

Award Information Form (AIF)

*The AIF provides essential information to students, staff teams and others on a particular award or a group of awards in a programme and is designed to meet the University's expectations and those of external bodies such as the Quality Assurance Agency (QAA) in respect of programme specifications.*

**SECTION 1 - General Award Information**

<b>Qualification (award type)</b>	BA(Hons)
<b>Award Title</b>	Animation & Visual Effects
<b>Intermediate Qualification(s)</b>	Cert HE, Dip HE
<b>Awarding Institution</b>	Falmouth University
<b>Location of Delivery</b>	Tremough
<b>Duration of Award</b>	3 years full-time
<b>Professional, Statutory and Regulatory Body accreditation</b>	n/a
<b>Accreditation Renewal Date (Month and Year)</b>	n/a
<b>Route Code (SITS)</b>	TBC
<b>UCAS Course Code</b>	WG64
<b>Relevant External Benchmarking</b>	<b>QAA Subject Benchmarking Statement for Art and Design:</b> <a href="http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/ADHA08.asp">http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/ADHA08.asp</a>

## SECTION 2 – Entry Requirements, Student Support and Further Opportunities

### Entry requirements

#### Standard:

Standard entry requirements for UK students and students from the European Union – Falmouth University recognises a wide variety of qualifications and/or relevant experience, and encourages applications from people of all ages, backgrounds and cultures, with a demonstrable interest in their subject. As well as the specific information listed on the individual course pages, please see the table of our entry requirements below.

This table refers to different 'level' qualifications e.g. A Levels are considered a 'Level 3' qualification. A BA(Hons) degree is a Level 6 qualification.

<b>For entry to Year 1 of an undergraduate degree</b>	
<b>Level 3 qualifications</b>  Successful applicants to our undergraduate degree courses will have one of the following qualifications, depending on the course applied for and its recommended entry requirements:	A levels (but not AS or A1 levels on their own)
	National Diploma
	Foundation Diploma
	14-19 Advanced Diploma* (see below)
	International, French, European or Welsh Baccaalaureate
	Scottish Highers
	Irish Leaving Certificate
	Access to HE Diploma
Other appropriate qualifications evidenced through APL (Accreditation of Prior Learning) or other relevant experience evidenced through APEL (Accreditation of Prior Experiential Learning)	
<b>*14-19 Advanced Diploma</b>  Of the subjects currently available through the 14-19 Advanced Diploma, three are suitable for particular BA(Hons) degrees at Falmouth:	<b>Creative &amp; Media</b> BA(Hons) Photography, Dance, Theatre and all Media degrees
	<b>Manufacturing &amp; Product Design</b> BA(Hons) 3D Design
<b>For entry to Year 2 or 3 of an undergraduate degree</b>	
<b>Level 5 qualifications</b>  If you hold one of the following Level 5	Foundation Degree

<p>qualifications, in a subject directly related to one of our BA(Hons) courses, you may apply to join Year 2 (or occasionally year 3) of that related degree:</p>	Higher National Diploma
	Other relevant and equivalent Level 5 qualifications evidenced through APL (Accreditation of Prior Learning)

For more information on the National Qualifications Framework, please go to <http://www.qaa.ac.uk/academicinfrastructure/FHEQ/default.asp>

In addition to the qualifications listed above, there are also specific requirements for certain subject areas (see below).

Students from the European Union – If your first language is not English, it is really important that you have the necessary English language skills before commencing your studies at Falmouth University. While there is support for you, it is required that you first have the basic requirements of IELTS (or a recognised equivalent testing system) level 5.5 for foundation studies and level 6.0 for undergraduate degrees. Please visit [www.falmouth.ac.uk/international](http://www.falmouth.ac.uk/international) for further information.

International students – Academic qualifications are assessed on an individual basis by the International Office and equated to UK entry requirements using the UK NARIC qualifications database to ensure academic quality. Applicants also must meet the minimum English language requirement which is IELTS 5.5 for Foundation, IELTS 6.0 for undergraduate courses and IELTS 6.5 for postgraduate study. Other English language qualifications are accepted and assessed on an individual basis, but they must equate to the IELTS levels specified. International applicants are also required to submit a portfolio or examples of their work (where appropriate), along with two academic references and a personal statement

**Additional:**

The normal minimum academic requirement for entry to the course is likely to be: 200-240 UCAS points.

Encouragement to apply will be given to those without formal qualifications who can nevertheless evidence equivalent skills and learning. In line with the possibilities afforded by the CATS system it is anticipated that students may wish to join the award in years two or three. In these cases, students will be considered in line with Falmouth University’s progression agreement.

Students successfully completing awards such as foundation degrees or higher national diplomas will be considered for progression to Falmouth University on either a two-plus-one or two-plus-two model.

The model most suitable for the progressing student will be identified by the attainment of identified learning outcomes at specified levels of achievement.

**Student Support**

You will be supported in your studies by a year tutor who will guide their academic progress and facilitate academic and pastoral support through liaison, where appropriate, with both you and the relevant support departments.

**Students with disabilities**

The needs of disabled students are taken into account wherever possible in the award’s delivery. In consultation with the award team and the disability support unit, we make, wherever possible, reasonable adjustments to award activities and resources that may be inaccessible to students with disabilities.

### **Distinctive Features**

The BA(Hons) Animation & Visual Effects award has established a national and international reputation for the learning experience that students undergo, and the quality of the graduates that it produces. This reputation has been achieved in large part by the award team's experience and diverse approach to the medium of Digital Animation. It has also been achieved through the excellent facilities available to the students, and a multi-million pound investment in purpose built studio space. The award can also boast a high employment rate amongst its graduates.

Alongside the development of 2D and 3D animation skills, students can expect to be pushed creatively, covering subjects from traditional art practices such as life drawing and visualisation to performance, acting and motion studies.

Existing strengths in art, design and media at Falmouth have allowed us a superb opportunity to develop something very special in Digital Animation, which focuses on a creative vocational approach. And this animation course will draw on these traditions – strong undergraduate courses in graphic design and illustration – but extend the potential further: developing the purpose-built cutting-edge digital lab environment on the Tremough campus.

The award is unique in its approach to teaching animation. Rather than struggling to achieve an individually completed project, students are encouraged to collaborate and specialise in areas within the field of digital animation, simulating a true professional environment. Team work within animation is seen as key to the award and its success. Students are also encouraged and often do collaborate with learners from other disciplines such as music, writing, film and illustration making the award truly interdisciplinary.

In order to reflect and nurture student progression within their own negotiated areas of interest, students are required to keep a reflective and evaluative online journal in the form of a blog, contextualising their own work within a wider creative and technical field. In addition, at the end of each project, students complete a production report which outlines the production process and a SWOT analysis of the project. These two distinctive writing exercises ensure that students are continuously reflecting and documenting their own progression.

The unique projects briefs set throughout the 3 year award are designed to push students creatively, develop their skills and produce a graduate who can work under pressure to a high creative standard.

Many other courses in computer animation that have quickly established themselves to service the upsurge in digital film effects and games industry activity has come at a cost; most of these new courses have simply introduced students to hardware and software. Animation theory, film language, drawing, traditional animation processes have long been neglected. Students have also tended to work in large computer labs where computers have to be shared and drawing materials are not allowed: hardly an environment designed to encourage creativity.

BA(Hons) Animation & Visual Effects at Falmouth reverses this trend, redefining the subject within the contexts of Falmouth's established portfolio. In this way, the course demonstrates the values of Media at Falmouth - which aims to become defined as the provider of creative and vocational courses, recognised by the media industries through a network of course accreditation and sponsorship.

Stage 1 students are taken to the Bradford Animation Festival as part of their studies where they are given a fantastic introduction into the diversity of animation art and practice.

The work ethic is paramount in the way the award is designed and all stage 3 students benefit from a unique industry mentor scheme which gives each student an individual insight into the workplace.

The approach is eclectic and inclusive – and highly popular with some of most highly talented

animation students in the world.

### **Career/further study opportunities**

The BA(Hons) Animation & Visual Effects award will provide you with a diversity of experiences and enable you to develop a strong skills base, historical and theoretical underpinning, and a working knowledge of industry practice. On completion of the award you will have a varied portfolio/showreel of creative work, credits on a number of high quality productions and developed a keen sense of enterprise. These will equip you well to identify, create and respond to the many opportunities that exist throughout the animation industry.

Career opportunities/destinations include:

- The games industry
- Film and visual effects;
- Television production;
- Corporate animation production;
- Event or theatrical animation;
- New platform media;
- Web design/animation.
- Independent animation
- Festivals and event management
- Education
- Distribution and Marketing
- Freelance artists

Further study opportunities include:

- postgraduate Professional Media Practice
- PGCHE (teaching programme)
- postgraduate study

## SECTION 3 – Teaching, Learning and Assessment

### Educational Aims

The **BA(Hons) Animation & Visual Effects** award has the following aims to enable you to:

- Produce animation in a range of formats and techniques and develop a comprehensive understanding of the production process.
- Demonstrate an appreciation of compositing, post production, sound design and visual effects together with a good knowledge of industry practice;
- Demonstrate critical understanding of the evolutionary contexts of animation globally and develop film language and literacy in critical discourse about animation;
- Demonstrate an understanding of, and engagement with, professional practices within the field of animation;
- Demonstrate the use of time and project management and interpersonal skills within professionally determined parameters developing the communication and enterprise skills necessary for the effective exchange of ideas, information, and team working.

### Learning Outcomes

Upon successful completion of this award, you will be able to:

Demonstrate a knowledge and understanding of Digital Animation by:

1. Demonstrating an extensive understanding of the historical, theoretical, contemporary and professional contexts of digital animation and an awareness of the key strategic issues facing the animation industry.
2. Demonstrating critically informed knowledge of the principles, methodologies and technologies used in animation production.
3. Producing a range of work within your chosen area of animation that will demonstrate your personal development and ability to work to a standard necessary for entry into the media industry or for post-graduate study.

Demonstrate the skills and ability required to create Digital Animation by:

4. Adopting an evaluative and experimental approach in applying and using a variety of advanced techniques, software and equipment in creating animation for a variety of output and formats.
5. Evaluating and applying processes to incorporate sound within your work.
6. Evaluating, combining and developing ideas to allow a creative and innovative approach to animation.
7. Identifying, defining and resolving a research problem within an awareness

and application of appropriate critical research methodologies.

8. Reflecting on your own strengths and weaknesses, set realistic goals, priorities and action plans.
9. Communicating appropriately and effectively in personal, industrial and academic contexts to identified audiences and identify career opportunities.
10. Demonstrating effectiveness and development in both individual and group projects through considered interpersonal and time management skills meeting deadlines and project milestones.

### Teaching Strategy

The teaching strategies deployed within the award seek to reflect and apply the educational philosophy of the institution and the rationale, aims and learning outcomes of the course. The intention is to engage the active participation of a committed group of academic and technical staff and students. The range of strategies aims to encourage the development of the critical practitioner and the production of a mature body of work.

**Lectures and seminars** allow key issues to be introduced and provide specialist input. Seminars promote dialogue and debate, and promote a flexible forum in which the linking of theory and practice can be explored.

**Group and individual tutorials** are an important point of ongoing contact between staff and students, and provide a forum for peer debate. They also function as an intimate and supportive environment for providing critical feedback on your and other students' work.

**Practice-based workshops** provide the means of developing practical skills, and allow you opportunities to learn and develop conceptual frameworks and practical skills. Guidance is also given in the use of technical equipment and techniques.

**Blended Learning** enables you to combine face-to-face contact with staff and other students with working from remote locations, perhaps dictated by circumstances. It also provides access to a range of resources not dictated by geography, or through being on one or other of our campuses.

Use of the **Virtual Learning Environment** supports a student-centred learning approach, enhancement for the diverse needs and learning preferences of different groups of students, and also facilitates collaborative learning. The VLE is used by the award team for hand ins and communication.

**Group working** - as part of enabling you to appreciate and develop professional practice, you will work together to share knowledge and develop understanding of co-operative practice and team work.

**Professional practice and live projects** - there will be opportunities for you to experience aspects of the career path you plan to pursue, and this will be supported by careers guidance and information.

**Self and peer evaluation** trains you to reflect critically on your work and the learning experience, and to develop responsibility for your progress, as the curriculum moves from staff-directed to student-directed study.

## Assessment Strategy

Assessment offers you the opportunity to engage in an active learning process that confirms your achievement, obtain feedback on your progress, so that you can identify strengths and weaknesses and obtain an evaluation of your development. Assessment provides the course team with a means of offering students guidance in evaluating their own progress, a means of offering students advice and guidance on their work, a means of monitoring and evaluating the course and a basis for conferring the final award. Throughout the practical elements of the course, you will continually engage with processes of peer and group critique to allow you to develop a reflective and evaluative appreciation of your own practice.

The modes of assessment used in this award include:

- Portfolios/showreels of work (presented digitally and traditionally)
- Short and longer individual assignments.
- Group assignments
- Journals/Blogs
- Participation in seminars and webinars.
- Technique testing.
- Essays
- Project Presentation and Pitching
- Project Documentation and Reports

Often more than one mode of assessment will be used within a module to ensure that you can demonstrate that you have met all of the learning outcomes. The work produced for these assessments develops graduate outcomes required in employment, such as a high level of professional competency, time management, written and oral communication, portfolio production, and teamworking. This is alongside self motivation and independence and creativity of thought.

In the case of teamwork assessment, students are assessed on their practice work together with their production reports that explain their exact involvement and contribution to the project. Failure to submit a satisfactory report could harm the potentially good grade of a successful piece of practice work.

# Falmouth University

## Curriculum Structure, Assessment Methods and Learning Outcomes

Module code	Level	Module Name	Credit	Semester 1/2	Core (C) Option (O)	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))									
							1	2	3	4	5	6	7	8	9	10
DGA110	4	Digital Animation Practice 1	20	1	C	PC, JL	TP	TPA	P	TPA	P	P	TP	PA	TP	P
DGA120	4	Motion Studies	20	2	C	SP, PO	TP	TPA	TP			P		P		PA
DGA130	4	Design for Animation	20	2	C	PC, SP, PC, PO	TP	TPA	TP	TP	P	TPA	P	P	P	TPA
DGA140	4	Digital Animation Practice 2	20	2	C	PC, PC, JL	TP	TPA	TPA	TPA	P	P	P	P	TP	TPA
DGA150	4	History and Theory of Animation	20	1	C	PR, ES	TPA	TP				T	TPA	P	TP	TPA
DGA160	4	Storytelling for Animation	20	1	C	PC, PC, PO	TP	TPA	TP	TP	TP	TPA	P	P	TPA	TP
DGA210	5	Digital Animation Practice 3	20	1	C	PC, PC, JL	TPA	TP	TPA	TPA	TP	P	P	TPA	TP	TPA
DGA220	5	Digital Animation Technologies	20	1	C	PR, ES	TA	TA		T	T	T	TPA	TP	T	T
DGA230	5	Design and Pre Production for Animation 1	20	1	O	SP PC PO	TP	TP	TPA	TP	P	TPA	P	P	TPA	TP
DGA231	5	Post Production and Visual Effects 1	20	1	O	PC, RE	TP	TPA	PA	TP	P	P	TP	P	TPA	P
DGA240	5	Digital Animation Practice 4	20	2	C	PC, PC, JL	TPA	TP	TPA	TPA	TP	TP	P	TPA	TP	TPA
DGA250	5	Research and Method	20	2	C	PO, ES	TPA	T	T			T	TPA	P	TP	TPA
DGA260	5	Design and Pre Production for Animation 2	20	2	O	SP, PR, PO	TP	TP	PA	TP	P	TPA	P	TP	TPA	P
DGA261	5	Post Production and Visual Effects 2	20	2	O	PC, RE	TP	TPA	PA	TP	TP	P	P	P	TPA	TP
DGA310	6	Major Project 1 Pre Production	40	1	C	PR, PC, RE	TP	TPA	PA	TPA	TPA	PA	P	P	TPA	TP
DGA320	6	Dissertation	20	1	C	DI	TPA	TP				P	TPA	P	P	TPA
DGA330	6	Major Project 2 Post Production	40	2	C	PR, RE	P	PA	TPA	TPA	TPA	PA	P	P	TPA	TP
DGA340	6	Professional Practice	20	2	C	RE, PO, PC	TPA	T	TPA					P	TPA	TP

\*The following codes for assessments methods apply:-

AR	Artefact	IT	in-module test	PR	Presentation
CB	computer-based	LR	literature review	RE	individual report
CS	case study	PC	practical	OR	Oral
DI	dissertation or project	PF	performance	OT	Other
ES	Essay	PL	placement		
GR	group report	PO	portfolio		

## SECTION 4 – Learning and Employability

### Skills Development Strategies

#### Knowledge and Understanding

To help with your development of knowledge and understanding you will demonstrate a sound critical knowledge of digital animation. You will draw on theoretical, practical and industry knowledge and synthesise these to produce new work.

#### Practical Skills

In addition to developing personal creative and technical skills you will also demonstrate an accomplished and thorough application of skills in the processes of digital animation.

#### Intellectual skills

To help with the development of this you will engage with and reference a variety of sources of information in the development of your own ideas and work, making informed choices about their validity and evidencing your decisions.

#### Transferable Skills

You will engage and contribute to seminars and lectures, produce presentations – oral or written, engage in group work, discuss your own and others' practice, invoke modes of communication appropriate for effect communication of digital animation concepts. You will also demonstrate skills in teamwork and communication.

### Team Working

So that you can learn to appreciate and develop industry/professional practice, you will work together on collaborative projects to share knowledge and develop your understanding of co-operative practice and teamwork. Assignments have been written in order to maximise your potential as a key team player in all 3 stages of the course.

### Improving Learning and Performance

The learning and teaching strategies deployed within the award seek to reflect and apply the educational philosophy of the institution and the rationale, aims and learning outcomes of the award. The intention is to engage the active participation of a committed group of academic and technical staff and students. The range of strategies aims to encourage the development of the critical practitioner and the production of a mature body of work.

### Career Management Skills

During the programme you will develop career management skills, which are integrated within the processes of personalised learning for employability and the professional student. You will undertake self-assessment to identify your strengths, interests and development needs in relation to external criteria, under the guidance of an academic advisor. The process of assessment is informed by staff and peer review of your work.

### HEAR / Progress Files

All students are entitled to a transcript detailing the modules they have studied and the results given for those modules. The transcript is normally issued on completion of studies at the University. A more detailed Higher Education Achievement Record (HEAR) is under development in the sector and expected to apply for students enrolling into level 4 from September 2012 forwards.

### Professional Standards

During your course of study, you will be made aware of various professional bodies which may be advantageous for your professional development. Should students find themselves involved in working with children or young adults during their course of study – whether on projects or on placements – the University will guide them in acquiring the necessary Criminal Records Bureau certification.