conduct your own industry research to learn about studios' work practices and output.

9. **Assessment methods**

All assessment is 100% coursework. The final degree award is based solely on the work produced during the final year of the course.

For all module work you will receive formal and informal feedback throughout the year. Formal feedback will either be written or recorded and delivered within 21 days of work submission. Informal feedback will be given in group and individual tutorials and on request by tutors, and from your peers.

The final project of the course requires you to reflect on the range of activities and experiences you have engaged with across the course in relation to your future employability aspirations. This is called a *synoptic assessment*.

10. **Course structure and curriculum**

The course is studied on a full-time (3 years) basis, with the option of a sandwich placement year between years two and three (4 years).

Level 4 (Year 1)	Core / Optional	Credits
Animation Studies I	Core	20
Animation Principles	Core	100

Level 5 (Year 2)	Core / Optional	Credits
Animation Studies II	Core	20
Animation Studio	Core	60
Co Lab: Research, Exploration and Risk-taking	Core	20
3D Materials and Exploration*	Optional	20
Storyboarding: Visualising the Story, Enhancing the Narrative*	Optional	20
Character Ideation*	Optional	20
Experimental Animation*	Optional	20

* students must select 1 module (20 credits) from the suite of optional modules

Level 6 (Year 3 / 4)	Core / Optional	Credits
Animation Studies III	Core	20
Animation Specialist Project	Core	100

Year 1 [Level 4]

Animation Studies I (core) 20-credits

This module aims to provide you with a firm foundation in and understanding of the core theories and ideas underpinning film language and visual storytelling for the animated screen. This is delivered in a cultural and historical context through lectures, screenings and discussions. You will learn how to contextualise animated work as it relates to form, visual style, narrative, and technique, and how to relate this understanding to the development of your own practical work.

This contextualisation and understanding will be achieved by focusing on formal analysis (mise-en-scène, camera, editing, sound) and considering how meaning is conveyed through film form. The module also introduces theoretical approaches to film analysis, including a foundation in the concepts of screen media authorship and genre.

Several teaching and learning methods are employed to support and encourage you to build confidence and appropriate working methodologies for university study.

Animation Principles (core) 100-credits

This module introduces the core concepts, principles and foundational skills of animation practice. Studio-based seminars, tutorials and self-directed research aims to stimulate your intellectual curiosity and begin to realise your individual creative identity through short, hands-on investigative exercises, to prepare you for formative animation production. At the end of each term you will have a body of work that evidences your engagement, understanding and achievement in the animation processes being introduced.

Teaching and learning is accomplished through short learning blocks of life drawing, animation principles, 3D asset-building, digital 2D and 3D animation, drawing for storyboarding, visual development, audio recording and production workflow. In Terms 1 and 2, focused learning in these blocks will prepare you for making an animated micro-movie in Term 3.

Year 2 [Level 5]

Animation Studies II (core) 20-credits

Animation Studies II aims to develop a deeper understanding of the theories, ideas and cultural contexts that relate to and surround animation, its location in the world and its relationship to its audiences. This is explored through lectures, screenings, group discussions, workshops, and offsite visits.

A range of teaching and learning methods is employed to support and encourage you to build confidence and appropriate working methodologies for university study. You will develop existing—and adopt new—skills and attributes that will build your employability skills, such as collaborative working, research and communication skills, strategies for critical investigation, and developing independence.

Animation Studio (core) 60-credits

Animation Studio will further your skills and knowledge acquired in *Animation Principles*. As the module progresses, you will have opportunity to choose teaching and learning in 2D or 3D as your technique specialism. At the end of each term you will have a body of work that evidences your engagement, understanding and achievement in the concepts of animation production being introduced.

You will have the opportunity to progress your character animation skills, being introduced to acting and performance in your chosen technique. You will work on client-led live briefs stimulating collaborative teamwork in a production environment. Additionally, you will apply your knowledge of visual language, narrative, evaluation and problem-solving to completion of an animated short.

Optional modules

As part of our commitment to develop personalisation in our curricula, you will be offered a choice of modules at level 5, from which you will pick one. The module options presented have been selected by the course team in order to compliment your study, and to give you the opportunity to follow and deepen your interests, and study with students from other courses.

Year 3 [Level 6]

Animation Studies III (core) 20-credits

Animation Studies III aims enhance and develop further your understanding of animation theories, ideas and cultural contexts. This provides an opportunity to explore and research ideas that will inform your practice in the Animation Specialist Project. In addition, the module helps you prepare for your next career step by encouraging you to review your options, researching your chosen career path and creating a plan of action for post-graduation.

A variety of teaching and learning methods will support and encourage you to consider the wider academic context of out Animation Specialist project. You will be encouraged in the latter part of the module, via research and reflection, to decide what steps to take to achieve your post-graduate objectives and act upon them.

Animation Specialist Project (core) 100-credits

This module aims to provide you with the opportunity to work either singularly or in teams to create substantial original work, representative of creative practice reflective of the animation industry or independent production.

Work developed in this module will become the core of your portfolio, resulting in the completion of a short film and reel or a specialist body of work and reel. Projects provide freedom to develop an authorial voice within short animated film form, further realising your design, motion and narrative ideas, or will allow you to develop an industry-ready body of work in an animation specialisation. You will be encouraged to develop work that

represents genuine original storytelling, whether in a film or specialist pathway. In support of your practice you will reflect upon and evaluate your creative process, looking towards positioning yourself within the animation or associated industries.

Placement awards

Students undertaking the sandwich placement may achieve a Placement Diploma in Professional Practice, and students undertaking placements of shorter duration may be eligible for a Placement Certificate in Professional Practice.

Interim awards

Students who do not progress to the final stage may be eligible for an interim award of Certificate of Higher Education, Diploma of Higher Education or Ordinary Degree.

11.	**Admission to the course**

Entry requirements.
For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

12.	**Support for learning**

The School is committed to assisting you to achieve the best results possible during your studies, providing a wide range of academic and pastoral help and advice.   In addition to the course leader, module leaders and course administrator, a member of staff will also be assigned to you at the start of the course as your personal tutor.

As part of your Induction, you will be introduced to the Student Handbook which includes information on how to access Employability Services, Language Support, Disability Services, Fees and Student Finance Services, the Student Union, Health and Wellbeing Services, International Students Support, Study Support and Individual Support.

During Induction Week, the Student's Union organise social events to welcome you into the wider NTU community. In course induction events, you'll meet the staff and find out more about the course, but most importantly you'll meet your course peers and make some animation!

13.	**Graduate destinations/employability**

The Animation course of study has been created considering animation and animation-related industry employment as the primary goal of students taking the course. Subsequently, employability is a key focus on the course. The course has a dedicated Employability Tutor, additionally, the school Employability Team work closely with all course staff to provide specialist career talks, workshops and events.

You will be encouraged to seek your own placement opportunities, negotiated with the staff, either during the summer or as a full year sandwich course experience. Course staff and the Employability Team will provide resources and contact information to help you make informed placement choices. There are also opportunities to make

industry links through live projects, visiting studio reps, study trips and festivals.

Animation production is international by nature, graduate destinations for 2D animators in the UK would include studios producing content for pre-school, children and young adults, and commercials work. The 2D feature industry is vibrant in the Pacific Rim, France and Ireland. The majority of 3D features originate from the United States while 3D work in the UK includes children's output and commercials, but also includes animation and asset-creation work on VFX-heavy features, previsualisation or applied to science, health or educational uses. You will also be equipped to work as a freelance animation artist.

This course also provides you with the transferable skills needed for alternative careers such as teaching or undertaking further specialised postgraduate study.

14.	**Course standards and quality**
	There are well established systems for managing the quality of the curriculum within the School.
	Module feedback questionnaires and annual surveys are used to gather feedback from students on their learning experiences. Termly course committee meetings, attended by student representatives and academic staff, provide opportunities to raise and discuss matters contributing to the quality, standards and continuing development of the course.
	The outcomes of the above inform an annual report highlighting positive features and areas to address which are further included in a course development plan. The plan is monitored through course committees and students have the opportunity to talk through the impact of any changes made.
	Informally, course and individual tutorials additionally provide a means of gathering student feedback and enable staff to address matters as soon as they arise.
	Externally, the School consult with industry representatives as part of the course review and development process to ensure continued relevance of the curriculum to the creative and cultural industries. An external examiner is appointed to provide advice and monitor the academic standards of the course and student achievement in relation to those standards.
15.	**Assessment regulations** This course is subject to the University's Common Assessment Regulations (located in Section 16A of the Quality Handbook).
16.	**Additional information** Collaborative partner(s): Course referenced to national (QAA) Art and Design (2017) Benchmark Statements: Course recognised by:

NTIC progression route(s): Foundation Certification in Art, Design & Media

Date this course specification approved: DAG 6/11/19.

Any additional information: