

**BA (Hons) Animation
Programme Specification 2022/23**

Awarding Body	University of the Arts London
College	London College of Communication
School	Screen
Programme	LCC Moving Image and Digital Arts(L060)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2022
Course Entry Requirements	<p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p>The standard entry requirements for this course are as follows:</p> <p>96 UCAS tariff points which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Pass at Foundation Diploma in Art & Design (Level 3 or 4). • Merit, Merit, Merit at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing). • OR equivalent EU/International qualifications, such as

	<p>International Baccalaureate Diploma at 24 points minimum</p> <p>And 3 GCSE passes at grade 4 or above (grade A*-C)</p> <p>APEL - Accreditation of Prior (Experiential) Learning</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • A combination of these factors. <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English language requirements</p> <ul style="list-style-type: none"> • IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. <p>All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol. Please check our main English language requirements page for more information.</p>
Selection Criteria	<p>The portfolio, along with the details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"> • Evidence of ideas generation: quality of ideas and expression of conceptual thinking. • Technical skills and experimentation with visual creativity, demonstrated in your own creative work. • Materials and media exploration and experimentation: experimentation and testing of

	<p>materials in realisation of concept.</p> <ul style="list-style-type: none"> • An understanding of the need for a critical and analytical approach (through research and practice) to this area of study.
<p>Scheduled Learning and Teaching</p>	<p>Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online.</p> <p>Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Certificate of Higher Education	120

Year 2

Awards	Credits
Diploma of Higher Education	240

Year 3

Awards	Credits
Bachelor of Arts	360

Scheduled Learning Split by Level

Level 4	28%
Level 5	25%
Level 6	18%
Total Scheduled Learning Split	24%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide a challenging and stimulating specialist educational experience that enables you to work in animation as a specific discipline but also to understand its application in interdisciplinary practice.
Aim	Ensure you have the digital and cross-media production skills needed to engage with the Creative Industries in experimental and innovative ways.
Aim	Develop a professional understanding of the role of an animator through professional research, studio visits, live projects, competitions and industry links.
Aim	Encourage you to develop creative, innovative and experimental approaches to animation practice by being critically engaged, analytical practitioners who can communicate and exchange ideas in a range of contexts
Aim	Enable you to develop a strong portfolio that will allow you to progress to the Creative Industries or further Postgraduate study.
Aim	Provide you with the opportunity to produce animation that uses critical ideas to develop ethical, sustainable and culturally astute practice.
Outcome	Demonstrate a critically informed knowledge of the principles, methodologies and technologies used in animation, visual effects and moving image production. (Knowledge)
Outcome	Produce a range of creative work that demonstrates your personal development and ability to work to a standard necessary for progression to the Creative Industries and/ or Postgraduate study. (Process / Realisation / Knowledge)
Outcome	Use a variety of key communication, interpersonal and enterprise skills required for effective practice in industry. (Communication)
Outcome	Show personal visual development through your creative practice by demonstrating an informed knowledge of animation, visual effects and moving image forms, functions and applications in an interdisciplinary

	context. (Enquiry / Process)
Outcome	Work in creative teams and make a significant contribution to joint creative outcomes, accommodating change and uncertainty as part of the creative process. (Communication / Process)
Outcome	Adopt an evaluative and experimental approach in adapting and applying a variety of techniques and equipment in creating animation visual effects and moving image work for a diverse range of audiences. (Realisation)
Outcome	Consider how ethics, diversity, inclusivity and anti-racism can be represented and explored through the means of animation, visual effects and moving image. (Enquiry, Knowledge, Process, Communication)

Distinctive Features	
1	Drawing: Drawing underpins animation and design and enables you to express and communicate your creative ideas with skill, clarity and dexterity. You'll learn to use drawing as a key skill that informs your subject knowledge and technical expertise.
2	Digital: Digital literacy is taught from year one to all students recognising the particular demands in becoming skilled in this discipline and the levels of expertise expected of graduates by the industry.
3	Collaboration: Throughout the course, you'll work in teams and develop your appreciation and understanding of the many different roles and specialisms required in project collaboration, helping you to prepare for a career in industry.
4	Communities of practice: You'll benefit from collaborations with other undergraduate and postgraduate courses at LCC, sharing your knowledge, practice and common approaches.
5	Multi-disciplinary solutions: The course facilitates students in identifying and exploring outcomes beyond traditional formats, equipping graduates with the ability to offer multi-disciplinary solutions.
6	London Location: Studying in the capital will give you access to a network of professionals and key industry partners across specialist creative industries. You'll also have the chance to connect with students from the other Colleges of UAL.
7	Professional futures: You'll be encouraged to consider your future career and build employability skills through work placements and professional practice units, developing a strong portfolio of professional work, and having a flexible practice which can respond to developments in the creative industries.

Course Detail

BA (Hons) Animation encourages you to explore formats and outcomes beyond traditional modes. In Year 1 you'll learn core creative skills in idea development, design, pre-production and production techniques all of which underpins the wide range of contemporary animation practices.

After discussion with tutors you will then choose a pathway that fits with your developing skills and specific creative interests and abilities.

The Experimental pathway will encourage you to experiment with design, technique, content and format. You can explore a range of approaches and processes beyond conventional formats such as performance, installation, interactive, projection mapping, stop-motion, short film or documentary form.

On the Character pathway, you'll engage with a wide range of current and emerging technical skills and knowledge. Specialising in character animation, you will learn skills in 2D and stop-motion animation, character design, storyboarding, storytelling and creative writing while developing your understanding of the professional production pipeline.

What to expect

- You'll look at animation in a broad context and develop your expertise across the whole production process while working both individually and in teams.
- You'll be taught drawing as a key skill that informs your subject and technical knowledge, and learn how to deal with the challenges of being a professional creative practitioner, such as the importance of flexibility and the value of entrepreneurial skills.
- An emphasis on developing your communication and presentation skills, giving you the confidence to share your ideas to colleagues and clients in professional contexts.

Industry experience and opportunities

The course is designed to ensure you'll benefit from access to the specialist creative industries in London, as well as other Colleges within the University, a network of professionals, and key industry partners.

Industry-led and mentored 'live' projects and competitions are delivered in collaboration with external industry partners, giving you the opportunity to practice your skills in a professional context and to build a professional portfolio of work. Previous industry partners include: Channel 4, MTV, National Trust, All Saints Records, Marmite, The Royal Society, Tate, V&A Museum of Childhood, Westfield, British Library, Hostelworld, Child Poverty Action Group, and Horniman Museum and Gardens.

Additionally, you'll have the opportunity to undertake the [Diploma in Professional Studies](#)

or the [UAL Diploma in Creative Computing](#) between Years 2 and 3 to enhance your learning experience and employability skills.

Mode of study

BA (Hons) Animation runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

Course Units

In common with all courses at University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Animation qualification, you need to accumulate a total of 360 credits.

Year 1

All students take the same units in Year 1, although the projects will vary in the Visual Narrative unit focusing their proposed pathway specialism.

Introduction to Animation (20 credits)

With a focus on theoretical, critical and practical skills development, you'll be introduced to the course and its subject specialism, as well as effective learning at undergraduate level.

Production Principles (40 credits)

This unit introduces you to the fundamental terminology, technology and craft skills that underpin all areas of animation across all pathways. You'll work in 2D drawn animation (analogue and digital), 3D computer animation, and Visual Effects. The unit covers a range of key production areas including the principles of animation, observational drawing, design for animation, character design, storytelling, creative writing, sound and performance, and focuses on short projects developed through skills-based workshops.

Visual Narrative (40 credits)

An extension of Production Principles, this unit will provide a deeper understanding of how narrative is constructed visually. You'll attend workshops aligned to the 4 pathway options and have the opportunity to select your preferred area of specialism.

Informed Practice 1 (20 credits)

You'll be introduced to histories, theories and debates in relation to animation and visual and material culture. Focusing on the development of creative ideas, you'll explore the common themes and relationships between theory and culture.

Year 2

Both pathways will follow the same unit structure to enable collaboration across the pathways, however the content and delivery will be differentiated to reflect the specialisms.

Pathway Units – Principles (40 Credits)

Building on Year 1, you'll advance your learning through the technical and practical skills of your specialism.

- Principles of Experimental: If you follow the Experimental pathway, you'll experiment with design, technique, content and format and have opportunities to explore a range of areas beyond conventional formats such as performance, installation, interactive, projection mapping, short film or documentary.
- Principles of Character: If you follow the Character Pathway then you'll focus on developing your understanding of the fundamentals of animation such as character design, storyboarding, storytelling and creative writing.

Professional Practices (20 credits)

Focusing on work-based learning, this unit will help you to consider your future career goals and the steps you need to take to achieve them. You'll also be introduced to essential tools for professional presentation through tutorials and workshops. If you're interested in applying for the Diploma in Professional Studies, we'll support you through the application process.

Exploratory Practice: Experimental/ Character (40 Credits)

Whichever pathway you take, you'll explore the application of your skills through a selection of longer form projects. At this level, you'll be encouraged to enquire about your own personal and unique approach to your subject area.

Technical skills workshops will continue on all pathways, these include:

- Experimental: After Effects and other Adobe Suite software, Resolume, production design, puppet-making, and lighting and cinematography for stop-motion.
- Character: Toon Boom Harmony, Storyboard Pro, After Effects and other Adobe Suite software, performance for animation, lip synch, and the animation production pipeline.

Informed Practice 2 (20 credits)

Following on from Informed Practice 1, this unit is a shared unit across all pathways and will expand upon histories, theories and debates in relation to animation, games, visual effects and visual and material culture. Continuing to focus on the development of creative ideas, you'll explore the common themes and relationships between theory and culture and your place within it.

Year 3 – (Year 4 for students returning from an additional Diploma year)

All pathways will follow the same unit structure to provide the opportunity for collaboration across the pathways; however, the content and delivery will be differentiated to reflect the specialisms.

Final Major Project: Experimental/ Character (60 credits)

The Final Major Project is a collaborative project that will allow you to make a significant contribution to a major project in a specialist role within a small production team. Working with a carefully formed team based on your interests and specialisms, this is an opportunity for you to demonstrate the skills you've developed over the course.

Professional Futures (20 credits)

This unit builds on the experiences gained through Year 2 Professional Practices. There's a focus on tailoring skills towards a specific role within the industry, and on developing professional methods and tools of presentation such as CV and personal website. The unit will contribute towards your portfolio of work. This experience will give you the opportunity to make introductions to contacts in the animation and creative industries.

Informed Practice 3 (40 credits)

This unit is a culmination of the 'Informed Practice' component of the course. The subject of your work will be based on a written proposal and research produced at the end of the second year, and can be directly linked to other Year 3 units.

Optional Diploma between Years 2 and 3

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications:

Diploma in Professional Studies (DPS) (Optional)

An optional, year-long learning opportunity which enables you to develop your

professional skills by undertaking time out for industry experience. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Diploma in Creative Computing (Optional)

Between Years 2 and 3, you can undertake the year-long Diploma in Creative Computing. This will develop your skills in creative computing alongside your degree. After successfully completing the diploma and your undergraduate degree, you'll graduate with an enhanced degree: BA (Hons) Animation (with Creative Computing).

Learning and Teaching Methods

- Seminars
- Study visits
- Personal tutorials
- Group tutorials
- Lectures
- Guest lectures
- Workshops

Assessment Methods

- Supervision
- Tutorials
- Peer review
- Report
- Presentation
- Lectures
- Seminar
- Tutorials
- Workshops supporting individual and group needs
- Self-assessment document
- Reflective diary

Reference Points

The following reference points were used in designing the course:

- The College Learning and Teaching Strategy
- The College Assessment Strategy
- The College approach to Personal and Professional Development
- The Learning and Teaching policies of the University of the Arts London

- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- QAA Communication, Media, Film and Cultural Studies Benchmark statement
- Course forums whereby students on similar courses had direct input into course design and structure
- Industry panel feedback

Course Diagram

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15		Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31			
Level 4 – Year 1																																		
Block 1																End of Block	Block 2																	
Introduction to Animation (20 credits)											S	Informed Practice 1 (20 credits)											S											
Production Principles (40 credits)													S	Visual Narrative (40 credits)													S							
Level 5 – Year 2																																		
Block 1																	Activities Week	Block 2																
Principles of Experimental (40 credits)														S	Exploratory Practice: Experimental (40 credits)												S							
Principles of Character (40 credits)														S	Exploratory Practice: Character (40 credits)												S							
Informed Practice 2 (20 credits)												S	Professional Practices (20 credits)										S											
Level 6 – Year 3																																		
Block 1																		End of Block	Block 2															
Final Major Project (60 credits)					S	Final Major Project continued													Final Major Project continued					S										
Informed Practice 3 (40 credits)													S	Professional Futures (20 credits)													S							

S = Summative Assessment

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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