



Unit Title	Portfolio
FHEQ Level	Level 6
Unit Code	ANI18302
Credit Value	30 Credits
Unit Type	Subject (Compulsory)

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	145
Supervised access to resources		Preparation for Assessment	20
		Unsupervised Access to Resources	75
Total			300

Unit Description

This unit is designed to help you prepare a personal portfolio of work to gain relevant employment within your chosen sector. You will be encouraged to research and contact industry from a range of sectors to help you produce a body of work to promote yourself and meet the needs of your employer.

Building upon The Animation Industry unit in level 5, you are to produce a body of work that reflects your specialist area within animation. This could be based on a range of outputs, for example, it can be stylised or photorealistic movement. Work can focus on either biped or creature animation or be more performance based or locomotive. Either way, you will pitch your work to your peers to enable collaboration in your Final Major Project based on roles that will compliment or enhance your piece. Within this you will also be required to identify any client work or enter a competition related to your specialism.

You will tailor strategies for the promotion and exhibition of your work, as part of the degree show and for national and international competitions related to animation. You will also be encouraged to consider the financial framework, social values and business models which are likely to affect you as a freelance artist.

Students will also document their progress and research in the form of a blog 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

- Identify your specialism for the preparation of your showreel and the bases for your FMP.
- Research a range of animation sectors and relate your specialism to your chosen sector.
- Apply your PPR targets to your roles.
- Explore suitable promotional material for gaining employment.
- Attend conferences, festivals or any industry events.
- Identify a relevant competition to your specialism or engage on a live brief.
- Understand the financial framework of freelancing.

Unit Aims

- Experiment within your chosen specialism, based on your industry research.
- Develop a range of strategies to promote and showcase your work for employability.
- Understand established employment routes within your sector.
- Gain knowledge of social issues and financial frameworks within your sector.
- Develop your personal and professional skills to develop confidence and the ability to communicate on a range of levels.

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative

and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ 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

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching Methods

- Briefings (Unit leader and Industry)
- Seminars (Course team)
- Workshops (Course team and industry guests)
- Tutorials (One to one with tutors)
- Individual Presentations and Critiques (Yourself and peer to peer critiques)
- Self-Directed Study (Yourself)

The unit will entail a number of one to one tutorials with the animation staff, based on your objectives and roles. Throughout the unit you will need to present your progress to your peers, which will inform your FMP unit in terms 2 and 3.

Assessment methods and tasks

Formative assessment will be held at two stages in the unit, one being the first week of term 1 and the other at the end of term 1, before the Christmas break. This will be a presentation/pitch to your peers and tutors.

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*)

	<i>unit)</i>
Presentation of final Portfolio pieces within a research blog.	70%
Promotional Material together with a Live Brief/Competition Piece/s	30%

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.

- Evidence of industry research related to your role. (LO1,LO8)
- Critically evaluate your research and show an understanding of your chosen pathway. (LO2, LO8)
- Experiment in a range of techniques that reflects your creative skills. (LO3, LO4)
Evidence of self-promotion and communication across a range of platforms. (LO5, LO7)
- Evidence of engaging on an external project suited to your role or interests. (LO6, LO7)
- Demonstrate an understanding of your position within your professional career aspirations. (LO6, LO8)

Essential Reading list

1. Branagan, A. (2013) The Essential Guide to Business for Artists & Designers. London, A&C Black.
2. Korenman, J. (2017) The Freelance Manifesto: A Field Guide for the Modern Motion Designer. Austin, Lioncrest Publishing.
3. Lenburg, J. (2012) Career Opportunities in Animation. New York, Checkmark Books.
4. Levy, D. (2010) Your Career in Animation: How to Survive and Thrive. New York, Allworth Press.
5. Scotland, D. (2015) The Digital Artist's Portfolio and Demo Reel Guide. London, Dave Scotland.

Further reading and resources will be identified in your Project Brief