

MA Animation

Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Moving Image and Digital Arts (L060)
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2019
QAA Subject Benchmark	Communication, media, film and cultural studies
UAL Subject Classification	Animation, interactive film and sound
JACS Code	W615 - Animation techniques
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>An applicant will normally be considered for admission if they have achieved an educational level equivalent to an honours degree in either animation, illustration, visual communication, graphic design or closely related subject, and present a portfolio of moving-image work. However, we do not exclude candidates who have graduated from other less strongly aligned disciplines.</p> <p>This educational level may be demonstrated by:</p> <ul style="list-style-type: none"> • Honours degree (named above); • Possession of equivalent qualifications; • Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required; • Or a combination of formal qualifications and experiential learning which, taken together, can be

	<p>demonstrated to be equivalent to formal qualifications otherwise required.</p> <p>APEL (Accreditation of Prior 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 • OR 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>Language requirements</p> <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.</p> <ul style="list-style-type: none"> • IELTS 6.5 (or equivalent) is required, with a minimum of 5.5 in each of the four skills. • If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page.
<p>Selection Criteria</p>	<p>Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:</p> <ul style="list-style-type: none"> • Sufficient prior knowledge and experience of and/or potential in animation practice to be able to successfully

complete the programme of study, and have an academic or professional background in a relevant subject

- Knowledge of visual culture and an ability to engage in critical discussion

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	28
Awards	Credits
Postgraduate Certificate	60
Postgraduate Diploma	120

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide you with the opportunity to become an innovative professional practitioner within the field of animation.
Aim	Ensure you are able to collaborate with peers in a live context.
Aim	Enable you to solve problems with self-direction and originality, in the production of experimental animation practice.
Aim	Provide you with the opportunity to produce animations that use critical ideas to develop innovative and culturally astute practice.
Aim	Enable you to use ideas emanating from other domains of knowledge in animation experience.
Aim	Provide you with the opportunity to develop your individual area of expertise within the field of animation.
Aim	Provide you with the opportunity to work with a range of media in the production and dissemination of animation.
Aim	Enable you to produce animation, using processes widely used in industry and professional practice and understand their potential.
Aim	Develop your ability to work with animation practice in a self-directed and brief-led context.
Aim	Develop your ability to employ rigour in the analysis, synthesis and evaluation of animation theory and practice, through the completion of a major project.
Outcome	Demonstrate an understanding of the field of animation through advanced practice. (Knowledge, Enquiry, Realisation, Communication)
Outcome	Demonstrate an understanding of critical ideas that frame experimental animation – through visual presentation and written reflection. (Enquiry, Communication)
Outcome	Address critical perspectives through animation. (Enquiry, Knowledge, Communication, Process)

Outcome	Present complex ideas to diverse audiences in the context of professional practice. (Communication, Process)
Outcome	Present coherent arguments and advocate for particular animation concepts. (Process, Realisation)
Outcome	Use relevant digital tools, platforms and processes to produce advanced animation practice. (Enquiry, Realisation)
Outcome	Understand the potential of a range of software and media tools to develop complex ideas and deliver animation experience. (Enquiry, Realisation, Communication, Process)
Outcome	Demonstrate an understanding of the value of animation for other domains of knowledge and the broader design and media industries. (Enquiry, Knowledge, Communication, Process, Realisation)

Distinctive Features	
1	Experimental practice: The course is firmly rooted in experimental practice and the course ensures that you are equipped with both a technical and critical skillset that allowing you to produce a portfolio of innovative animation practice from within the design field.
2	Design for animation: Adapting a creative idea or vision from the static to the animated requires a keen understanding of film language as well as a discerning empathy for the experience of the audience. This is a central significant skill that we seek to develop and nurture in you allowing you to approach animation with the rigor of design.
3	Collaboration: The course offers you multiple opportunities to collaborate during your MA experience reflecting the importance of this skill in the design and communications industries. Collaboration opportunities exist in all terms of the course and include working with external clients on live briefs in term one, working with peers across the college in term two collaborative unit and having the opportunity to works on live projects in terms three and four through negotiation with your tutors.
4	Live context: Taking advantage of London’s wealth of animation studios, cultural institutions and creative industries the MA Animation offer opportunities for industry mentoring and live industry-led project work in all stages of the course. This ensures as a graduate you will leave with a portfolio that enables you to demonstrate a professional practice and a network of professional contacts.
5	Technical skills versatility: Through engagement with a range of industry professionals and permanent teaching staff, you will have access to workshops that build in complexity from intermediate to advanced levels across animation skills to digital media skills such as: stop motion, 2D drawn, 2D & 2.5D digital, pixilation and software skills training.
6	Multidisciplinary practitioners: you will be given the skills to interpret work through multiple formats and methods reflecting the demands on and opportunities for graduates in the current trans-media, digital landscape. This is a key expectation of industry as they look to courses like this to train the next generation of innovative animators who can take advantage of the opportunities of media convergence and new technologies.
7	Critical skills: you will be given the freedom and encouragement to nurture ideas in your work through projects and workshops in research, creative writing, experimental image and film making, and you will build your critical awareness through a critical understanding and application of film language to your practice.

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LCC Graduate School: The course is part of the wider LCC graduate community offering access to cross disciplinary visiting speaker and Graduate community events in one of the largest PG Design and Media departments in Europe. MA Animation Students are offered access to the Graduate School Industry Mentoring Scheme, which encourages and supports postgraduate students transition from education to industry. The scheme places students and graduates (up to one year) of all disciplines with industry professionals to support their development as they enter the creative industries. Throughout the year, the Graduate School also runs a series of Industry Round Tables, putting students in front of a group of peers and professionals to share experiences, explore careers and forge connections.

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UAL & LCC: The University of the Arts London and the London College of Communication maintains strong industry links and delivers a world-class environment within which to study animation design. You can access resources ranging from our Stanley Kubrick archive or our industry standard production resources in addition to the largest specialist library within the university. The Screen School currently has links with the BBC, Nexus, Sennep, All of Us, IDEO the V&A, Creative Review, Game sys, Channel 4, Eye Magazine, Imperial War Museum, Tate, Bloomberg, Pentagram, Samsung and is the host of London's first Maker Faire. It is this environment within the Screen School at LCC that distinguishes the course and ensures that you will benefit from this long established network and move with confidence into your chosen field.

Course Detail

The Master of Arts course in Animation is a full-time practice-led course that explores both the theory and practice of animation in a critical and experimental context. You will investigate the production of animation in an era with unparalleled opportunities for skilled visual communicators. MA Animation gives you the chance to develop a personal practice and understand animation in multiple forms, developing innovative approaches to animation driven by critical understanding. The tension between academic rigor and professional production is specifically maintained throughout the course. This is to ensure you develop as an animation practitioner who is able to cope with a discipline where technical platforms are developing rapidly and someone who is able to maintain creative vision in the face of this change.

Animation at London College of Communication (LCC) is taught as a broad and experimental visual practice in the context of communication design. With new technologies changing how we make, understand and experience animation, you are encouraged to test boundaries and look at animation in many forms and in many ways. We encourage you to create, explore and play.

The central ethos of the course is to give you enough freedom and guidance to test and discover creative ideas in a critical context in balance with developing the accomplished production skills across 2D, 2.5D, stop-motion and drawn animation, to realise your creative goals. The focus of the course is to explore, discover and develop your own unique visual practice through animation experimentation. You will not only develop skills in narrative storytelling and interpreting ideas for the flat screen but you will also be encouraged to work across multiple formats, exploring how animation can be used in different contexts such as in the fine arts e.g. installation and in digital media, exploring the online, mobile and interactive opportunities for animation practice.

To support the integration of theory and practice, practical projects and technical workshops will be run in tandem with theoretical and critical seminars in order to support the relationship between theoretical and practice based learning key to study at MA level.

Professional practice is further supported through the development of a portfolio of work and the development of digital and analogue skills that place you in a position to work as an animator in both a small independent studio context and also ensures you can contribute in a larger animation production environment. Alongside your practical work the academic rigor of the course supports you in progression to research at MPhil/PhD level.

The design of the course meets the terms and conditions for the award of the title of Master of Arts / Postgraduate Diploma in Animation as approved by the University of the Arts London.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits, with the maximum unit size being 60 credits.

The MA course structure involves 5 units, totalling 180 credits. If you are unable to continue or decide to exit the course, there are two possible exit awards; a **Postgraduate Certificate** will be awarded on successful completion of the first 60 credits and a **Postgraduate Diploma** will be awarded on successful completion of the first 120 credits.

In order to be awarded a Master Degree you must successfully complete 180 credits. The final award classification is comprised of the marks from the final major project unit only.

Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

For more detailed information regarding your course's contact hours please check Moodle and '**My Contact Hours**', which can be accessed through <https://mycontacthours.arts.ac.uk/>

In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page
https://mytimetable.arts.ac.uk/timetable_navigate/

Learning and Teaching Methods

- Lectures/Large Group Learning
- Workshop and Seminar Learning
- Academic Tutorials
- Individual and group critiques
- Individual project work
- Self-Directed learning
- Assessed Assignments
- Technical Workshops
- Demonstrations

Assessment Methods

- **The Portfolio of Work:** This contains creative design and associated developmental artefacts produced in the process of engaging with set design briefs. This will also include a research weblog and/or sketchbook documenting your iterative design and development process and any other specific elements required by the unit.
- **Prepared writing:** This includes academic writing i.e. thesis and dissertations, reports, critical and reflective writing any other specific forms required by the unit.
- **Crits and presentations:** Oral presentation and personal presentations of creative work are used in formative assessments on all studio units in the course to ensure you are confident about your work and get the benefit of seeing the work of your peers in a critical context.

Reference Points

The following reference points were used in designing the course:

- The College Learning and Teaching Strategy
- The College Assessment Strategy
- The UAL and College approach to Personal and Professional Development
- Feedback from current employers in the animation industry
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Art and Design subject benchmark statement
- Feedback from current students
- Consultation with staff team

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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