

PROGRAMME SPECIFICATION

The Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes.

SECTION A: DETAILS OF THE PROGRAMME AND AWARD

| | |
|--|---|
| Programme Title | BA (Hons) Animation & Visual Effects |
| Awarding Body | Buckinghamshire New University |
| Teaching Institution / Programme Location | Buckinghamshire New University, High Wycombe |
| Faculty | Design, Media & Management |
| Name of Final Award | Bachelor of Arts with Honours, BA (Hons) |
| NQF/FHEQ Level of Qualification | Level 6: Bachelor's degree with honours |
| QAA Subject Benchmark Statement | Art and Design 2008 |
| UCAS Code | W990 |
| Course Code | BG2AVE1 |
| Mode of Delivery | Full Time |
| Length of Study | 3 Years |
| Number of Intakes | 1: September |
| Regime of Delivery | Campus Based |
| Language of Study | English |
| Programme Accreditation | n/a |
| Month and Year valid from | 01 September 2017 |
| Publication & Revision Dates | 01 September 2017 |

Programme Introduction

This is a 3D digital art course, the knowledge, skills and competencies are aimed at the animation, visual effects and games industries but are applicable in many other areas such as architectural visualisation, VR, commercials, 3D printing and beyond. As the subject evolves, new roles and uses appear.

The demands of the new digital media industry are both artistic and technical and as such exposes the dichotomy in the UK education system, which tends to treat art. As a result, the UK's world leading digital art industry struggles to recruit suitable candidates locally.

This course aims to teach students the underpinning knowledge and skills that they need to successfully create 3D digital artwork of a commercial standard. They will learn about art and composition, about programming, maths and Newtonian mechanics. They will learn to model, light and render 3D artwork and animate 3D characters and creatures in a manner that is both believable and entertaining. They will learn to analyse images for the visual cues that make them work and apply this to their own work. If successful students will learn to entertain, amuse and amaze their audience.

Distinguishing Features of the Programme

Students should choose this award if they have a keen interest in 3D animation, visual effects and games production and wish to specialise in animation, digital FX or 3D virtual environments and assets. The course teaches 3D modelling and animation in depth with an emphasis on how to achieve a professional looking product.

Distinguishing Features

- Balance of industry techniques and underpinning principles to empower students with the ability to improve the standard of their work incrementally.
- Lecturers include leading professionals and academics, current industry practitioners and experts.
- Visiting industry lecturers and trips
- A state of the art renderfarm
- State-of-the art motion capture studio
- Green screen and TV studio
- Access to VizRT, live broadcast graphics.
- Industry standard software in current use and certified computer labs.
- Optional units allowing students to shape their own learning.
- Excellent location, 30 minutes from Soho and Pinewood studios.
- Students are given a suitable laptop to use for self-study and practice.

Admission Requirements

The course aims to recruit school leavers and mature students who are interested in pursuing a career employment in the animation, visual effects and games industries or undertaking further study in related fields. It is also suitable for students looking to start their own businesses as a freelancer.

Animation, visual effects and games draws heavily on a variety of skills both artistic and technical. As such, this course aims to recruit students with backgrounds in at least one similar subject of art, design, creative media, computer science and science.

Students should choose this award if they have a keen interest in 3D animation, visual effects in film TV and commercials as well as games production.

The minimum entry requirements for the programme are as follows:

- We are looking for students who have A Levels or BTEC equivalents in at least *one* of art, science, maths, graphic design, computer science or a related subject. Students should also have GCSE English and maths at grade C or above
- A Level / BTEC or equivalent to at least 96 UCAS points
- IELTS: Students whose first language is not English will need to have passed this with a score of 6, in line with the standard university offer.
- Students who do not meet the entry criteria can apply on a combination of portfolio and interview
- Knowledge and Skills: All students need good communication and numeracy skills along with strong IT skills

Recognition of Prior Learning

FdA / Cert HE / HND / HNC students in a relevant subject:

For students who already have achieved L4 or L5 qualifications they may apply for direct entry into the second or third year. Such applications are welcome and are subject to interview and portfolio review.

Applicants with Industry Experience:

In certain circumstances, a candidate may wish to apply on the strength of their industry experience rather than academic qualification. Such applications are welcome and are subject to interview and portfolio review

Employability Statement / Career Prospects

On completion of this qualification graduates will be able to seek employment or further study in areas related to animation, film / TV / commercials, visual effects or the games industry. There are other related opportunities in virtual reality, architectural visualisation, motion capture and 3D simulation.

For further advice, please contact the Course Leader.

Professional Statutory and Regulatory Body Accreditation

N/A

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

Programme Aims

The main educational aims of the programme are to:

- Provide a flexible framework for under-graduate study which offers digital arts students the opportunity to develop their knowledge skills and understanding, achieving mastery of their chosen specialism.
- Develop personal and professional insights which will enable them to confront, challenge and shape future practice in the digital creative industries.
- Gain an interdisciplinary understanding of the digital creative industries area including the ability to respond creatively and professionally to a brief

Programme Learning Outcomes

Table 1: Programme Learning Outcomes and Mapping to Modules

On successful completion of Level 6 BA (Hons) a graduate, will be able to:

| Programme Learning Outcomes | | | | |
|-----------------------------|--|--|--|----------------------------------|
| K | Knowledge and Understanding | Core Modules (Code) Level 4 | Core Modules (Code) Level 5 | Core Modules (Code) Level 6 |
| K1 | Demonstrate knowledge of the main methods of enquiry and problem solving in animation and visual effects, understanding how limits influence analysis and interpretation | FX401 FX402 FX403 FX404 FX406 FX408 | FX501 FX502 FX503 FX504 FX505 FX506 FX507 FX510 FX511 FX511 FX512 FX513 FX514 FX516 | FX601 FX603 |
| K2 | Assess the critical, contextual, historical, conceptual and ethical dimensions of a creative project within the greater context of art and design in general. | FX401 FX402 FX404 | FX501 FX503 FX507 FX514 | FX601 FX603 |
| K3 | Demonstrate the ability to apply contextual, historical, conceptual and ethical dimensions to creative digital projects in a systematic and sustained manner. | FX404 | FX501 | FX601 FX603 FX604 |
| K4 | Demonstrate a systematic understanding of key concepts of the Visual Effects and Animation creative process and its limitations. | FX401 FX402 FX403 FX404 FX406 FX408 | FX501 FX502 FX503 FX504 FX505 FX506 FX507 FX510 FX511 FX511 FX512 FX513 FX514 FX516 | FX601 FX602 FX603 FX604 |
| C | Intellectual/Cognitive Skills | | | |

| | | | | |
|------------|--|------------------------|--|--|
| C1 | Evaluate the appropriateness of different problem solving approaches in a structured manner as applied to the creative processes used within Animation and Visual Effects. | FX402 FX403 | FX501 FX505 FX512 | FX602 FX603 |
| C2 | Assess and critically evaluate their own work with reference to well-established academic and professional paradigms and in the context of contemporary professional practice in animation and visual effects. | FX402 FX406 | FX501 FX502 FX504 FX505 FX510 FX511 FX513 FX514 | FX601 FX604 |
| C3 | Make recommendations for improvement in their work and practices demonstrating an understanding of the limits of their own knowledge and the impact this has | FX402 FX406 | FX501 FX505 FX506 FX510 FX511 FX514 FX517 | FX601 FX604 |
| C4* | Engage critically with key thinkers, leading producers, debates and intellectual paradigms within the field of animation and VFX production and apply these within a professional context. | - | - | FX601 |
| C5* | Demonstrate independent research, making use of scholarly reviews and primary sources. | - | - | FX601 |
| C6 | Make sound judgements in the production process, critically evaluating data, arguments and assumptions. | FX401 FX402 | FX501 FX505 FX506 FX507 FX514 | FX601 FX602 FX603 FX604 |
| C7 | Employ a range of established research techniques for essays, projects or creative productions, demonstrating the exercise of personal responsibility and decision-making. | FX406 | FX501 | FX601 FX602 FX603 FX604 |
| P | Practical Skills | | | |

| | | | | |
|-----------|--|--|--|----------------------------------|
| P1 | Plan and create solutions to creative briefs using production techniques consistent with relevant industry pipelines. | FX401 FX402 FX403 FX404 FX406 FX408 | FX501 FX502 FX503 FX504 FX505 FX506 FX507 FX510 FX511 FX511 FX512 FX513 FX514 FX516 | FX601 FX602 FX603 FX604 |
| P2 | Use a range of established techniques beyond the context in which they were studied delivering a suitable outcome within a fixed time scale. | FX401 FX402 FX403 FX404 FX406 FX408 | FX501 FX502 FX503 FX504 FX505 FX506 FX507 FX510 FX511 FX511 FX512 FX513 FX514 FX516 | FX601 FX602 FX603 FX604 |
| P3 | Plan and create innovative solutions to creative briefs in a sustained manner using efficient collaborative production techniques consistent with relevant industry pipelines. | FX401 FX402 | FX501 | FX601 FX602 FX603 FX604 |
| T | Key/Transferable Skills | | | |
| T1 | Demonstrate qualities and skills necessary for employment by taking some responsibility for the delivery of suitable creative project outcomes | FX401 FX402 FX403 FX404 FX406 FX408 | FX501 FX502 FX503 FX504 FX505 FX506 FX507 FX510 FX511 FX511 FX512 FX513 FX514 FX516 | FX601 FX602 FX603 FX604 |

| | | | | |
|-----------|--|--|--|--|
| T2 | Work productively in a group or team, assimilating the ideas of others and communicating the results and analysis of their work in a structured and coherent manner which is both accurate and reliable. | - | FX501 | FX603 FX604 |
| T3 | Demonstrate the qualities and collaborative skills necessary for employment and progression to other qualifications requiring the exercise of personal responsibility and decision-making. | FX401 FX402 FX403 FX404 FX406 FX408 | FX501 FX506 FX507 FX514 | FX601 FX602 FX603 FX604 |
| T4 | Work productively in a group or team, showing abilities at different times to listen, reflect, contribute and lead effectively. | - | FX501 | FX602 FX603 FX604 |
| T5 | Demonstrate the ability to manage own learning, making use of a variety of sources. | FX401 FX402 FX403 FX404 FX406 FX408 | FX501 FX502 FX503 FX504 FX505 FX506 FX507 FX510 FX511 FX511 FX512 FX513 FX514 FX516 | FX601 FX602 FX603 FX604 |

Please list here modules identified as being non-compensable (when a learning outcome is only met by one module or is the dissertation or equivalent) if applicable:

- **FX601 Research Project**

On successful completion of Level 6 BA Ordinary,

Graduates will have achieved the majority of the learning outcomes specified above for the full Honours award with the exception of those marked with a *.

The above learning outcomes will be demonstrated by the achievement of the 120 credits listed at Level 4 for this programme plus the 120 credits listed at Level 5 for this programme and 90 credits at Level 6 (excluding the dissertation or equivalent).

On successful completion of Level 5 DipHE, a graduate will be able to demonstrate the achievement of the following learning outcomes:

- Demonstrate a systematic understanding of key concepts of the Visual Effects and Animation creative process and its limitations.
- Use a range of established techniques beyond the context in which they were studied delivering a suitable outcome within a fixed time scale.
- Make sound judgements in the production process, critically evaluating data, arguments and assumptions.
- Demonstrate the ability to manage own learning, making use of a variety of sources.

On successful completion of Level 4 CertHE, a graduate will be able to demonstrate the achievement of the following learning outcomes:

- Demonstrate knowledge of the main methods of enquiry and problem solving in animation and visual effects, understanding how limits influence analysis and interpretation.
- Plan and create solutions to creative briefs using production techniques consistent with relevant industry pipelines.
- Assess and critically evaluate their own work with reference to well-established academic and professional paradigms and in the context of contemporary professional practice in animation and visual effects.
- Demonstrate the qualities and collaborative skills necessary for employment and progression to other qualifications requiring the exercise of personal responsibility and decision making..

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes**How will students learn?**

Teaching methods

- Teacher led demonstration of new techniques
- Video records of demonstrations
- Online learning
- Class discussion
- Forums
- Guest speakers & master classes
- Progress reviews
- Research led projects
- Practical classes
- Group Projects
- Case studies
- Tutorials
- Seminars

As you, progress through the course there will be more research led units, which will allow students greater control over the path of their studies.

The vast majority classes will take place in one of our dedicated computer laboratories.

Where appropriate classes will take place in another location such as the motion capture studio.

Students are offered support in structuring and writing essays.

How will students be assessed?

- Assessment is through coursework.

- Many assignments require practical outcomes and this will often involve rendering sequences, which show final work and the processes undertaken to achieve it.
- Many units require the student to reflect on their outcomes in relation to their objectives and professional standards and propose how they would improve for the next time.
- In every year, there is an essay to complete. At L6 this is a substantial piece of work of around 4500 words which leads to practical experiments
- Some units require students to present their work to an audience.
- Formative assessment is a frequent part of the course and is done 1:1, in class sessions, in tutorials and as part of a peer review process.

Work-Based / Placement Learning

Students are not guaranteed work based learning however, the course is supportive of internships and where appropriate may be able to assess this as part of FX602: Industry projects

SECTION C: PROGRAMME STRUCTURE(S) AND HOURS

Table 1: Programme Structure Table

| Course Title | | BA (Hons) Animation & Visual Effects | | | | | | | |
|----------------------------------|--|--------------------------------------|---------------------|---|--------------|-------------------|--------------|-------------|-------------------|
| Course Code | | BG2AVE1 | | | | | | | |
| Mode of Study | | Full Time | | | | | | | |
| Credit Value | | UK | 360 Credits | | ECTS | | 180 Credits | | |
| Module Code | Module Title | QCF/FHEQ Level | Course Stage / Year | Status in Award (<i>C</i> /core / <i>O</i> ptional) | Credit Value | Assessment Regime | | | Semester Taught * |
| | | | | | | Written Exam % | Coursework % | Practical % | |
| Level 4 | | | | | | | | | |
| FX401 | Animation Principles and the Moving Figure | 4 | 1 | C | 30 | | 100 | | SB |
| FX402 | Art in 3D | 4 | 1 | C | 30 | | 100 | | SB |
| FX403 | Digital Tools | 4 | 1 | C | 15 | | 100 | | S2 |
| FX404 | Visual Narrative | 4 | 1 | C | 15 | | 100 | | S1 |
| FX406 | Dynamic Systems | 4 | 1 | C | 15 | | 100 | | S1 |
| FX408 | Introduction to Digital Compositing | 4 | 1 | C | 15 | | 100 | | S2 |
| Level 5 Animation Pathway | | | | | | | | | |
| FX501 | Production Project | 5 | 2 | C | 30 | | 100 | | SB |
| FX502 | Character Animation and Performance | 5 | 2 | C | 30 | | 100 | | SB |
| FX503 | Storyboarding Layout and Animatics | 5 | 2 | C | 15 | | 100 | | S1 |

| | | | | | | | | | |
|---|---|---|---|---|----|--|-----|-----|----|
| FX504 | Creature Animation | 5 | 2 | C | 15 | | 100 | | S2 |
| FX505 | Digital Tools II | 5 | 2 | C | 15 | | 100 | | S1 |
| FX506 | Animation Styles | 5 | 2 | C | 15 | | 100 | | S2 |
| Level 5 Digital FX Pathway | | | | | | | | | |
| FX507 | Research and Invention | 5 | 2 | C | 30 | | 40 | 60 | SB |
| FX501 | Production Project | 5 | 2 | C | 30 | | 100 | | SB |
| FX505 | Digital Tools II | 5 | 2 | C | 15 | | 100 | | S1 |
| FX510 | Fluid Simulation | 5 | 2 | C | 15 | | 100 | | S2 |
| FX511 | Physical Objects and Particles | 5 | 2 | C | 15 | | 100 | | S1 |
| FX512 | Lighting and Look Development | 5 | 2 | C | 15 | | 100 | | S2 |
| Level 5 3D Virtual Environments and Assets Pathway | | | | | | | | | |
| FX513 | Advanced 3D Assets | 5 | 2 | C | 30 | | 100 | | SB |
| FX514 | Virtual Environments | 5 | 2 | C | 30 | | 50 | 50 | SB |
| FX501 | Production Project | 5 | 2 | C | 30 | | 100 | | SB |
| FX516 | Advanced Compositing | 5 | 2 | C | 15 | | 100 | | S1 |
| FX512 | Lighting and Look Development | 5 | 2 | C | 15 | | 100 | | S2 |
| Level 6 | | | | | | | | | |
| FX601 | Research Project | 6 | 3 | C | 30 | | 50 | 50 | SB |
| FX602 | Industry Projects | 6 | 3 | C | 30 | | 100 | | SB |
| FX603 | Final Major Project: Concept and Pre-Production | 6 | 3 | C | 30 | | 80 | 20 | S1 |
| FX604 | Final Major Project: Production | 6 | 3 | C | 30 | | | 100 | S2 |

Table 3: Breakdown of Contact Hours

| Year of course | Scheduled Learning and Teaching Activities | Guided Independent Study | Placement / Study Abroad | Total |
|----------------|--|--------------------------|--------------------------|-------------|
| Year One | 450 | 750 | 0 | 1200 |
| Year Two | 360 | 840 | 0 | 1200 |
| Year Three | 270 | 930 | 0 | 1200 |
| Total | 1080 | 2520 | 0 | 3600 |

SECTION D: ASSESSMENT REGULATIONS

This programme complies with the approved University regulations *University Academic Framework and Assessment Regulations* and procedures as detailed on the University website.

The following modules will be non-compensable:

- FX601 Research Project

The calculation of this award will be as follows:

- Level 5: 33%
- Level 6: 67%

Exit Awards Available

| Exit Award Type | Award Title | Credits Achieved |
|---------------------------------|----------------------------|------------------|
| Certificate of Higher Education | Animation & Visual Effects | 120 Credits |
| Diploma of Higher Education | Animation & Visual Effects | 240 Credits |
| Ordinary Degree | Animation & Visual Effects | 300 Credits |

SECTION E: FURTHER INFORMATION

Reference Points

The following reference points were used when designing the programme:

- University Strategy 2016-2021
- Buckinghamshire New University Approval of Academic Provision policy and procedure
- QAA Subject Benchmark Statement for: Art & Design 2008
- QAA Framework for Higher Education Qualifications (2014)
- Equality & Diversity Teaching & Learning Toolkit
- QAA Education for Sustainable Development
- University Academic Qualifications Framework
- Recommendation and feedback from external subject academic and industry professional
- The Core Skills of VFX

Annual Review and Monitoring

This programme will be monitored annually through the University's Programme Review and Enhancement process, which is a continual cycle of review and enhancement. This process is supported by both the periodic review of departments and the periodic re-approval process for individual programmes. All processes are completed in consultation with students via the Students' Union or student representatives.

The re-approval of this programme is scheduled for academic year: 2022-23