

PROGRAMME SPECIFICATION

This Programme Specification is correct as of the date indicated; however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

SECTION A: DETAILS OF THE COURSE AND AWARD

Programme Title	MA 3D Animation
Awarding Body	Buckinghamshire New University
Teaching Institution / Course Location	Buckinghamshire New University (online)
Faculty	Design, Media & Management
School	Media Production and Performance
Name of Final Award	Master of Arts, MA
NQF/FHEQ Level of Qualification	7
QAA Benchmark Statement(s)	Masters Degree Characteristics (March 2010)
UCAS Code	*
Course Code(s)	MT13DA9
Mode and Length of Study	18 Months/ Part Time
Number of Intakes	September and April intakes per annum
Regime of Delivery	Distance Learning
Language of Study	English
Details of Accreditation	N/A
Month and Year valid from	01 January 2015
Month and year valid until	01 January 2021
Publication Date	01 September 2014

Potential Student Profile / Criteria for Admission:

What the award is about and who the programme is aimed at:

MA 3D Animation has been designed to develop skills in and knowledge of digital animation, with a particular focus on character and creature animation. It is aimed at graduates from relevant Bachelor's degree programmes, industry-based practitioners from related fields or those who can demonstrate some degree of accomplishment in this area and whose aim to develop their skills with a view to reaching production standards required within the animation industry.

Why students should choose this award:

This award has been developed by industry-based practitioners who have worked closely with accomplished academics to develop a programme that will prepare graduates to work in the animation industry. Key features include a focus on industry-standard practice, the applied nature of academic study that is required to underpin best practice and the flexibility that video-based online learning entails.

Opportunities available for students after completion of the award:

It is expected that students who complete this award would go on to work within the animation, gaming and visual effects industries. Graduates will also be equipped to continue academic study at a higher level, for example for a PhD/Phil or a professional doctorate.

Expected entry qualifications, knowledge and skills that the entrant will have on entry to the programme:

MA 3D Animation has been designed to develop skills in and knowledge of digital animation, with a particular focus on character and creature animation. It is aimed at graduates from relevant Bachelor's degree programmes, and industry-based practitioners from related fields. It will also be attractive to those who can demonstrate a suitable level of accomplishment in this area and who aim to develop their skills with a view to reaching production standards required to work in the animation industry.

Skills and knowledge of applicants will be assessed by the course team via interview, which will be mandatory for all applicants regardless of their prior qualifications. Where applicants have achieved a relevant degree this will be a more straightforward process, whereby the interviewer will seek to confirm the suitability of the course to the applicant. Where there is no such prior qualification the interviewer will seek to ascertain the suitability of an applicant via scrutiny of both the quality of creative portfolio presented and the more academic credentials of the applicant as regards their suitability for Masters level study.

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

Programme Aims

The main educational aims of the programme are to:

- Engender a systematic understanding of character and creature-based digital animation techniques, and a critical awareness of development and production processes required within the animation, gaming and visual effects industries
- Engender creativity and originality in the application of knowledge and skills, together with a practical understanding of how established techniques of research and enquiry are applied within the animation, gaming and visual effects industries
- Develop conceptual understanding that enables the student to evaluate critically current practice and advanced scholarship in the academic field of animation
- Develop conceptual understanding that enables the student to evaluate methodologies employed within animation and related industries and to develop critiques of them

Programme Learning Outcomes

A. Knowledge and Understanding

On successful completion of the programme a graduate will be able to:

1. Demonstrate a thorough knowledge and understanding of character and creature-based digital animation techniques currently practised in the Animation Industry
2. Demonstrate the knowledge and understanding required to manage complex technical and creative challenges both systematically and creatively
3. Communicate the outcomes and conclusions of practical and theoretical work clearly to specialist and non-specialist audiences, both within the animation industry and beyond.

B. Intellectual/Cognitive Skills

On successful completion of the programme a graduate will be able to:

1. Demonstrate self-direction and originality in tackling and solving creative and technical problems, both in the context of working as a freelance animation professional and in other creative industry employment contexts.
2. Use established techniques of research and enquiry to inform their practical approach to animating characters and creatures.
3. Demonstrate a broader industrial and academic awareness of the context within which Animators practice their trade.

C. Practical Skills

On successful completion of the programme a graduate will be able to:

1. Demonstrate a thorough understanding of how to use industry standard animation software to achieve professional results
2. Advance critical knowledge and understanding in order to inform practice at a professional level in the animation industry
3. Demonstrate an engagement with the art and craft of animation to an appropriate professional standard.

D. Key/Transferable Skills

On successful completion of the programme a graduate will be able to:

1. Demonstrate a professional level of initiative and personal responsibility commensurate with a professional freelancer or employee
2. Demonstrate the ability to improve upon a body of professional creative work, whilst working under direction as a contractor.
3. Demonstrate the ability to synthesise practical experience and theoretical perspectives to meet a professional brief
4. Evidence sophisticated decision-making skills that can be applied in the complex and unpredictable situations encountered by a professional freelancer or employee.

Table 1: Programme Skills Matrix – Assessment *

Module Code	Information Acquisition	Critical thinking, analysis and synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
DA701	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DA702	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DA703	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DA704	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DA705	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

* Information in this table should be aligned to the skills matrix in each module descriptor.

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

The approach to learning, teaching and assessment and the means by which students receive both formative and summative feedback, has been specifically developed with the on line learner in mind. For written work, students will be able to upload written work and receive summative feedback via 'Turn it in'. In the case of practical work, this will be submitted through an online Vimeo account, with written formative and summative feedback delivered via a combination of Facebook (as a quick and friendly mechanism) and Blackboard.

Given the nature of animation work, and the way in which a project tends to build over a period of time, providing prompt, brief and regular formative feedback is especially critical. The use of social media platforms such as Facebook will be used to make this process quick and efficient.

Learning and teaching methods will include the following:

- Online tutorials
- Online discussion groups
- Practical work undertaken in response to video-based learning materials that focus on development of animation production techniques
- the use of textbooks, journal papers, electronic databases and other self-study and e-learning materials

Assessment methods will include:

- practical reports; online presentations of research and pre-production work that will demonstrate academic rigor
- a dissertation
- practical project work/ animation productions
- problem-solving exercises that will develop an array of animation techniques

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		MA 3D Animation							
Course Code		MT13DA9							
Mode of Study		Flexible & Distributed Learning Part Time							
Credit Value		UK	180	ECTS		90			
Module Code	Module Title	Level/QCF/FHEQ Level	Course Stage / Year	Status in Award ([Close / [Optional)])	Credit Value	Assessment Regime			Semester Taught *
						Written Exam %	Coursework %	Practical %	
DA701	Animation 1 - Locomotion and Mechanics	7	1	C	30		30	70	SB
DA702	Animation 2 - Character Performance	7	1	C	30		30	70	SB
DA703	Animation 3 - Animals and Creatures	7	1	C	30		30	70	SB
DA704	Animation 4 - Final Project and Demo Reel	7	1	C	30		60	40	SB
DA705	Research Techniques and Dissertation	7	1	C	60		100		SB

Table 3: Mapping of Programme Outcomes to Modules

Programme Outcome	Level 7 (Code)
A. Knowledge and Understanding	
A1	DA701 DA702 DA703 DA704
A2	DA701 DA702 DA703 DA705
A3	DA701 DA702 DA703 DA704
B. Intellectual / Cognitive Skills	
B1	DA701 DA702 DA703 DA704
B2	DA701 DA702 DA703 DA705
B3	DA704 DA705
C. Practical Skills	
C1	DA701 DA702 DA703
C2	DA701 DA702 DA703 DA705
C3	DA701 DA702 DA703 DA704
D. Key / Transferable Skills	
D1	DA704
D2	DA704
D3	DA701 DA702 DA703 DA704

Programme Outcome	Level 7 (Code)
D4	DA701 DA702 DA703 DA704

SECTION D: CONTACT HOURS

Note: Hours are worked on the basis of full-time study. 1 Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will normally study 120 credits in an academic year which is therefore equated to 1200 notional hours. A full time postgraduate student will normally study 180 credits in an academic year which equates to 1800 hours. Module Descriptors provide detailed breakdowns of the categories given below.

Table 4: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year One	207	693	0	900
Year Two	227	673	0	900
Total	434	1366	0	1800

*These hours should be calculated based on the hours stated in the module descriptors.

SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website.

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations*

The final award calculation is 100% at Level 7

All modules are weighted equally for the calculation of the degree result.

Compensation is allowed, with the exception of DA705 *Dissertation*.

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