

## Module specification

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|               |                               |
|---------------|-------------------------------|
| Module code   | ARD629                        |
| Module title  | Specialist Project: Animation |
| Level         | 6                             |
| Credit value  | 40                            |
| Faculty       | FAST                          |
| Module Leader | Steve Jarvis                  |
| HECoS Code    | 100057 – Animation            |
| Cost Code     | GDAC                          |

### Programmes in which module to be offered

| Programme title     | Is the module core or option for this programme. |
|---------------------|--|
| BA (Hons) Animation | Core   |

### Pre-requisites

N/A

### Breakdown of module hours

|  |                |
|--|----------------|
| Learning and teaching hours  | 8 hrs          |
| Placement tutor support  | 0 hrs          |
| Supervised learning e.g., practical classes, workshops               | 0 hrs          |
| Project supervision (level 6 projects and dissertation modules only) | 40 hrs         |
| <b>Total active learning and teaching hours</b>                      | <b>48 hrs</b>  |
| Placement / work-based learning                                      | 0 hrs          |
| Guided independent study   | 352 hrs        |
| <b>Module duration (total hours)</b>                                 | <b>400 hrs</b> |

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|------------------------------|----------------|
| Initial approval date        | 16/05/2022     |
| With effect from date        | September 2024 |
| Date and details of revision |                |
| Version number               | 1              |

## Module aims

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The module aims to develop and enhance skills in animation procedures and methods through application and practice.

The module is an opportunity for students to specialise in an area of animation based on their chosen career path. The module will enhance skills, bridge any gaps in knowledge, and create a portfolio ready animation that will aide in securing employment.

The module will also:

- Focus on specialist animation techniques culminating in the design, planning and production of a short, animated film to use in a portfolio or submit to a film festival.
- Advance technical design, pre-production and production expertise and techniques in relation to the specialist area being explored.
- Exhibit advanced knowledge of animation principles and techniques in relation to the creation of a refined animated short film.
- Produce industry standard communicative elements with informative purposes in a sequence of moving images with sound.

## Module Learning Outcomes - at the end of this module, students will be able to:

|   |  |
|---|--|
| 1 | Produce industry standard planning and pre-production documentation for a short, animated film based a chosen specialist animation technique.    |
| 2 | Demonstrate advanced knowledge of principles, techniques, technical and production skills utilised in the development of an animated short film. |
| 3 | Provide evidence of a series of improved versions of work motivated by critical self-reflection identifying refinement.                          |
| 4 | Produce a portfolio ready animated short film.   |
| 5 | Critically analyse the processes and outcomes of a short, animated film with reference to established theory and industry practice.              |

## Assessment

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Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Students will produce coursework that demonstrates their ability to identify, appreciate and apply animation procedures and techniques with evidence of planning through layout studies and critical reflections. Students will submit a PDF document that contains (but not limited to)

the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|-------------------|-----------------------------|--------------------|---------------|
| 1                 | 1,2,3,4,5                   | Coursework         | 100%          |

## Derogations

None

## Learning and Teaching Strategies

The strategies that will be used for the delivery of this module are as follows:

- Lectures will allow students to identify, appreciate, and apply animation procedures and techniques.
- Students will develop skills in asset creation, manipulation, and organisation to use within an animated short film.
- Assignments will enable students to produce animated sequences applying animation techniques and sound.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and understanding of the student.

This module will also follow the **ALF (Active Learning Framework)** guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

## Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions that introduce students to the identification, appreciation, and application of creating a short, animated film with an emphasis on planning, design, and development culminating in a final project. The syllabus will be broken down into the following sections:

1. Idea generation and problem solving.
2. Planning, layout, and structure.
3. Development and refinement.
4. Technical skill development.
5. Critical reflection and evaluation.
6. Coursework and portfolio presentation skills.

## **Indicative Bibliography:**

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Please note the essential reads and other indicative reading are subject to annual review and update.

### **Essential Reads**

Williams, R. (2009), *The animator's survival kit*. London: Faber and Faber.

### **Other indicative reading**

Giesen, R. and Khan, A. (2018), *Acting and Character Animation: The Art of Animated Films, Acting, and Visualizing*. Milton: CRC Press.

Winder, C., Dowlatabadi, Z. and Miller-Zarneke, T. (2020), *Producing animation*. Boca Raton, Fla.: CRC P.

Diamond, R. (2017), *On Animation: The Director's Perspective Vol 1*. CRC Press.

Schenk S. (2017), *The Digital Filmmaking Handbook*. 6<sup>th</sup> ed. Foreign Films Publishing.

Scott-James, K. (2018), *Sound design for moving image*. London: Bloomsbury Academic, and imprint of Bloomsbury Publishing PLC.

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Critical Thinking  
Emotional Intelligence  
Communication