COURSE SPECIFICATION – BA (Hons) Animation

1.   General information

Course Title	BA (Hons) Animation
UCAS code	W615
Course / Award Title	BA (Hons)
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	N/A
Relevant QAA Benchmark(s)	Art & Design Subject Benchmark Statement 2019
Date of most recent review/approval (for new courses)	March 2021
Date of next review	2026-27

Awards	Credits	Duration	Mode of study
BA (Hons) Animation	360 (180 ECTS)	3 years	FT
BA Animation*	300 (150 ECTS)	3 years	FT
DipHE in Animation*	240 (120 ECTS)	2 years	FT
CertHE in Animation*	120 (60 ECTS)	1 year	FT
*Exit award only			

2.   Course Aims

This course aims to provide you with:

To be a successful animator you need to be focused, yet adaptable to the rapidly changing world of animation. You need to understand the broad nature of animation practice and how it is situated within a global context. The purpose of animation is to tell stories and communicate ideas and concepts in a meaningful way to an audience. This course will take a holistic approach towards providing an educational experience that explores practical, theoretical, technical and professional knowledge and skills required for animation production.

The course aims to develop practitioners who are skilled in the practical, technical, conceptual and critical application of animation related practices. The course will support and embrace: practical/conceptual experimentation; creative risk taking to push and challenge yourself; technical enquiry through testing materials, software and techniques; and critical engagement

with a range of animation practice situated across the creative industries. You will also consider the social, ethical and sustainability as part of your practice. This approach will enable you to develop your own individual creative practice and to understand where you could work within the industry upon graduation. Importantly, it will support collaborative practice that will enable you to work with others to develop ambitious work that is appropriate to industry or prepares you for postgraduate study.

The course will take a progressive approach towards animation education to ensure that you are creative, adaptable, current and able to contribute towards shaping the future of the animation industry.

The course will aim to:

- Develop your awareness of international animation practice from a cultural, social, commercial, political, technological, ethical, and sustainability perspective.
- Enable the development of a practical, conceptual and technical understanding of animation.
- Provide you with the creative, technical, organisational and communication skills to successfully engage with animation in a variety of contexts.
- Facilitate collaboration with your peers, other disciplines and industry to gain insight into professional working practices.
- Develop your understanding of the professional, collaborative, entrepreneurial, sustainable and ethical approaches to having a career in animation or related industries.
- Equip you to deal with uncertainty, through negotiation and project management within your area of specialist practice.
- Equip you with transferrable skills to enable you to contribute towards the animation industry and other related industries in a flexible, professional and creative manner.
- Support you to work creatively and adapt in response to the rapidly evolving global animation industry, adopting an audience-focussed approach towards creating animation related content.
- Equip you with the ability to research and engage with professionals, entrepreneurial opportunities, and to identify your practice and enable you to position yourself within the cultural and creative industries.

3.   Distinctive Features

Distinctive features of the course:

The BA (Hons) Animation is distinctive in that it:
- Is situated within a specialist arts university that is appropriately resourced and provides the space to work alongside others with similar creative interests.
- Takes an integrated approach towards creative skills development, theory, critical engagement, and professional practice alongside the application of this knowledge and understanding in relation to animation.
- Offers opportunities to present work in a variety of formats, extending beyond written formats, to evidence your knowledge and understanding of how animation can be applied in response to creative problems.
- Presents the opportunity to collaborate on projects to enable you to focus on and understand roles, responsibilities and pipelines within a commercial context and will encourage you to develop and define your own area of specialist practice. Collaboration is encouraged on the animation course and across courses within university to facilitate the use of specialist skillsets in the production of project work.
- Presents opportunities to select and respond to live, competition and commissioned work that will provide an insight into commercial/industry-focussed projects.

- Is creatively driven and industry engaged, preparing students to be adaptable, creative problem solvers, technically proficient, commercially and culturally aware independent practitioners.

4. Course Structure

4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUAN411 – Discovering Animation	60	30	600
LAUAN412 – Exploring Animation	60	30	600
Level 5	**Credit Points**	**ECTS**	**Learning Hours**
LAUAN511 - Animated Connections	60	30	600
LAUAN512 – Integrated Animation Practice	60	30	600
Level 6	**Credit Points**	**ECTS**	**Learning Hours**
LAUAN611 - Expanded Animation Practice	60	30	600
LAUAN612 - Launchpad	60	30	600

4b. Course Map / Structure

Level 4	
Semester One	**Discovering Animation (LAUAN411)** *60 credits*
Semester Two	**Exploring Animation (LAUAN412)** *60 credits*
120 credits (60 ECTS credits)	Certificate of Higher Education (Exit Award)

Level 5	
Semester One	**Animated Connections (LAUAN511)** *60 credits*
Semester Two	**Integrated Animation Practice (LAUAN512)** *60 credits*
120 credits (60 ECTS credits)	Diploma of Higher Education (Exit Award)

Level 6	
Semester One	**Expanded Animation Practice (LAUAN611)** *60 credits*
Semester Two	**Launchpad (LAUAN612)** *60 credits*
120 credits (60 ECTS credits)	BA (Hons) Animation (Exit Award)
Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.	

5.   Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at Level 4, through development of skills and ideas at Level 5, progressing to application and synthesis of skills, originality, and theory in practice at Level 6 as indicated by the FHEQ qualification descriptors.

Course Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

Level 4 (CertHE)

Level Learning Outcomes	Modules
By the end of Level 4, you will be expected to:	
4.1 Demonstrate an awareness of the fundamental concepts and principles of animation and related creative practices.	LAUAN411
4.2 Develop a practical and technical understanding of a range of diverse approaches to animation.	LAUAN411, LAUAN412
4.3 Discuss the breadth and use of animation as a means of communication across a range of media, disciplines and platforms.	LAUAN412
4.4 Explore and begin to consider theories and concepts associated with animation and interpret them through a range of practice-based approaches.	LAUAN412
4.5 Communicate your individual creative problem-solving skills through animation.	LAUAN411
4.6 Accept and reflect upon your experiences, appreciating your abilities and what you need to do to move your practice forward.	LAUAN411, LAUAN412

Level 5 (DipHE)

Level Learning Outcomes	Modules
By the end of Level 5, you will be expected to:	
5.1 Critically analyse world animation perspectives and debates with increasing complexity and accomplishment.	LAUAN511

Level Learning Outcomes	Modules
5.2 Apply a range of concepts and ideas relating to your developing understanding of professional practices and how these inform your own animation practice and future direction.	LAUAN512
5.3 Test, select and employ relevant methods of practical enquiry in relation to animation, evaluating the appropriateness of different approaches towards the production of creative solutions to problems.	LAUAN511 LAUAN512
5.4 Recognise the limits of your knowledge and how this influences your understanding of animation practice.	LAUAN511
5.5 Utilise research and critical analysis to identify and then apply appropriate solutions to problems in relation to your studies.	LAUAN511, LAUAN512
5.6 Effectively communicate your thoughts, informed ideas, research and solutions to problems to a range of audiences.	LAUAN512
5.7 Employ an increasingly independent approach towards research and the development of skills and competencies that are appropriate to your animation studies.	LAUAN511, LAUAN512
5.8 Understand roles and responsibilities in a group/collaborative context.	LAUAN511, LAUAN512
5.9 Critically reflect upon your learning, identifying strategies that will help you develop your practice further.	LAUAN511, LAUAN512

Level 6 (BA Hons)

Level Learning Outcomes	Modules
By the end of Level 6, you will be expected to:	
6.1 Demonstrate a detailed subject knowledge of the context of animation (international, social, ethical, sustainable, technological, commercial, cultural) and its application in the broader creative industries, informed by recent developments within the global animation industry.	LAUAN611 LAUAN612
6.2 Apply a critical understanding of the theory and practice of animation and related practices through the use of considered research methods.	LAUAN611
6.3 Evaluate, select and utilise a range of increasingly complex practical processes and techniques to develop a specialist skillset focused upon your area of specialist study.	LAUAN611 LAUAN612
6.4 Demonstrate independence in your ability to research, analyse, synthesise and communicate information accurately from a range of sources.	LAUAN611
6.5 Create responses to negotiated, self-determined or set problems.	LAUAN611, LAUAN612
6.6 Effectively present practical solutions to negotiated, self-determined or set problems.	LAUAN611, LAUAN612
6.7 Engage professionally within roles and responsibilities in group/collaborative or individual contexts.	LAUAN612
6.8 Organise, manage and communicate information, ideas, problems and creative solutions with clarity, in a range of formats to an identified audience.	LAUAN611, LAUAN612

6.   Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Higher Education teaching & learning at Leeds Arts University](#).

6a. Teaching and Learning

Level 4

The course takes an approach that will help you transition from your previous course or prior experiences so that you feel comfortable to experiment and challenge your preconceptions of what animation is. It will introduce you to a range of animation processes and techniques used across the animation industry. It will provide you with a fundamental understanding of the principles of animation, and it will give you a historical, contemporary, contextual and professional understanding of world animation. This understanding will be progressively developed as you work your way through the course. You will be expected to engage with a range of media and approaches to animation that will allow you to begin to make decisions as to where you may want to focus your energies at Level 5 & 6.

Lectures and seminars will provide you with an understanding of approaches towards animation production. They will also give you a contextual understanding of world animation and the forms it may take; importantly they will also show you the ways that animation can be used to communicate ideas and tell stories. You will also explore related concepts to help you understand how to construct narratives and build worlds in which stories can exist. Practical workshops will introduce you to techniques and processes which can be applied towards the production of animated assets. Technically focussed workshops will provide you with fundamental underpinnings that will allow you to make animation with industry standard software.

Level 5

As you progress into Level 5, you will further develop the skills acquired at Level 4 and begin to identify an area of focus within your practice. This will enable you to be more selective about the practical and technical workshops that you engage with and will allow you to explore an area of specialist interest in more depth.

Lectures and seminars will extend your understanding of contemporary animation thinking and modes of storytelling, which will enable you to understand the links between theory and practice. A multifaceted approach towards developing an understanding of professional practice will run throughout the year. This will help you to develop negotiation and communication skills, become a resilient practitioner as you learn how to deal with uncertainty and creative compromise. You will be encouraged and supported as you begin to investigate the animation industries and make decisions about where you may like to be positioned within them. You will also be supported in engaging with work related experiences. During the year, you will be introduced to entrepreneurial aspects of working within animation.

Modules will facilitate collaboration and group work as a way of allowing you to explore some of the roles and responsibilities within a team, and to understand a range of workflows and pipelines employed within animation production.

Level 6

Level 6 provides a framework for you to explore and focus your practice in a much more self-directed and independent way. Through attending lectures, seminars, one-to-one and group tutorials, you will adopt a more focussed engagement with research-based practice. This will enable you to explore concepts, theories and ideas in such a way that the work you produce will be

globally informed, culturally and socially relevant, technically informed and will creatively push at the boundaries of current practices. Professional practice will be centred on how you present your work and practice to an external audience, and the ways in which you can situate yourself within the industry or engage with furthering your academic studies. Ongoing exposure to visiting professional's experiences will provide you with further insight into their career journeys and a more complete understanding of the practicalities/realities of working within the animation industry.

Collaboration is a key aspect of Level 6 study. This can take place within the course/University and externally with others who have their own specialist skillsets, as this enables you to focus on your own practice. The final module will require you to develop a body of practical work so that you are able to realise your specialist practice(s), contribute to a final film and produce a portfolio that encapsulates your achievements throughout the course. The module is supported through group and one-to-one tutorials, formative feedback, critiques, peer review and formal presentations.

6b. Assessment

The aim of assessment is to inform you of your individual progress as you work through the course. Feedback is an essential element of assessment and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the brief/s that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

Your creative output therefore, is the application of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as 'what you are expected to learn' in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically using the undergraduate Assessment Criteria and Marking Scheme. These are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design.

6c. Feedback

Tutors will provide feedback, both in support of your ongoing development, as well as in direct response to your work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is demonstrated through frequent and ongoing discussions between staff and students.

Feedback is an essential element of your course and can take many forms, but its intention is to help you move forward with your work. You will be expected to engage with, and importantly respond to feedback from your peers, reflect upon discussion and arrive at a decision as to how you are going to take your work forward. All modules will have junctures within them where you will receive a formative progress review. You will receive written feedback on your progress to date using the Assessment Criteria where we can discuss your current performance and how to help your work

towards the module progress. Summative feedback will be provided at the end of the module where you will be graded on your overall engagement and performance.

Formative
You will receive formative feedback on your progress throughout the module in a number of ways. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and you will receive ongoing formative feedback from the teaching staff and peers. All of the modules on this course contain formal formative feedback sessions using the assessment criteria where you will receive feedback on your progress to meet this developmental aim.   Examples of formative feedback include (without being limited to):   • Peer Reviews   • Group Tutorials   • Individual Progress Tutorials
Summative
At the end of the module you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand how you performed on the module, clarify your strengths and identify areas for further consideration.