

*Course Template*

**1. Basic information**

- Course Name: Animation Design
- Course Code: AM310A
- Level (UG, PG): Undergraduate
- Academic Period: 2014
- Faculty: Faculty of Technology
- Department: Media Design and Production
- PMB LMS
- Offered at: DM - DMU Leicester
- Type (single, joint.): SI
- Highest Award : Bachelor of Arts (Honours)
- All possible exit awards : Bachelor of Arts; Certificate of Higher Education; Diploma of Higher Education; Institutional Undergraduate Credit
- Award notes :

Professional Body Recognition

- Accreditation by Professional/Statutory body:  

No
- Exemption by Professional/Statutory body:  

No
- Details
- Modes of attendance: Main MOA: Full-Time  
Other MOA: Part-Time
- Mode Notes:
- Course leader: Janet Choo

**2. Entry Requirements and Profile**

Foundation Art and Design (merit) and/or:

- 260 points at GCE/VCE A Level including at least one in art and design
- All equivalent qualifications are welcome and applications are considered individually
- Applicants with Key Skill qualifications are encouraged to outline these in their personal statement
- All applications should also include a strong GSCE profile (including English at grade C or above) and evidence of their passion for the subject in their personal statement and art portfolio
- Mature students (21+) and overseas students with relevant work experience and/or a portfolio of work are selected on individual merit

**3. Course Description**

Characteristics and Aims

The study of Animation Design provides a framework for developing skills, knowledge and understanding that support student aspirations to enter employment at a high level of responsibility and creativity or to undertake further study at postgraduate level. Students have opportunities to refine their animation and CG (computer graphic) disciplines - visual effects design.

Animation students have opportunities to acquire the design skills and technical base and knowledge required to fulfil the skill set of the animation or visual effects industries.

The course is designed to give students a practical introduction to animation design and visual effects as areas of academic study. It also incorporates the core academic skills identified in the Faculty Heart of Art report:

- Idea generation
- Research
- Conceptualisation
- Communication skills
- Critical awareness
- Reflective skills
- Team working
- Career skills

#### *Teaching, Learning and Assessment Strategies*

The syllabus is designed:

- to deliver a syllabus that reflects current tools, techniques and processes
- to provide a framework for developing skills, knowledge and understanding to support student aspirations to enter employment at a high level of responsibility and creativity or to undertake further study at postgraduate level
- to place animation design within a theoretical and philosophical framework supported by technical skill and achievement

and embodies Chickering and Gamson's Seven Principles for Good Practice:

- encourages student-faculty contact
- encourages cooperation among student
- encourages active learning
- gives prompt feedback
- emphasizes time on task
- communicates high expectations respects diverse talents and ways of learning

It is delivered through a blend of studio and e-learning to provide opportunities for students to:

- explore creative thinking and idea generation
- develop skills of analysis, synthesis, application and evaluation
- develop technology skills
- develop learning skills
- develop communication skills

#### 4. Outcomes

Generic outcome headings	What a student should know and be able to do upon completion of the course
<ul style="list-style-type: none"> <li>• <b>Knowledge &amp; understanding</b></li> </ul>	<ul style="list-style-type: none"> <li>- Articulate and synthesise knowledge and understanding founded on current theoretical, philosophical and methodological paradigms in the contexts of creative practice, employment, further study, research and personal development</li> <li>- Evaluate, appraise and articulate history, cultural context and practical application of interactive design through study of New Media and Society, Cultural Theory, Methods of Cultural Analysis, Politics and Culture, Visual Anthropology, Film Studies and related areas of technology, design and contemporary culture</li> <li>- Apply, consolidate and extend their learning in different contextual frameworks and situations, both within and beyond the field of art and design</li> <li>- Apply, consolidate and extend knowledge of technology and design to inform own work</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Cognitive skills</b></li> </ul>	<ul style="list-style-type: none"> <li>- Analyse, synthesise and evaluate knowledge, visual images, information and experiences</li> <li>- Formulate independent judgements</li> </ul>

	<ul style="list-style-type: none"> <li>- Articulate reasoned arguments through reflection, review and evaluation</li> <li>- Formulate reasoned responses to the judgements of others</li> <li>- Identify personal strengths and needs</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Subject specific skills</b></li> </ul>	<ul style="list-style-type: none"> <li>- Select, test and make appropriate use of creative tools and techniques</li> <li>- Develop ideas through to material outcomes, eg images, artefacts, products, systems and processes, or texts</li> <li>- Develop research skills to identify and sustain creative solutions to design problems</li> <li>- Evaluate, appraise and articulate the designer's relationship with audiences, clients, markets, users, consumers and/or participants</li> <li>- Evaluate, appraise and articulate the significance of the works of other practitioners</li> <li>- Evaluate, appraise and articulate key issues arising from integrating technology and design</li> <li>- Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated study</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Key Skills</b></li> </ul>	<ul style="list-style-type: none"> <li>- Communication - articulate ideas and information in visual, written and oral forms and present ideas and work to audiences in a range of situations</li> <li>- Information skills - source, navigate select, retrieve, evaluate, manipulate and manage information and to select and employ appropriate communication and information technologies</li> <li>- Improve own learning and performance through reflection, review and evaluation</li> <li>- Self-management - to study independently, set goals, manage workloads and meet deadlines, to anticipate and accommodate change and to work within the context of ambiguity, uncertainty and unfamiliarity</li> <li>- Interact effectively with others through collaboration, collective endeavour and negotiation</li> </ul>

## 5. Structure and Regulations

### Relationship Details

<u>Module</u>	<u>Credits</u>	<u>Level</u>	<u>Take/Pass</u>	<u>Semester</u>	<u>Locations</u>
<b>SANA1000</b>	<b>0.00</b>	<b>0</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>
<b>ANIM1001</b>	<b>30.00</b>	<b>1</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM1002</b>	<b>30.00</b>	<b>1</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM1003</b>	<b>30.00</b>	<b>1</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM1004</b>	<b>30.00</b>	<b>1</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM2001</b>	<b>30.00</b>	<b>2</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM2002</b>	<b>30.00</b>	<b>2</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM2003</b>	<b>30.00</b>	<b>2</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM2004</b>	<b>30.00</b>	<b>2</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM3002</b>	<b>60.00</b>	<b>3</b>	<b>Must Take</b>	<b>Y</b>	<b>DM</b>
<b>ANIM3003</b>	<b>60.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>

**ANIM3004      60.00    3           Neither                   Y                   DM**

Structure

Structure notes

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Course Specific Differences or Regulations

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Numbers at sites, including partner institutions

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Relevant QAA Subject Benchmarking statement(s)

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**6.           Quality Assurance Information**

QA of Workbased Learning

n/a
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Liaison with Collaborative Partners

n/a
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Procedures for Maintaining Standards

<p>The programme is part of the portfolio of the GDMM Assessment Board, and is subject to normal programme board processes and procedures for maintaining standards. These include the scrutiny of evidence provided in:</p> <ul style="list-style-type: none"><li>- External examiner reports</li><li>- MIS data</li><li>- Staff Student Consultative Committee minutes</li><li>- Student evaluation of modules and programmes</li><li>- NSS results</li></ul> <p>This scrutiny will inform the preparation of the annual Programme Enhancement Plan, and progress against areas of focus is regularly monitored.</p>
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**Course Handbook Descriptor**

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