

Course Title	BA (Hons) Animation (with Foundation year)
Final Award	BA (Hons) Animation
Interim Awards	Foundation Certificate (Animation) Certificate of Higher Education in Animation Diploma of Higher Education in Animation BA Animation
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	40188 Ravensbourne WQ15
HECOS code (with Subject percentage Splits if applicable)	100057 Animation (80%)  100363 Computer Animation and Visual Effects (20%)  ( <a href="https://www.hesa.ac.uk/support/documentation/hecos/">https://www.hesa.ac.uk/support/documentation/hecos/</a> )
QAA Subject Benchmark	Art & Design (2019)  Communication, Media, Film and Cultural Studies (2019)
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	<input type="checkbox"/> <input type="checkbox"/> No
Level 6 Top Up Option (online only)	<input type="checkbox"/> No
Study Load	<input type="checkbox"/> Full-time <input type="checkbox"/>
Mode of study	<input type="checkbox"/> Face-to-Face, Blended <input type="checkbox"/>
Delivery Location(s)	<input type="checkbox"/> Ravensbourne University campus <input type="checkbox"/> Online
Length(s) of Course(s)	1 year of 4-year programme
Type (open/closed)	Open
Validation period	Five years
Intended First Cohort Start Date	September 2022
Date produced/amended	March 2022
Course Leader	Bradley O'Neill
Course Development Team Members	Oliver O'Keefe Anna Byers
Course Administrative Contact	TBC

#### Course Description

The BA (Hons) Animation courses will focus on animation techniques, through a range of digital mediums including Film, Television, Games and Online Platforms. Utilising the skills of storytelling and narrative the course teaches students how to develop their artistic

communication skills and rationale for their ideas, nurturing students’ ability to be adaptable and creative. Defining *Meaning* and *Purpose* for ideas throughout the course, is essential to the student’s development and success.

The Foundation Year in Animation is the first year of 4-year BA degree programme across the two courses. The aim of the foundation year is to introduce the fundamental principles for animation. This will include practical use of relevant software, introduction to core preproduction methodologies and developing a conceptual understanding of the range and skills included within animation.

The foundation year course is aimed at students who require more time to develop their portfolio and skillset prior to year one of undergraduate study. This course will ignite the students’ creativity and imagination so they can discover new ways of making, thinking, and documenting.

The course begins with **Crafting Your Practice 01 and 02** which aims to teach the students some of the core fundamentals of their practice as well as some basic drawing and design processes.

The Module **Development of Creative Skills** aims to introduces the methods of production, technical skills and software required to develop project briefs within animation. As well as provide core technical training required for moving into year one of animation.

In the module **Integrating Creative Skills** students will be taught key preproduction fundamentals that are appropriate to the student’s chosen degree.

There is also a significant theoretical dimension to the course. Beginning with the module **Exploring Culture and Context** which teaches critical tools required to enable further exploration of animation and/or games development. The student will learn to use primary and secondary research to broaden their personal cultural horizons. This learning will be furthered in the module **Influencing Culture and Context** where the student will undertake a personal project that is fully realised through research, experimentation and outcome.

**Foundation Year Course Aims**

- Introduce the foundational principles of Animation
- Equip the learners with the basic skills in a range of appropriate software
- To offer the opportunity to develop the team working skills required in the industry.
- Challenge the individual learner to explore and extend their creative range.

**Course Learning Outcomes**

On completion of the Animation (with Foundation year) at Level 3 students will be able to:

Course Learning Outcomes	
<b>Explore</b>	Demonstrate knowledge of the qualities, skills and other attributes needed for successful engagement in the Animation sector.  Will be able to evidence the ability to reflect, critically evaluate seek solutions in response to brief.

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<b>Create</b>	Have the ability to approach idea development, through experimentation, and have the technical ability to work towards outcomes with consideration of audience/user regarding communication and presentation for Animation.
<b>Influence</b>	Evidence a methodical working approach and ethos that identifies consideration of social, ethical and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Animation.
<b>Integrate</b>	Evidence the ability to successfully demonstrate interactions & practices and professional working models that allow for self-efficacy, personal agency and professional development in relation to Animation.

Where a student does not complete the full course, but exits with a Level 3 Foundation Certificate, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

Crafting their creative practice, developing their creative practice and understanding the wider context and culture within which Animation is sited.

**Students exiting after one year of study at Level 3 will be awarded a Foundation Certificate – provided they complete all required assessment tasks and have demonstrated the required learning outcomes.**

On completion of the Animation students will be able to:

<b>Explore</b>	Will be able to research and use a number of different sources of information to inform the development of their creative practice
<b>Create</b>	Will be able to demonstrate the development of an idea from initial concept to final presentation
<b>Influence</b>	Will be able to demonstrate the use of ideas from the wider world and the show the influence of themes and topics on their choice of content
<b>Integrate</b>	Will be able to demonstrate the ability to make positive contributions to group projects and have developed the skills required for successful group engagement.

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *BA (Hons) Animation* students will be able to:

<b>Explore</b>	Evaluate and contextualise capacity for utilising and synthesising Animation specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
<b>Create</b>	Critically engage with the iterative development of ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to Animation.  Synthesise idea development, experimentation, and technical ability supporting fully resolved outcomes with consideration of audience/user regarding communication and presentation for Animation.  (CLO2)

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<b>Influence</b>	Interpret a methodical working approach and ethos that critically identifies consideration of social, ethical and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Animation. (CLO3)
<b>Integrate</b>	Analyse critical ability to successfully synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Animation. (CLO4)

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *BA Animation* students will be able to:

<b>Explore</b>	Evidence and contextualise capacity for utilising and synthesising Animation specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
<b>Create</b>	Apply the ability to consider ideas, materials, tests and outcomes that may inform iterative practical and theoretical development in physical, written, and oral forms aligned to Animation.  Design ability to synthesise idea development, experimentation, and technical ability supporting resolved outcomes with consideration of audience/user regarding communication and presentation for Animation. (CLO2)
<b>Influence</b>	Relate a coherent working approach and ethos that identifies consideration of social ethically and environmentally responsible working methods and how this aligns and supports personal development in relation to Animation. (CLO3)
<b>Integrate</b>	Align the ability to effectively synthesise collaboration, industry interactions & practices and professional working models to facilitate self-efficacy, personal agency and professional development in relation to Animation. (CLO4)

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *Diploma of Higher Education in Animation* students will be able to:

<b>Explore</b>	Define evolving ability to utilise research and critical reflection to support developing understanding of subject knowledge and ability to problem solve in relation to Animation. (CLO1)
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<b>Create</b>	Employ capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide iterative practical and theoretical development in physical, written and oral forms aligned to Animation.  Exhibit developed technical competencies, supporting ideation, communication, and presentation with consideration of audience/user for Animation.  (CLO2)
<b>Influence</b>	Relate developing working processes that identify consideration and interpretation of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to Animation.  (CLO3).
<b>Integrate</b>	Apply evolving ability to engage with collaborative working to support academic development, industry interactions & practices to enhance and progress self-efficacy and professional development in relation to Animation.  (CLO4).

Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *Certificate of Higher Education in Animation* students will be able to:

<b>Explore</b>	Demonstrate capacity for engaging with research and critical thinking, developing Animation specific knowledge and emerging ability to problem solve.  (CLO1)
<b>Create</b>	Apply capacity to consider ideas, materials, tests and outcomes that may inform iterative practical and theoretical development in physical, written and oral forms in relation to Animation. Exhibit emerging technical competencies, supporting ideation, communication, and presentation with consideration of audience/user for Animation.  (CLO2).
<b>Influence</b>	Demonstrate an emerging working approach/attitude that identifies consideration of social, ethical and environmentally responsible working methods and how this informs personal practice in relation to Animation.  (CLO3).
<b>Integrate</b>	Identify emerging capacity to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to Animation.  (CLO4).

### Ravensbourne University Assessment Criteria

Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
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Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

**Core Competencies**

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
<b>Cognitive</b>	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: <ul style="list-style-type: none"> <li>Evaluate their own beliefs, biases and assumptions</li> <li>Evaluate strengths, weaknesses, and fallacies of logic in arguments and information</li> <li>Apply lesson from the past or learned knowledge and skills to new and varied situations</li> <li>Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques</li> <li>Devise and defend a logical hypothesis to explain observed phenomenon</li> <li>Recognize a problem and devise and implement a plan of action</li> </ul>	<b>Explore, Create, Integrate, Influence</b>
<b>Creative</b>	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	<b>Create</b>
<b>Professional</b>	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	<b>Integrate, Influence</b>
<b>Emotional, Social and Physical</b>	Emotional -The intrapersonal ability to identify, assess, and regulate one’s own emotions and moods; to discriminate among them and to use this information to guide one’s thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: <ul style="list-style-type: none"> <li>Self-awareness &amp; regulation (including metacognition)</li> <li>Mindfulness</li> <li>Cognitive flexibility</li> <li>Emotional resilience</li> </ul>	<b>Explore, Influence, Integrate</b>

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	<ul style="list-style-type: none"> <li>• Motivation</li> <li>• Ethical decision- making</li> </ul> <hr/> <p>Social - The interpersonal ability to identify &amp; understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:</p> <ul style="list-style-type: none"> <li>• Managing your audience</li> <li>• Coordinating with others</li> <li>• Negotiation</li> <li>• Creativity</li> <li>• People management</li> <li>• Leadership &amp; entrepreneurship</li> <li>• Service orientation</li> <li>• Active listening</li> <li>• Coaching and mentoring</li> </ul> <hr/> <p>Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include</p> <ul style="list-style-type: none"> <li>• Self-discipline &amp; management</li> <li>• Attention</li> <li>• Reaction &amp; response time</li> <li>• Cognitive &amp; muscle memory</li> <li>• Managing stress</li> <li>• Physical resilience</li> </ul>	
<p><b>Cultural</b></p>	<p>The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.</p>	<p><b>Influence, Integrate</b></p>
<p><b>Enterprise and Entrepreneurial</b></p>	<p>The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).</p>	<p><b>Create, Influence, Integrate</b></p>

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<b>Digital</b>	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	<b>Explore, Create, Integrate, Influence</b>
<b>Ravensbourne Return</b>	<p>Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador.</p> <p>Demonstrate a knowledge of current events and social issues</p> <p>Identify their personal convictions and explore options for putting these convictions into practice</p> <p>Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.</p>	<b>Explore, Create, Influence, Integrate,</b>

### Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
<p>All levels will adopt a hybrid delivery which will be determined by the module input and requirements. Online learning platforms alongside the institutions virtual learning environment (VLE) will be used to support face to face delivery to give the students a more rounded experience. This will enhance the student's engagement and allow for curriculum delivery to be adaptable and reflect current trends and social proximity.</p> <p><b>Level 3:</b></p> <p>Learning and teaching will include:</p> <ul style="list-style-type: none"> <li>Classroom based didactic sessions</li> <li>Small group tutorials and seminars</li> <li>1:1 coaching</li> </ul> <p>Reflective learning and question and answer in response to assignment feedback.</p> <p>Group activities will encourage peer to peer learning to enhance communication and be able to trouble shoot within teams.</p>	<p><b>Level 3:</b></p> <p>Methods will include a range of creative assignments to allow the students to explore specific ideas, principles and methods included in the programme.</p> <p>Group assignments will be included to reflect the team working required by the industry.</p>



## COURSE SPECIFICATION

### Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 3				
RAV22001	Crafting your Practice 01	X	Mandatory	20
RAV22002	Crafting Your Practice 02	X	Mandatory	20
RAV22003	Exploring Culture and Context	X	Mandatory	20
RAV22004	Developing Creative Skills	X	Mandatory	20
RAV22005	Integrating Creative Skills	X	Mandatory	20
RAV22006	Influencing Culture and Context	X	Mandatory	20
			Total	<b>120</b>

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 4				
ANI24101	Animation Fundamentals	X (Partially Shared)	Mandatory	20
ANI24104	Animation Character Mechanics		Mandatory	20
ANI24102	Visual Development (Production Design)	X (Partially Shared)	Mandatory	20
ANI24105	Storytelling		Mandatory	20
PLP22103	Professional Life Practice “Developing your Practice”	X (Partially Shared)	Mandatory	20
PLP22106	Professional Life Practice “Exploring your Practice”		Mandatory	20
			Total	<b>120</b>
Level 5				
ANI24201	Animation Character Performance		Mandatory	20
ANI24202	Visual Development (Character Design)		Mandatory	20
ANI24204	Animation Narrative(s)		Mandatory	40
PLP22203	Professional Life Practice “Applying your Practice”		Mandatory	20
PLP22206	Work Based Learning		Mandatory	20
				<b>120</b>
			Total	<b>240</b>
Level 6				
ANI24304	Animation Industry Prep		Mandatory	20
ANI24302	Animation Production		Mandatory	40
PLP22303	Professional Life Practice “Situating your Practice”		Mandatory	20
ANI24301	Animation Portfolio		Mandatory	40
				<b>120</b>

**Learning Hours**

<b>Learning Hours (per 20 credit module excluding the Work Placement)</b>			
<b>Staff – Student Contact Hours</b>		<b>Independent Study Hours</b>	
Formal Scheduled Teaching	48	Independent Study	152
<b>Total</b>		200	

**Course Regulations**

**Entry Requirements**

Students for foundation diplomas are normally expected to possess four GCSEs, grade C or above, including English and Maths.

Students are also normally expected to possess one of the following:

- One A-level, grade C/32 points or above in relevant subject area
- Progression diploma (level 3) in a related subject area
- Advanced diploma (level 3) in a related subject area
- BTEC level 3 national award or certificate qualifications may also be considered for entry

**Accreditation of Prior Learning (if applicable)**

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne’s Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

**Conditions for Progression**

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students. Some modules, e.g. electives, use Pass/Fail grades and no marks are awarded. Pass/Fail grades are not used in the calculation of classifications for awards.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

**Reassessment of Failed Elements**

Failure or non-submission in any assessment will result in a Fail grade for the component and module.

A student shall be permitted three attempts at each assessment; one first sit and two resits.

Where a student successfully retrieves an assessment failure, the grade for the assessment will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved).

**Conditions for the Granting of Awards**

A student who completes an approved course of study to the end of Level 6 shall be awarded BA (Hons) Animation.

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Certificate of Higher Education in Animation provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Diploma of Higher Education in Animation, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. BA Animation (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification
4. Foundation Certificate (Animation) for those who exit after completing the approved course of modules and the learning outcomes for such award at Level 3, as set out in the Course Specification.

**Any derogation(s) from the Regulations required?**

*If yes, please state which regulation requires a derogation for approval by the Academic Board.*

Student Support	<a href="https://www.ravensbourne.ac.uk/student-services">https://www.ravensbourne.ac.uk/student-services</a>
Assessment Regulations	<a href="https://www.ravensbourne.ac.uk/staff-and-student-policies">https://www.ravensbourne.ac.uk/staff-and-student-policies</a>

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Level 3 Modules				
Crafting Your Practice 01	x	x		
Crafting Your Practice 02	x	x		
Exploring Culture and Context	x			x
Developing Creative Skills	x	x	x	
Integrating Creative Skills		x	x	
Influencing Culture and Context			x	x

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
<b>Level 4 Modules</b>				
Animation Fundamentals	x	x		x
Animation Character Mechanics	x	x		x
Visual Development (Production Design)	x	x		
Animation Storytelling	x	x		x

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Professional Life Practice (Developing Your Practice)	x	x	x	x
Professional Life Practice (Exploring Your Practice)	x	x		x
<b>Level 5 Modules</b>				
Animation Character Performance	x	x	x	
Visual Development Character Design)	x	x	x	
Animation Narrative/s	x	x	x	
Professional Life Practice	x	x		x
Work Based Learning	x		x	x
<b>Level 6 Modules</b>				
Animation Production	x	x	x	x
Animation Portfolio	x	x		x
Professional Life Practice	x	x	x	x
Animation Industry prep	x	x	x	x

### Course Diagram

	Semester 1	Semester 2
Level 3	<b>Crafting your practice 1</b> 20 credits	<b>Developing Creative Skills</b> 20 credits
120 credits	<b>Crafting your Practice 2</b> 20 credits	<b>Integrating Creative Skills</b> 20 credits
	<b>Exploring Culture and Practice</b> 20 credits	<b>Influencing Culture and Context</b> 20 credits

	Semester 1	Semester 2
Level 4	<b>101 Animation Fundamentals</b> 20 credits	<b>104 Animation Character Mechanics</b> 20 credits
120 credits	<b>102 Visual Development (Production Design)</b> 20 credits	<b>105 Storytelling</b> 20 credits

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	<b>103 Professional Life Practice (Developing Your Practice)</b> 20 credits	<b>106 Professional Life Practice (Exploring Your Practice)</b> 20 credits		
	Semester 1		Semester 2	
Level 5	<b>201 Animation Character Performance</b> 20 credits	<b>204 Animation Narrative/s</b> 40 credits	<b>205 Work Based Learning</b> 20 credits	
120 credits	<b>202 Visual Development (Character Design)</b> 20 credits			
	<b>203 Professional Life Practice</b> 20 credits			
	Semester 1		Semester 2	
Level 6	<b>301 Animation Portfolio</b> 40 credits	<b>303 Animation Production</b> 40 credits	<b>304 Industry Prep</b> 20 credits	
120 credits				