

Unit Title	The Animation Industry
FHEQ Level	Level 5
Unit Code	ANI18204
Credit Value	30 Credits
Unit Type	Subject (Compulsory)

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	75	Independent Study	160
Supervised access to resources		Preparation for Assessment	25
		Unsupervised Access to Resources	40
Total			300

Unit Description

This unit will engage you with industry directly, either working on a live brief or entering relevant competitions, whilst identifying your professional position in preparation for your final year. You will be encouraged to work in small groups on potential live projects offered by a range of companies in different sectors. Alternatively you can identify live competitions relevant to your skills and to enter them with the hope of receiving feedback and recognition amongst the animation community.

The unit will also hold a series of masterclasses delivered by industry professionals to help support your learning and understanding of industry workflows. It is also to encourage you to prepare for your final year, planning and practicing the skills you see necessary for employment and towards which sector of the industry. There will also be the opportunity to apply for summer internships and work placements.

Students will also document their progress and research in the form of a presentable report throughout the unit, to help them reflect and evaluate their findings for final submission.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Industry masterclasses and workshops.
- Idea generation.
- Professional identity.
- Collaborative opportunities.
- Networking for professional development.
- Analysis of new media.
- Presentation and pitching skills.

Unit Aims

- To demonstrate a professional understanding.
- To engage with industry.
- To analyse and critically evaluate a student's position within their sector.
- To effectively communicate and present a professional body of work.
- To collaborate with other creative like-minded artists.
- To establish an understanding of their specialism in preparation for level 6.

Unit Learning Outcomes

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Demonstrate professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and

communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

Related Principle: CULTIVATE

Learning and Teaching Methods

- Briefings (Unit leader)
- Seminars (Course team)
- Masterclasses (Industry guests)
- Tutorials (One to one with tutors and online)
- Collaborative (Group work)
- Presentations/Pitches (Individual and groups)
- Online Activity (Students and Staff)

Assessment methods and tasks

Formative assessment will be held half way into the unit. This will be either a group or one to one session with your tutor or the client discussing your progress.

Summative assessment will be graded with written feedback on your final submission/s which will be uploaded using Moodle and Google drive.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
A report evaluating the student's experience.	25%
A final piece of work based on the options presented by industry or within a competition.	75%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Analysis and idea generation appropriate to the task chosen. (LO2)
- Evidence of industry engagement through production work. (LO4)
- Effective collaboration. (LO4)
- A coherent body of tests and solutions to any challenges faced. (LO3)
- Demonstration of both technical and professional skills. (LO7)
- Effective communication and presentation skills. (LO5)
- Critically evaluate and investigate your own identity within your market. (LO8)

Essential Reading list

1. Chiang, J. (2015) Professionalism. [Internet]. Available from <http://www.animatedspirit.com/professionalism/> [Accessed Feb 2018]
2. Flavin, B. (2017) You Should Be Working in Animation. [Internet]. Available from <http://www.rasmussen.edu/degrees/design/blog/signs-you-should-be-working-in-animation/> (Accessed Feb 2018)

Further reading and resources will be identified in your Project Brief and in the industry led masterclasses.