

# PROGRAMME SPECIFICATION

## 1. Key Information

<b>Programme Title:</b>	MA Advanced 3D Animation
<b>Awarding Institution:</b>	Buckinghamshire New University
<b>Teaching Institution(s):</b>	Buckinghamshire New University
<b>Subject Cluster:</b>	Animation, Games & Visual Effects
<b>Award Title (including separate Pathway Award Titles where offered):</b>	MA Advanced 3D Animation
<b>Pathways (if applicable)</b>	
<b>FHEQ level of final award:</b>	7
<b>Other award titles available (exit qualifications):</b>	Postgraduate Certificate Postgraduate Diploma
<b>Accreditation details:</b>	
<b>Length of programme:</b>	1 year
<b>Mode(s) of Study:</b>	Full Time
<b>Mode of Delivery:</b>	Distance learning
<b>Language of study:</b>	English
<b>QAA Subject Benchmark(s):</b>	Art and Design (2019)
<b>Other external reference points (e.g. Apprenticeship Standard):</b>	
<b>Course Code(s):</b>	MAADVADF
<b>UCAS Code(s):</b>	
<b>Approval date:</b>	01 December 2022
<b>Date of last update:</b>	

## 2. Programme Summary

Learners will begin by researching their field of interest in animation and animation production, looking at both historical and contemporary practice. They will then create a small original sample animation of their own derived from their research work which will help to establish the and personalise the overall direction of their studies and practice. This degree is aimed at learners who have already mastered animation tools to a good extent and are looking to focus their efforts on creating professional standard work that is highly creative and expressive.

Learners will look at the wider pipeline needed to produce an animation, covering areas such as modelling, rigging, texturing, lighting, and rendering to ensure they have the requisite skills and understanding needed to create professional standard animation from scratch. They will also look at how to convey effective storytelling and emotion in a visual narrative as achieving this is one of the hardest challenges that animators face.

Preproducing and producing a completed animated project comprises the rest of the course. The preproduction phase will enable learners to explore the technical and artistic challenges they will encounter and get themselves fully prepared to enter the production phase in which they will create their final major project.

### 3. Programme Aims and Learning Outcomes

#### Programme Aims

This programme aims to:

1. Engender a critical understanding of animation, cinematography and visual story telling techniques
2. Raise a critical awareness of development and production processes required within the world of animation
3. Develop conceptual understanding that enables the learner to evaluate methodologies employed within animation and related industries and to develop critiques of them
4. Develop a critical awareness of the evolving technologies used in animation and their implementation

#### Programme Learning Outcomes

##### Knowledge and Understanding (K)

On successful completion of the programme you will be able to:

ID	Learning Outcome
K1	Demonstrate a thorough knowledge and understanding of current animation processes and techniques practised in the animation industry.
K2	Use established techniques of research and enquiry to inform your practical approach to storytelling for animation.
K3	Develop a comprehensive breadth and depth of understanding of the broader industrial and academic context within which animation artists practice.
K4	Show critical understanding of the interaction between intention, process and outcome to produce work conforming to professional standards.

##### Analysis and Criticality (C)

On successful completion of the programme you will be able to:

ID	Learning Outcome
C1	Evaluate and critique the relationship between research into and development of creative works.

<b>C2</b>	Deploy critical self-evaluation in relation to own creative output.
<b>C3</b>	Systematically link critique of your own creative works to the practice of revision and editing.
<b>C4</b>	Apply critical insight to strategies for targeting creative solutions to budgets.

### Application and Practice (P)

On successful completion of the programme you will be able to:

<b>ID</b>	<b>Learning Outcome</b>
<b>P1</b>	Implement the knowledge and understanding required to manage complex technical and creative challenges both systematically and creatively.
<b>P2</b>	Use established techniques of research and enquiry to inform your practical approach to storytelling for animation.
<b>P3</b>	Generate, refine and synthesise ideas, proposals, and/or solutions independently and/or collaboratively, in response to set briefs.
<b>P4</b>	Apply critical knowledge to select, experiment with and make appropriate use of materials, processes, technologies and environments showing critical understanding of quality standards and attention to detail.
<b>P5</b>	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.

### Transferable skills and other attributes (T)

On successful completion of the programme you will be able to:

<b>ID</b>	<b>Learning Outcome</b>
<b>T1</b>	Communicate the outcomes, processes and conclusions of practical and theoretical work clearly to specialist and non-specialist audiences, both within the animation industry and beyond.
<b>T2</b>	Take responsibility for the management and production of creative work targeted to a variety of audiences.
<b>T3</b>	Systematically appraise standards of your own and other peoples' work as suitable for use within the creative industries.
<b>T4</b>	Work collaboratively, showing different abilities at appropriate times to listen, reflect, contribute and lead effectively.

### Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

As an aspiring animator you will grow your knowledge and understanding of the field through research and critical analysis (K1, K2, K3, K4). You will develop your own style of animation through the application of your knowledge to a series of increasingly challenging tasks, assignments and projects (P1, P2, P3, P4, P5). Through problem solving, self-reflection and critical evaluation you will learn to elevate the standard of your work to that of a creative

professional (C1, C2, C3, C4) In your response to briefs you will learn to operate productively both individually and collaboratively, managing complex tasks to demanding deadlines and standards, while communicating your ideas and outcomes in a structured and coherent manner (T1, T2, T3, T4)

#### 4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme with the following additions / exceptions:

- Bachelor of Arts (Honours) in a related subject at II(ii) or equivalent professional experience
- Interview and portfolio showing best digital 3D work to date, this could be modelling, texturing, animation, effects (fx) or another related topic.

If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

## 5. Programme Structure

Pathway 1 or stand-alone course **[add further tables for each additional pathway]**

Level	Modules (Code, Title and Credits)	Exit Awards
<b>Level 7</b>	Research (20cr) Experimentation (20cr) Production Pipeline 1 (20cr) Production Pipeline 2 (20cr) Storytelling in Animation: Production (20cr) Storytelling in Animation: Preproduction (20cr) Production Project (60cr)	PG Cert (60 credits) excluding production project PG Diploma (120 credits) excluding Production project

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

## 6. Learning, Teaching and Assessment

### Learning and teaching

The MA Advanced 3D Animation degree incorporates a wide variety of teaching and learning methods:

- Online seminars and 1:1s, where we aim to create an ambience where learners can express themselves in any form and understand the nature of working in the industry. Learners will be challenged to justify their story telling choices in front of the group, as well as assessing other learners work, making them aware of the importance of cultivating their own artist voice.
- Learners will work individually and collaboratively to develop their projects.
- Learners will work to tight deadlines to present their projects and have regular dailies in which work will be reviewed and formative feedback given.
- Professional masterclasses, and related that may not fit into regular timetabled hours but require independent learning and practice, in the form of:
  - Wider reading and preparation for lectures.
  - Critiquing colleagues' work.
  - Visualisation of proposed material.
- Learners will have access to a closed online social group which will help to foster a sense of community.

During the degree, learning will include (but will not be limited to):

- Software skills
- Research skills
- Critical evaluative skills
- Creativity
- Project management
- Presentation skills
- Entrepreneurial skills

Learners will be given access to synchronous sessions each week with a lecturer who will be online throughout over the full 10 weeks of the modules except for the final production project. During these synchronous sessions, learners will have the opportunity to ask questions to the lecturers and get real time responses and feedback. Normally these will begin with a group seminar and then break into 1:1 sessions where learners will have the opportunity to discuss their individual progress. This structure will enable lecturers to respond to the evolving needs of the group. Sometimes these seminars will be used for presentations and review, in a manner that mimics the dailies process in industry.

These collaborative online sessions will foster a sense of academic community, clarify assessment expectations and enhance the overall learning experience. They will play a key role in fostering a sense of a learning community and the opportunity for real-time dialogue

between tutor and learners. Clear links will be made between online learning activities, discussion activities and formative support of the learners' assessed work (feed forward).

In addition to this there will be some lecture content that will be focused on the clarification and expansion of key concepts and techniques, made available by video to help guide learners through the unit. This learning will be facilitated via an online learning platform, where learners work through a set of recorded lectures which will each be on average approximately 10 minutes in length. These will be delivered as appropriate to each individual module.

Learners will be able to submit their work for asynchronous formative review which will be delivered as a video commentary on their work.

Each week learners will be set a task related to the weekly content or be working towards their own project objective as agreed with the lecturers. Learners will be able to complete their work using software accessed via the Bucks Anywhere service, which provides remote access, from any location to a catalogue of University software applications for learners using personal or Bucks devices. They will also be able to remotely access our VDI, which is a powerful computer that will give them access to all the software relevant to the course.

Learners will also be expected to join a closed online group where they will be able to discuss the work and ask questions throughout the week. It is expected that both lecturers and learners will contribute and answer questions. This will also be a place for learners to post their work for peer discussion and review.

Learners will also be invited to join additional groups where they will be able to meet the other learners taking our animation, visual effects, game art, visualisation courses, both MA and BA, online and attendance. These help to foster a sense of online community and are also places where extra-curricular collaborative projects, such as game jams take place. They will also be able to meet our alumni in these broader forums. All forums are moderated by the lecturers.

The outputs for this degree are projects accompanied by either a presentation or a written report. For all modules learners will be expected to keep a learning journal as a record of their week-to-week work. The learning journal will not be directly assessed but used as a record / source of evidence for their written / presented work. Where learners work in groups, they will be expected to present their achievements as individuals, focussing on their own contribution to the final output

## Assessment

Learners will create detailed and complex projects which they will present at the end. During the presentation they will be expected to discuss and critically evaluate their output and production processes. Learners will be expected to make interim presentations for formative feedback and to ensure work is proceeding on track. Learners will be expected to keep a formal learning journal of their progress as a source of notes for the final presentation. This will contain not only their progress but their research and concept work as well.

## Contact Hours

Learners will have 12 hrs of class time for the first 3 terms and access to a tutor for project supervision while completing their production project

## 7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

## 8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of learners and course administration
- Central learner services, including teams supporting academic skills development, career success, learner finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Learners' Union, including the Learners' Union Advice Centre which offers free and confidential advice on University processes.

## 9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed learner representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)



- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

## 10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The QAA Master's Degree Characteristics Statement
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)			
	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
Demonstrate in-depth and advanced knowledge and understanding of their subject and/or profession, informed by current practice, scholarship and research	x	x	x	x													
Evidence critical awareness of current issues and developments in the subject and/or profession					x	x	x	x									
Apply knowledge of professional responsibility, integrity and ethics														x	x	x	x
Reflect on their own progress as a learner					x	x	x	x									

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
	Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
Apply research and critical perspectives to professional situations, both practical and theoretical					x	x	x	x										
Evidence the ability to use a range of techniques and research methods applicable to their professional activities.										x	x	x	x	x				
Equipped with skills to enter a variety of types of employment (either subject-specific or generalist) and possess the skills and experience necessary specialist practice.										x	x	x	x	x				

### Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)				
	Module Code (Core)	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
<b>Level 7</b>																		
Research	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Experimentation	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Production Pipeline 1	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Production Pipeline 1	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Storytelling for Animation Preproduction	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Storytelling for Animation Preproduction	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Production Project	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x