

# ual:

**APPROVED**

## BA (Hons) Production Arts for Screen

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	Wimbledon College of Arts
<b>School</b>	University of the Arts London
<b>Programme</b>	Performance Design and Technologies (L074)
<b>Course AOS Code</b>	WIMBAPASF01
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2020
<b>QAA Subject Benchmark</b>	Art and Design, Dance, drama and performance
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Performance and design for theatre and screen
<b>JACS Code</b>	W460 - Theatre design
<b>UCAS Code</b>	W690
<b>PSRB</b>	N/A
<b>Work placement offered</b>	Yes
<b>Course Entry Requirements</b>	<p>The standard minimum entry requirements for this course are:</p> <ul style="list-style-type: none"><li>• Pass at Foundation Diploma in Art and Design (Level 3 or 4)</li><li>• 2 A Levels at grade C or above</li><li>• Merit, Pass, Pass (MPP) at BTEC Extended Diploma</li><li>• Pass at UAL Extended Diploma</li><li>• Access to Higher Education Diploma</li><li>• Or equivalent EU/International qualifications, such as International Baccalaureate Diploma</li></ul>

- And 3 GCSE passes at grade 4 or above (grade A\*-C)

Entry to this course will also be determined by the quality of your application, looking primarily at your portfolio of work, personal statement and reference.

### **APEL - Accreditation of Prior (Experiential) Learning**

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:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- A combination of these factors

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

### **English language requirements**

All classes are taught in English. If English isn't your first language you must provide evidence at enrolment of the following:

- IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking (please check our [English language requirements](#))

### **Selection Criteria**

We look for:

- An interest, commitment and motivation for studying the subject
- An ability to work imaginatively and creatively in 2D and 3D visual media, materials and processes
- Potential for creative problem solving
- An ability to create and develop new ideas
- A desire to learn and an ability to investigate and develop ideas independently
- Ability to communicate your ideas visually, verbally and in writing
- Visual awareness and an understanding of the creative process
- Ability to self-direct and evaluate your own work

	<ul style="list-style-type: none"><li>• Cultural and historical awareness of production design, design for screen, technical arts</li><li>• Motivation for working in the related industries</li><li>• A desire to succeed</li></ul>
<b>Scheduled Learning and Teaching</b>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found <a href="#">here</a>.</p>

# Awards and Percentage of Scheduled Learning

## Year 1

<b>Percentage of Scheduled Learning</b>	<b>33</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education (Exit Only)	120

## Year 2

<b>Percentage of Scheduled Learning</b>	<b>20</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education (Exit Only)	240

## Year 3

<b>Percentage of Scheduled Learning</b>	<b>7</b>
<b>Awards</b>	<b>Credits</b>
Bachelor of Arts	360

# Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Develop subject knowledge and technical skills in Production Arts for Screen, as well in your chosen specialism of Production Design or SVFX (Special and Visual Effects).
Aim	Provide you with specialist attributes such as presenting design ideas, collaborating and creative problem solving including a reflective approach to creative storytelling, curiosity and enterprise and employability.
Aim	Engage in independent study within your chosen practice in order to develop a critical and contextual awareness of the fields of practice and apply these to studio work.
Aim	Experience and engage with professional practitioners and relevant companies with visiting professionals, external visits and work placements.
Aim	Enable learning within a supportive and inclusive community that will support the development of individual, creative practice within Production Arts for Screen and associated fields.
Outcome	Demonstrate specialist knowledge and skills in production arts for screen that support practice within the professional field.
Outcome	Apply research methods and critical skills to comprehend and support your practice, synthesising your knowledge and skills to make production arts for screen work.
Outcome	Be curious, creative thinkers and practitioners seeking out new perspectives and building on your existing knowledge of production arts for screen.
Outcome	Work independently and professionally on self-generated and collaborative projects, demonstrating your potential to innovate, evaluate, adapt and deal with uncertainty.
Outcome	Demonstrate graduate attributes and skills that enable future creative practice within innovative organisations or as a sole practitioner, through the development of independent enquiry, flexibility of approach and interpersonal skills in order that engage with the broader creative and cultural industries.

<b>Distinctive Features</b>	
1	The Production Arts for Screen course at Wimbledon College of Arts combines new perspectives of pre-production processes with designing for entertainment and pre-visualisation, to offer a dynamic and compelling experience of designing for screen-based arts.
2	Students will be introduced to a wide range of specialist skills, technical knowledge and understanding and will be taught by highly experienced, award winning, specialist professional practitioners.
3	The course has an established and highly productive relationship with Merlin Entertainment, who support students through financial awards for outstanding work and have employed many graduates.
4	The course provides opportunities for excellent relationships with and visits to industry practitioners, studios and workshops, industry work placements and work experience in a diverse range of screen-based practices, including feature film and television art departments. Current and previous connections include: Dimension Studios, Downton Abbey, Paddington 2, DEVS, Endeavour, Beauty and the Beast, Mr Turner, Peterloo, Animation (e.g. Aardman, Trampires Limited), Scott Fleary construction, Farleys prop hire, Jellyfish Pictures, freelance designers, buyers, set dressers, art directors and props men, effects companies such as: FBFX, Artem and Asylum, Madame Tussauds, Proportions London, Hothouse. Partners and companies are recognised and highly acclaimed in the UK and also globally throughout the film and entertainment industry.
5	Industry professional talks include: Mike Tucker (model/miniature special effects), Dan Martin, Scott Eaton, The Ray Harryhausen Foundation, Art Directors Christina Moore, Jonathan Houlding, Fleur Whitlock and David McHenry, Production designers Gemma Jackson, Mark Digby, Catrin Meredydd and Sarah Greenwood, Concept artist Julian Caldwell, DOP Stefan Pehrson, Props man Tom Roberts, digital draughtsperson Nick Murray, model maker David Neat, production designers, art directors, makers, art department and alumni.

# Course Diagram

LEVEL 4 – YEAR 1																													
BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>Unit 1</b>				<b>S</b>	<b>Unit 2</b>				<b>S</b>	<b>Unit 3</b>				<b>S</b>	<b>Unit 4</b>								<b>S</b>	<b>Unit 5</b>				<b>S</b>	
Introduction to Production Arts for Screen					Designing and Making					Designing and Staging					Exploring Ideas									Who are We? Building the Future					
20 credits					20 credits					20 credits					40 credits									20 credits					
LEVEL 5 – YEAR 2																													
BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>Unit 6</b>				<b>S</b>	<b>Unit 7</b>								<b>S</b>	<b>Unit 8</b>								<b>S</b>	<b>Unit 9</b>				<b>S</b>		
Conceptualising Ideas					Collaborative and Collective Practices									Who in the world?									Where in the World?						
20 credits					40 credits									40 credits									20 credits						
OPTIONAL DIPLOMA YEAR – LEVEL 5																													
LEVEL 6 – YEAR 3																													
BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>Unit 10</b>													<b>S</b>	<b>S</b>	<b>Unit 11</b>													<b>S</b>	
Finding your Voice: Portfolio Design, Crafting, Research Skills and Career Planning															Show your Work: Independent Practice														
60 credits															60 credits														

**S = Summative Assessment**

Indicative summative assessment weeks are noted in the course diagram. For exact dates please refer to your timetable.



## Course Detail

More films, television programmes, animations and screen-based content are being made than ever before. Old and new technologies are working alongside each other to create digital, online and analogue content across all media. The gaming industry is growing, and virtual and augmented reality are in their early experimental stages. In a time of huge development and investment in the industry, it is a great time to get involved.

## What to expect

- To gain skills in filming, editing and sound
- Production design - visualising the concept of a film, television or other screen-based production
- Art direction - supervising and unifying a designers' vision
- Introduction to new technologies - Virtual Reality (VR) and Computer Generated Imagery (CGI)
- Character and script analysis
- Model making
- Green screen technology
- Introduction to digital special effects
- Development of your research skills and personal reference material
- Technical drawing and Computer Aided Design (CAD) in 2D and 3D
- To have access to Wimbledon's shared workshops. View the [Wimbledon facilities](#)

## Work experience and opportunities

Work placements are a key feature during the second year of this course, providing essential links for students' graduate careers within industry and beyond. Students may have the opportunity to visit London television and film studios, scenic workshops, prop houses, makers and suppliers.

Students will have the opportunity to take part in the Erasmus scheme to study abroad for a term in the second year of your degree.

## Mode of study

BA Production Arts for Screen is offered in full-time mode. It is divided into 3 stages over 3 academic years. Each stage consists of 30 teaching weeks. You will be expected to commit an average of 40 hours per week to your course, including teaching hours and independent study.

## Course Units

A short description of each unit and what you can expect.

### Year 1

#### Unit 1 - Introduction to Production Arts for Screen

This introductory unit is the first unit of your course, the college and the university.

## **Unit 2 – Designing and making**

This unit will introduce you to a broad range of skills and techniques in production arts. These may include scale and perspective drawing, sculpting, anatomical studies and introductory software workshops.

- You will work to a brief
- Have subject specific technical workshops
- Create a personal work and reference book
- Set up a blog to record technical skills, processes and techniques
- Have seminars, lectures, talks and tutorials
- Take part in group presentations

## **Unit 3 - Designing and staging**

You will learn skills and techniques for communicating ideas through storyboarding and animatics including digital layout techniques for cinematic pre-visualisation.

- You will undertake both project and research work
- Record your personal interests, critical thinking and knowledge of production arts on your personal reflective blog. This will serve as a record of your journey through the course and become the basis for your final digital portfolio
- Continue to record newly learnt techniques and skills in your workbook

## **Unit 4 - Exploring ideas**

The emphasis of this unit will be on realising a narrative through the designing and making of an animated piece using either stop motion or CGI methods.

- You will experience the whole design and making process involved in a large-scale filming project
- Expand on your technical, cinematic and digital skills
- Develop your collaborative skills by working in a team to create an animated filmed narrative
- Research and analyse the relationship between physical and CGI screen elements when communicating a screen-based narrative
- Have seminars on contemporary and historical viewpoints and approaches to production arts
- Continue to use your workbook and personal reflective blog

### **Unit 5 - Where are we? Building the future**

This unit will introduce you to concept art for screen-based media. You will design a futuristic space and visualise it either within a CG environment, through the creation of a physical model or a combination of both.

- You will research and start your own personal library of technical, geographical, sculptural and architectural references
- Create a design drawing utilising conventional media and Photoshop for a living space that conveys place mood and design.
- Create a 3D model of the conceptualised environment using CG Software such as Maya or Blender, conventional model making or a combination of both mediums

## **Year 2**

### **Unit 6 - Conceptualising ideas**

This unit will develop your skills further in Photoshop, object design, environment design and perspective studies. You will utilise hard surface 3D models and incorporate these into advanced concept design and matte painting.

- Projects will cover art direction, concept art, character and environment design and advanced 3D model making
- You will work on the creation and design of pitch material for filmed and interactive screen-based media
- Continue to use your workbook
- Begin to structure your personal reflective blog as a digital portfolio

### **Unit 7 - Collaborative and collective practices**

This unit aims to introduce you to different ways in which collaborative working can focus and enhance your own creative strengths. This unit has 3 core purposes:

- To engage with fellow students with different practices and interests in a collaborative project
- To engage with external audiences, participants or institutions to consider new contexts for your work
- To develop your creative attributes to enable you to take on future challenges in a variety of contexts

### **Unit 8 - Who in the world**

This unit is about learning to understand the creative and technical aspects of advanced character design, digital sculpting, modelling and set up within CGI software. It will also look at physical sculpting and the integration of both digital and physical character elements into cinematic, interactive or VR and AR environments.

- You will use a screenplay to carry out script analysis, script breakdown, character analysis and research into period and genre
- Engage with and respond to broader concepts and themes. These might include, but are not limited to body, gender, genre, agency, authenticity, movement, audience, spatiality

- Lectures and seminars that introduce you to contemporary theorists and practitioners working in the field of Pre-Visualisation, VFX, Film and the interactive entertainment industry.
- Write an essay responding to a concept or theme you encounter in the unit
- Apply for work placements to be undertaken in unit 9
- Work on your CV and professional portfolio

### **Unit 9 - Where in the world?**

In this unit you will explore the creation and integration of CG and physical models within production and VFX pipelines for cinematic, VR and AR applications, using platforms such as Unity and Unreal Engine. There will also be the opportunity to use the techniques taught to recreate real world objects using 3D printing where appropriate using current course facilities.

- During this unit you can undertake a work placement
- You will use green screen and capture tools such as motion and surface capture where available
- Explore the use of photogrammetry and physical model making
- Develop greater understanding of the integration of digital assets with conventional set design and scale models.
- Utilise cross platform tools for creating content for VR and AR environments and its integration onto visual effects and interactive pipelines.
- Continue to use your workbook and personal reflective blog

### **Year 3**

#### **Unit 10 - Finding your voice: portfolio design, crafting research skills, career planning**

The work generated for your final year project will be self-directed and involve extended pieces of work. The unit has 3 elements:

- Research portfolio - a visual and reflective project that demonstrates your research voice within your studio work
- Dissertation - a research project which can be written, filmed or presented
- Personal profile - development of a personal profile for potential employment

### **Unit 11 - Show your work: Independent practice**

This final unit enables you bring together all the ideas and learning from the course. You will undertake a major production design, art direction or spatial design project. This might be for a film, television drama, entertainment production, event creation, museum exhibition, digital game, VR or other environment creation for screen.

- To continue a self-directed programme of practice and related research
- Seminars and talks on working in production arts
- To present work in the college degree show

### **Optional Diploma between year 2 and 3**

Between year 2 and 3 you can opt to undertake the Diploma in Professional Studies or the UAL Diploma in Creative Computing. Whilst these Diplomas are an optional aspect of the course, they are designed as an integrated and assessed part of your journey through the course.

### **Learning and Teaching Methods**

- Artist and professional practice talks and workshops
- Briefings, discussions, lectures and seminars
- Cross course group crits

- Field trips and off-site visits
- Group and individual presentations and tutorials
- Independent learning
- Lectures and artist talks
- Online learning including remote tutorials and workshops with industry practitioners and studios to gain understanding of pipeline and industry working practices
- Peer learning and review
- Portfolio review
- Project planning
- Research training
- Student presentations
- Studio and workshop based self-directed study and research
- Study skills
- Technical workshops and inductions
- Workshops on writing styles, research methodology and critical debate

## **Assessment Methods**

- Blogs

- Critical professional practice presentations
- Exhibition of work
- Off-site project
- Peer evaluation
- Portfolio
- Presentations
- Research journal
- Self-evaluation
- Studio exhibition presentation
- Technical skills
- Written work - assignments, essays, reports, scripts and statements

### **Reference Points**

- QAA Subject Benchmark statements
- QAA Framework for Higher Education Qualifications
- CCW Common Credit Framework
- UAL Creative Attributes Framework

*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*