

COURSE SPECIFICATION

Awarding Body: Norwich University of the Arts

The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the Higher Education Funding Council for England.

Please see the Higher Education Funding Council Register of Providers at: <http://www.hefce.ac.uk/reg/register/search/Provider/10004775>

Course Title: BA (Hons) Animation

Level of Study: Level 6 of the Framework for Higher Education Qualifications in England (FHEQ).

For further information see: <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

Award: Bachelor Degree with Honours (BA (Hons))

Mode of Study: Full-time

Duration of Course: 3 years

Language of Study: English

Course Accreditation: None

Relevant QAA Subject Benchmarks: Art and Design (2017)

Subject Benchmark Statements set out expectations about standards of degrees in a range of subject areas. They describe what gives a discipline its coherence and identity, and define what can be expected of a graduate in terms of the abilities and skills needed to develop understanding or competence in the subject.

For further information see: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects>

Tuition Fees: For details of tuition fees see: <http://www.nua.ac.uk/study/finance/>

Other Course Costs: The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. On average students of arts, design and media courses spend around £250 in their first year rising to £375 in their second year and £600 in their graduating year.

The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.

Please see: <http://www.nua.ac.uk/wp-content/uploads/2013/08/Student-Experience-at-NUA.pdf>

ADMISSION REQUIREMENTS

Interview/Portfolio

When you apply to BA (Hons) Animation at NUA, we will ask you to prepare your portfolio, a written submission and an interview. These methods are used to assess your suitability to the course. All three elements should clearly demonstrate your passion for the subject and your individual creativity.

Minimum Entry Requirements (from <http://www.nua.ac.uk/study/undergraduate/>)

GCE A/AS Levels	3 A-level qualifications at grades BBB, at least one of which must be in an art, design or media related subject. Where candidates are not taking 3 A-levels, NUA will consider combinations of A-level/AS-level and other Level 3 qualifications.
Advanced Diploma in Creative and Media	Pass at Grade B in the Diploma and B in the Additional and Specialist Learning. Advanced Diplomas in other subjects would not normally be accepted unless accompanied by other Level 3 art and design related subjects.
International Baccalaureate	A minimum of 32 Points

For the following vocational qualifications we do not specify tariff points but will normally require the following grades:

BTEC National (from 2011 onwards) Extended Diploma	DMM (Distinction, Merit, Merit)
BTEC National (from 2011 onwards) Diploma	D*D* (Distinction*, Distinction*)
BTEC National (qualifications completed prior to June 2011) National Diploma	DMM (Distinction, Merit, Merit)
BTEC National (qualifications completed prior to June 2011) National Certificate	DD (Distinction, Distinction)
Foundation Diploma in Art and Design	M (Merit) normally in addition to A-level qualifications
Access to HE Diploma in art and design or media related subject	PASS

Non Standard Entry

The University will accept other pre-entry qualifications or combinations of different qualifications. For further information on the types of qualifications accepted, please consult the UCAS Entry Profile for your chosen course.

Applications may also be considered from candidates who do not meet these minimum entry requirements. NUA welcomes individuals from a wide range of backgrounds and previous educational or professional experiences, including those with nonstandard qualifications.

AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

The Aims of Undergraduate Study are to:

- Provide students with an inclusive and stimulating curriculum for the specialist study of art, design, architecture and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous opportunities for creative practice along with skills appropriate to the named award.
- To enable students to establish and develop key skills in areas of creative practice, research and professional practice as they apply to the subject.
- Provide students with the required practical and project management skills to realise ideas.
- Provide courses that prepare students for employment and professional practice and/or further study.
- Provide courses that enable graduates to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Enrich curriculum content and ensure course currency through the professional practice, research and scholarship of staff.
- Emphasise the cultural, technical and vocational relevance of course provision.
- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and wider art, design, architecture and media communities.

GENERIC SKILLS

Holders of Undergraduate Awards will:

- Have developed the skills to embark on a professional career or further course of study in a related field.
- Demonstrate a professional approach and work towards achieving their full potential as a creative or technical practitioner.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be digitally literate in relation to the skills essential for professional practice and its representations.
- Be able to locate their work within relevant professional, cultural and historical frameworks.
- Be able to practice professionally in an area appropriate to their subject skills and expertise.
- Have developed the capacity to critically examine the context within which their practice is based.
- Be able to analyse information and experience to formulate and present reasoned arguments.
- Have an understanding of the extent of their knowledge, and how this influences analysis and interpretation based on that knowledge in their area of practice.
- Be able to interpret and communicate their practice using spoken, written and visual language.
- Be able to work flexibly to manage change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of other stakeholders
- Have developed the ability to make effective use of processes and materials appropriate to the subject.
- Be able to work with due regard to Health and Safety, Ethics, Sustainability and Risk Assessment considerations as they apply in in a range of professional contexts.

COURSE DIAGRAM

BA1a: Fundamentals	BA1b: Concepts and Contexts
40 Credits	80 Credits
10 Weeks	20 Weeks

BA2a: Experimentation and Application	BA2b: Collaboration
80 Credits	40 Credits
20 Weeks	10 Weeks

BA3a: Research and Development	BA3b: Resolution and Innovation
60 Credits	60 Credits
15 Weeks	15 Weeks

WHAT YOU WILL BE DOING IN THIS UNIT

This unit will enable you to gain core knowledge of the subject by introducing you to the medium of animation. You will explore traditional processes and practices, and engage with contemporary digital software programmes.

In this first year of your course you will be exposed to a range of animation techniques, with the opportunity to specialise in particular roles in years two and three. A series of projects will introduce you to the principles of animation, including 'squash and stretch', 'follow through' and 'weight and effort', which are often referred to as the Twelve Basic Principles of Animation. The main purpose of the principles is to produce the illusion of characters adhering to the basic laws of physics in order to produce realistic and convincing movement in animation, but they also refer to more abstract issues such as emotional timing and character appeal. You will learn about the theory of the principles and apply this knowledge in practice based work to develop your skill and proficiency as animators. The principles, though originally intended for hand drawn animation, are relevant to all forms of animation, and learning and practising these will give you a solid foundation as you progress through the course.

You will be given inductions in the use of all software programs needed for this unit and there will be subsequent technical support as necessary as you work on the projects. A series of technical demonstrations will introduce basic processes and techniques.

Alongside your studio practice you will develop an understanding of a range of transferable professional skills in planning, time management, research, reflection and communication, in both theory and practice based work.

Unit Title:	Fundamentals
Reference:	BA1a
Year:	1
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit will introduce you to the fundamental elements of your course and help you to become accustomed to undergraduate study at the University. Becoming an independent learner is an essential aspect of undergraduate study and this unit is designed to help you make the transition successfully by developing skills in planning, researching and reflection.

Within the unit you will be given opportunities to acquire essential practical skills relevant to your subject using an appropriate range of materials and processes. You will develop ways for generating ideas for your creative practice and consider how to progress them towards resolution. Along with your creative development you will be introduced to historical, cultural and ethical concepts that have influenced (and are influenced by) creative practice.

You will be introduced to methods for gathering information and supported to find relevant interpretations of your research. You will also be given the opportunity to develop skills of communication through writing, image and spoken word.

As well as the teaching of animation the course team will fully support, guide and encourage you through this period of transition as you become accustomed to learning at undergraduate level.

In addition to attending taught sessions you will need to use independent study time to practise the skills you have been learning and to revisit and develop your work.

The idea of exploring and developing your work, through making and doing, producing multiple versions and thoroughly testing and challenging initial ideas, is an essential aspect of animation. We refer to this as iterative development. Through this process of experimentation and iteration you will begin to develop creative practices that will support you throughout the course.

You will be required to keep notes as you practise and experiment with the techniques and processes that you are shown. For each project you will digitally record your progress in a research blog, which must include written evidence as well as images. This unit will introduce you to reflective writing, which is an important aspect of your study as a degree level student. It is a way of processing your practice based experience and provides an opportunity for you to gain further insights from your work, as you reflect on your experiences and consider a range of perspectives from tutorials, reviews, lectures and the application of theory. The weekly summaries and a final critical evaluation of each project will act as your 'reflective journal'. The integration of theory and practice is very important at degree level, enabling you to identify and implement techniques for improving your work as you gain new understandings and insights through a synthesis of research and experimentation. Research lectures will introduce you to key elements of theory, and support you through the acquisition of skills for research and critical writing which you will utilise and develop throughout your time on the course.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Technical skills
- Ideas generation
- Knowledge of materials and processes
- Time management
- Documentation of practice
- Reflection on learning

Professional Practice

- Introduction to the Learning Environment, Health and Safety and Risk Assessment
- Audience awareness
- Communication and presentation skills
- Personal planning

Research

- Writing for creative practice
- Interchange between practice and theory
- Underlying subject histories and theories
- Visual and textual research skills
- Techniques of analysis and enquiry

Aims

The aims of the unit are:

- To introduce you to the learning environment for undergraduate study in art, design and media.
- To foster an awareness of the importance of research and to enable you to experience key methods of gathering and interpreting information.
- To develop practical, technical and conceptual skills in your subject.
- To develop your understanding of the subject and related contemporary practice in the creative industries.

With tutor guidance you will investigate a range of sources, gaining the ability to contextualise your work historically, culturally and ethically, as you produce a written analysis of an animated character.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Show an awareness of the fundamental historical, cultural and ethical concepts and principles associated with your subject.
- LO2:** Demonstrate the skills required for researching, interpreting and presenting fundamental ideas and theories around your subject.
- LO3:** Demonstrate a fundamental understanding of the materials and processes associated with your subject area.
- LO4:** Communicate the development and outcomes of your work clearly and effectively to others.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 1,000 word written text

WHAT YOU WILL BE DOING IN THIS UNIT

In this unit you will build on your fundamental dynamic animation skills, acquired in BA1a, as you explore a range of different animation techniques and processes and strengthen your understanding of their application in creative problem solving. This will prepare you for the second year, when you will work within particular roles according to individual choices. Lectures will explore the use of sound in animation, considering function and purpose in a variety of contexts, and giving you a deeper understanding of how to apply sound to your own animated work.

Workshops, tutorials and masterclasses will introduce stop motion and CG and take you through a series of tasks in which you will continue to develop your understanding of the principles of animation as you apply them to the new techniques you are learning. You will further develop your skill and ability as an animator through continued practice, experimentation and the use of iterative processes, as you work towards making these elements a more powerful and habitual aspect of your creative practice. At the end of the unit you will produce a showreel of first year work that represents your strengths and enables you to reflect on your creative practice in the first year, identifying specific areas of animation and production roles that you may choose to develop further as you progress into the second year of the course.

Further sessions on acting for animators will enable you to physically rehearse movement and provide you with visual referencing as you strive to capture this in your animation. An understanding of how and why bodies move is a powerful tool which will greatly support your development as an animator.

Unit Title:	Concepts and Contexts
Reference:	BA1b
Year:	1
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will provide you with a framework to support your continuing engagement with the concepts and contexts surrounding your subject. The unit will help you to develop approaches for independent learning, self-reflection, evaluation and documentation. As the unit progresses you will be able to apply the knowledge and skills you have acquired through a process of experimentation and analysis. You will explore techniques, materials and media in a variety of ways and be engaged in an investigation of the apparent and less obvious connections between ideas, images, objects, words and theories that surround your subject.

Successfully working as part of a team is an essential element of professional practice and you will be supported to develop this ability within the unit as you work towards a group presentation. You will be encouraged to gain insights into the industries associated with your subject and to consider the market and audience for your work.

The unit supports you to develop research skills in gathering information, analysis and communication and you will continue to hone your academic writing skills alongside your creative conceptual and technical progression. You will consider the historical and cultural influences that have impacted on your subject and have shaped its contemporary presence. You will be encouraged to reflect on your studio practice in terms of the key influences that have informed the evolution and development of your subject specialism and to consider issues of ethics and sustainability in contemporary practice.

Research lectures for this unit will build on and enhance your understanding of character from BA1a as you begin to explore the role of narrative within the animated context. Animation's fundamental intention is to create the illusion of life through movement and, with this in mind, the importance for animators of learning and practising narrative techniques cannot be overstated. Even a static image can contain a sense of tension or a backstory, and by analysing and deconstructing narrative arcs and tropes you will learn convincing methods for creating tension, building believable worlds, and inventing meaningful characters, all of which will help you catch, and sustain, your audience's attention, whether or not you are telling a traditional 'story'. Understanding and utilizing narrative techniques can make your work more meaningful as you learn about symbol and subtext, identifying and practising strategies for visual storytelling that will assist you in creating effective and memorable animation.

In your second research task for this unit you will work collaboratively to investigate a variety of media roles and practices, culminating in a group presentation. Acquisition of skills for collaborative working, such as respectful communication and learning how to vocalise your ideas, will prepare you for group work in future units and potential roles within the animation industry, which is frequently collaborative in nature. Your research into media roles will be supported and enhanced by a series of presentations, both in person and via Skype, from professionals within the animation industry. Their first-hand experience of a range of roles and practices, will help to acquaint you with the wide range of potential applications for your developing animation skills.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Enhanced Technical skills
- Ideas development
- Key components of creative practice and processes
- Project planning
- Enhanced documenting
- Critical reflection and evaluation

Professional Practice

- Learning environment and Health & Safety awareness
- Team working
- Industry awareness
- Audience and market understanding
- Presentation and pitching skills
- Developing personal planning

Research

- Academic writing conventions
- Global, cultural, social and economic issues of creative practice
- Essential subject histories and critical theories
- Selecting, gathering and evaluating information
- Research and analysis of images and objects

Aims

The aims of the unit are:

- To establish a practical approach to learning as part of an undergraduate experience in art, design or media practice.
- To identify some of the key historical, cultural and ethical influences on your subject, by investigating the work of others through visual and text-based research.
- To enable a flexible approach to problem-solving and idea generation.
- To develop a capacity for independent learning and time-management.
- To foster an enquiring and professional approach in the production of work.
- To develop skills in visual, written and oral communication, and to work effectively with others as part of professional skills development.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO5:** Demonstrate knowledge of the fundamental techniques, materials and processes associated with your subject.
- LO6:** Make judgements and present arguments through engagement with fundamental historical, cultural and ethical concepts and theories associated with your subject.
- LO7:** Demonstrate a range of approaches to creative and experimental problem solving.
- LO8:** Communicate the development of your ideas clearly using text, image or object.
- LO9:** Demonstrate fundamental subject-specific and transferable skills relevant to your practice and future career.
- LO10:** Evidence independent planning and time-management in the development of your work.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 2,000 word text
- A group presentation

WHAT YOU WILL BE DOING IN THIS UNIT

In the second year of your degree you will have increased choice and responsibility. You will be able to choose your working methods and processes in response to a series of briefs, developing individual and collaborative skills towards becoming a confident creative practitioner.

In this unit you will work individually and within production teams, exploring the entire production pipeline and developing generalist and specialist skill sets. Project briefs will be a combination of simulated and live briefs on industry standard deliverables. Within teams you will negotiate and assign roles on a project by project basis, producing work to industry requirements. Alongside advanced workshops you will engage in independent exploration and application according to your chosen areas of interest, which you may have identified at the end of BA1b as you produced and reflected on the showreel of your practical skills. You will build upon the core animation skills established in Year 1, further refining your ability to animate movement through the good habits of experimentation and practice which you established in the first year of your degree.

Through your research tasks for this unit you will develop an understanding of film language and narrative strategies that you will subsequently apply to the development of your work as animators, with an increased understanding of why they are relevant to the creation of animated content, whatever the context. You will develop a coherent understanding of the uses and impact of film language and narrative strategies to create a synergy between the varied elements of production, from idea generation to storyboarding and consideration of the elements of pace and time, how to engage an audience and communicate emotion.

Unit Title:	Experimentation and Application
Reference:	BA2a
Year:	2
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will enable you to utilise and expand the specialist knowledge and skills introduced in year 1 through focused experimentation and application. The unit enables you to develop a more targeted engagement with the techniques, materials and media of your subject and encourages you to explore the dynamics of process and theory relevant to the subject and the development of your individual practice. You will continue developing specialist practical skills and the unit will help you to identify areas for personal development through independent study.

Industry engagement is a key feature of the unit and you will be supported in identifying markets and audiences for your work. You may engage in competition entry, working with live briefs and other forms of work-related learning which will help you to develop an understanding of the professional pathways open to you.

You will be encouraged to reflect on your studio practice in terms of the professional, commercial and contextual influences that have informed the development of your subject specialism. This unit will develop your skills as a reflective practitioner and enable you to develop your visual, verbal and written communication skills.

The unit will support you to continue to develop academic writing skills through composition of a longer written text for which you will independently research, analyse and present your findings. Understanding and exploring methods of developing and presenting an argument through word and image will form a key part of your learning.

You will reinforce techniques for contextualisation, and put into practice your awareness of narrative as you write a short story suitable for animation.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Expanded technical skills
- Creative problem solving and evidence of conceptual thinking
- Diversity and experimentation in materials and processes
- Project development
- Establishing a personal archive
- Sustaining an individual practice

Professional Practice

- Health and Safety in context
- Work-related learning
- The creative and cultural economy
- Competition entry and live briefs
- Effective communication of visual, audio and written material
- Professional awareness

Research

- Writing as creative practice
- Developing a sustainable & ethical practice
- Key components of critical theory and subject discipline
- Evaluating texts and a variety of research methodologies
- Identifying authoritative sources for extended research

Aims

The aims of the unit are:

- To encourage breadth and depth of enquiry into, and application of, techniques, processes and materials.
- To develop your awareness and understanding of professional practices and the creative industries associated with your subject.
- To offer a range of approaches to problem solving and ideas generation
- To establish a range of research methods relevant to your discipline and support your understanding of their application.
- To facilitate an appreciation of the application of theories and ideas to your practice.
- To consider and evaluate appropriate methods for successfully communicating and presenting ideas to different audiences.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate knowledge and application of the key techniques, materials and processes associated with your subject.
- LO2:** Identify relevant historical, cultural and ethical concepts and principles and apply them to a range of contexts.
- LO3:** Demonstrate knowledge of problem-solving approaches used in your discipline and show a critical approach to practice-based enquiry in your work
- LO4:** Critically reflect on the boundaries of your knowledge and learning.
- LO5:** Articulate the findings of your research and practice using appropriate means of production and communication
- LO6:** Demonstrate your ability to identify, plan and, where appropriate, participate in relevant work-related learning.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 3,000 word text

WHAT YOU WILL BE DOING IN THIS UNIT

In this unit you will explore the broader contexts of animation and your associated skills. You will continue to build on your ability to collaborate within a team whilst focusing on your own individual role and areas of specialism. You will develop your experience and understanding of collaboration by working with your fellow animation students and through interdisciplinary collaboration, either with other courses within the university or external partners.

Through development of professional standard skills you will work towards becoming industry ready. You will embark on independent research related to your own area of interest, allowing you to critically reflect on and contextualise your creative practice historically, culturally and/or ethically, as you write a proposal for your third year Research Report.

Through an introduction to personal branding you will learn theoretical issues of branding and apply this to creating an online presence to represent your work at this stage. This may be the creation of a website but is not limited to this as you will consider the range of possibilities, such as blogs and uses of social media in identifying what is appropriate for you. Reflection on your work and experience so far enables you to define and articulate your skills and the strengths in your work and will help develop your understanding of workplace contexts for your practice. This will give you a solid foundation in focusing your intentions for the third and final year of your degree, in which the production of a personal portfolio will require you to identify potential roles within industry and fully utilise skills for self-promotion.

Unit Title:	Collaboration
Reference:	BA2b
Year:	2
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit provides an opportunity for you to work with others and to expand the learning experiences gained in Year 2; in particular, the unit focuses on developing your creative practice and enhancing your technical and conceptual skills within the context of other practitioners and audiences. It is anticipated that you will use the methods, knowledge and understanding gained previously to help you locate your work in relevant professional and creative contexts. The unit also allows the flexibility to help you engage with external-facing activities and to interact with a variety of audiences beyond the Course using appropriate forms of participation, dissemination and communication.

You will have the opportunity to test a number of different collaborative working practices in this Unit; for example: in-course collaborations which explore generic team-working skills; cross-course collaborations that look at the opportunity for potential interdisciplinary outcomes; collaboration with industry to understand key skills required for working in your subject and an inter-change of ideas that allow you to work in groups with students from different disciplines to learn new skills and gain new knowledge.

The unit will raise your awareness of your own skills and help you identify appropriate career opportunities through work-related learning and collaborative projects, and, as part of the Unit you will be supported in expanding your own skill set. Team-working, project management and the ability to communicate effectively with a variety of stakeholders are essential skills that you will develop as part of this unit. This unit will also equip you with the skills to enable you to become a more autonomous learner and assist in preparing you for further study at Year 3.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Appropriate Interdisciplinary skills
- Tackling unfamiliar problems and concepts
- Developing a collaborative practice
- Project Management
- Documenting individual and group roles
- Creative decision-making

Professional Practice

- Understanding professional Health and Safety considerations
- Working with cross disciplines teams
- Commissioning and funding structures
- Curation and display
- Professional pitches and presentations
- Enterprise and Entrepreneurship

Research

- Writing for a diverse audience
- Processes linking production, distribution, circulation and consumption
- Identifying research questions and appropriate methodologies

Aims

The aims of the unit are:

- To consolidate your knowledge, skills and experiences as an independent learner and informed practitioner
- To increase awareness and understanding of the creative industries and the nature of working within them
- To strengthen your understanding and application of appropriate research methods for your study
- To prepare you for study at Year 3 and future employment.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate an understanding of a wide range of applications for your work, including workplace contexts for your practice.
- LO8:** Propose and plan areas of research for further study, based on analysis of appropriate techniques and information that extend your knowledge.
- LO9:** Evaluate and employ appropriate communication and presentation techniques in relation to subject and audience.
- L10:** Demonstrate your ability to work collaboratively in order to meet specified goals.

Assessment Requirements

You are required to submit the following for assessment:

- A Presentation of collaborative outcomes
- A 1,000 word Research Report Proposal
- Research and supporting documentation
- A Reflective Journal

WHAT YOU WILL BE DOING IN THIS UNIT

In the third year you will move towards independence as a practitioner within the context of individual and collaborative showcases. The unit encourages you to draw and build upon what you have learnt in the first and second year of the course to develop a body of work that is informed by appropriate research and experiential practice.

This project initiates your final year of study and aims to prepare you in planning, developing and organising your final project work for the next unit. You will initiate and generate your own creative work, both individually and within teams, producing animated content to showcase industry ready skills. This unit enables you to continue to focus on an area or areas of specialism within the broad scope of animation production. You will define and redefine your own project outcomes through continued research, experimentation, risk-taking and reflection. You will be responsible for balancing individual development with group based work to ready your practice for industry, showing advanced professional practice and career planning. You will build on your industry awareness of roles and practices and should be considering future employment or further studies. This will enable you to tailor projects to ultimately create a portfolio of work which is directed towards specific areas within animation and/or related areas of the creative industries.

You will utilise and further develop skills of research and critical thinking as you work to complete your Research Report, developing and resolving the proposal you submitted in BA2b.

Unit Title:	Research and Development
Reference:	BA3a
Year:	3
Credit Points:	60
Duration:	15 Weeks
Study Time:	600 Hours

Description

This unit will support you in further developing the skills of research and development essential to maintaining a sustainable creative practice. The Unit requires that you to build on the knowledge and skills gained through Years 1 and 2 of the course to develop a body of work that is informed by appropriate research and experiential learning.

This unit will encourage you to assume a greater degree of responsibility for your learning, and you will be supported in determining the direction of your work through tutorial guidance and appropriate discussion and debate to develop both your research and creative practice. Academic and pastoral support will help you plan effectively and realistically for the remainder of the course as you formulate and finalise plans for your creative practice. The parameters of your creative practice for the final course unit, ('Resolution and Innovation') should assist you in contextualising your work for this unit.

This unit will concentrate on the process of further developing and reflecting upon your practice to date in order to provide a robust basis for the work to be undertaken in the final unit of the course. The production of your creative practice and written work will enable you to refine your understanding of historical, contemporary and environmental including ethical perspectives that are essential to and indicative of an in-depth understanding of your subject specialism.

In this unit you are required to submit a completed Research Report of 5000 words that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work. With the agreement of your course tutors, you may choose to develop an extended Research Report of 10,000 words, which allows you to explore your topic of choice in greater depth. You will agree a schedule of work with your course tutors that reflects an appropriate balance between your creative practice and written work.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Advanced specialist technical skills
- Advanced concept generation
- Proficiency with materials and processes
- Sustaining a prolonged project
- Learning Agreement methodology
- Reflection as an emerging practice

Professional Practice

- Professional presentation
- Communicating research findings
- Focussed career planning including further study

Research

- Structuring and sustaining an argument
- Applying a theoretical basis to practice
- Demonstrating knowledge at the forefront of the discipline
- Enquiry based research methods using museums, archives and libraries
- Advanced information retrieval skills to gather, sift, synthesise and organise material independently

Aims

The aims of the unit are:

- To support you in planning and managing the production of a body of creative and written work
- To help you to sustain and engage with an in-depth enquiry into your interests
- To develop knowledge and understanding of your subject through historical, contemporary and cultural perspectives
- To help you to develop a breadth of reference material through creative practice and text based research
- To help you devise and apply strategies that will sustain independent learning
- To develop skills in effective communication

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate rigorous use of recognised methods to test and analyse concepts, materials and processes appropriate to your area of study.
- LO2:** Show ability to construct and develop arguments using knowledge and methods pertinent to current research and practice in your subject.
- LO3:** Show evidence of utilising a range of independently gathered scholarly information including primary material and academic or industry-based research.
- LO4:** Develop questions and make informed judgements that allow potential solutions to problems to be identified.
- LO5:** Communicate creatively and appropriately to a variety of audiences using text and images.
- LO6:** Demonstrate a clear approach to planning and developing a career in the creative industries.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A Research Report of 5,000 words or an extended Research Report of 10,000 words*

*If you are undertaking a 10,000 word Research Report you should write a minimum of 2000 words for the draft submission in this unit.

WHAT YOU WILL BE DOING IN THIS UNIT

This unit is the culmination of your final year of study. You will develop, refine and resolve the collaborative work you began in BA3a, and produce a Personal Portfolio and industry focused showreel.

Working individually you will produce a carefully curated show reel that demonstrates an understanding of industry expectations within your area, or areas, of specialism. The production and resolution of your group project will show a detailed and comprehensive understanding of animation practices.

In your research for this unit you will reflect on the findings of your BA3a Research Report and further engage with current and emerging practices within the animation industry. You will develop and demonstrate skills for self-promotion and potential location of your own work within that industry.

Unit Title:	Resolution and Innovation
Reference:	BA3b
Year:	3
Credit Points:	60
Duration:	15 Weeks
Study Time:	600 Hours

Description

This final unit is the culmination of your undergraduate study within your chosen specialism and, as the title implies, gives you the opportunity to bring your work to a suitable degree of resolution within the context of innovative practice.

The Unit is dedicated to your creative practice and provides you with the opportunity to plan, develop and produce a substantial body of work over an extended period of time. The unit allows you to consolidate and capitalise on the skills, knowledge and experience gained throughout the course and provides a unique opportunity to generate a sustained and innovative body of resolved work that will support you in your future career or further study.

This unit supports you in developing and delivering a professionally presented project relevant to your chosen career path. You will consider appropriate forms of production, display and dissemination – including self-promotion, communicating your practice effectively to a range of specialist and non-specialist audiences.

You will utilise skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your subject practice. The research, development and reflection undertaken in the previous unit (Research and Development) provides the foundation needed to support this final stage of your study.

Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

Creative Practice

- Delivering work to appropriate professional standards
- Consolidating approaches to concepts and production methods
- Realisation of appropriate methodologies
- Project resolution
- Documentation as outcomes
- Reflection and resolution

Professional Practice

- Application of professional Health and Safety requirements
- Promotion and dissemination
- Creative and appropriate communication with word, sound, image etc.
- Manage creative, personal and interpersonal commitments in a professional manner

Research

- Writing for a specialist and non-specialist audience
- Conceptualising creativity and authorship
- Application of knowledge at the forefront of the discipline
- Application of appropriate research methodologies

Aims

The aims of the unit are:

- To develop awareness and understanding of the creative potential and practice of the subject.
- To enable a sustained critical engagement with the subject through referencing the bodies of knowledge that support and challenge the discipline.
- To develop awareness of debates within and around the subject area to profile the diversity of a contemporary practice.
- To enable you to sustain a commitment to thematic enquiry.
- To help you initiate work that is innovative, ambitious and original in thinking to develop outcomes beyond an obvious solution.
- To enable you to communicate your intentions effectively.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate consistent knowledge and understanding of your subject area, making detailed reference to current and emerging practice.
- LO8:** Show evidence of sustained critical engagement with an issue or question relevant to your subject.
- LO9:** Demonstrate an open and evidence-based approach to learning.
- LO10:** Apply skills, methods and knowledge to develop and extend projects beyond initial findings and solutions into resolved outcomes.
- LO11:** Communicate effectively to a range of specialist and non-specialist audiences using means appropriate to your practice.
- LO12:** Evidence a professional approach to career development through appropriate self-promotion, industry awareness and engagement.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal

LEARNING AND TEACHING

Learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning.

NUA emphasises learning and discovery through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials. Other learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning, alongside technical demonstrations, exhibition practice and other presentations of students' work.

Students' progress is assessed in a number of ways. All courses provide clear information about the work required for assessment, and the criteria which are used in assessment. Courses make considerable use of group critiques where students present their work for discussion. Courses also use self-evaluation and peer evaluation to complement the assessment of work by tutors. Students come into contact with a wide range of staff, all of them committed to supporting learning. As well as academic staff, these include staff in technical workshops, the Library, Employability Service, and Student Support.

Independent Learning

Independent learning complements and builds upon the teaching you receive on your course. Key aspects of learning develop through the acquisition of research skills, the generation and development of ideas, and independent study. Learning Agreements are used by courses to support independent study and to enable students to focus, direct and negotiate their individual pathway through the course.

At undergraduate level, an increasing emphasis is placed on independent learning as students' progress through their course. This enables them to make the best use of the University's resources in support of individual creative development. Independent learning may be based on projects or assignments set by staff, or it may be self-initiated. There are significant opportunities for self-initiated study at both undergraduate and postgraduate levels.

PAL Mentor Scheme

Each undergraduate degree course has a system of peer support known as Peer Assisted Learning or PAL. This means that Year One students have ready access to trained Year Two students from their course, from before they arrive through to the end of the first year. The advice and support given by the PAL Mentors is directly relevant to first year students and is delivered by Year Two or Three students who have had similar experiences themselves. This extra layer of support for first year students has been found to be very effective in helping to smooth the transition to higher education.

Collaboration

One of the most exciting aspects of study at NUA is the opportunity for students to concentrate on their art and design discipline. However, there are also valuable opportunities to learn from the experience of working collaboratively or as part of a team with students on other courses. Collaborative projects may form part of the approved content of a course unit, with the outcomes of the collaboration being formally assessed, or they can be negotiated as part of a learning agreement. The chief benefit of collaborating in this way is that it reflects the realities of professional practice in the creative industries, and thus it enhances students' understanding of the professional context for their work.

Work-Related Learning

All NUA courses offer students opportunities to undertake periods of work placement in order to reinforce their professional development and awareness. Other types of work-related learning emphasised by courses include: guest lectures or workshops led by visiting artists and designers; 'live' projects or commissions for external clients; mentoring by practising artists and designers; and projects which simulate professional practice in the creative sectors. In addition, students are encouraged to participate in regional and national competitions for artists and designers such as the Starpack Packaging Awards and Design & Art Direction Awards, often achieving significant success.

Students also undertake voluntary projects, for example in schools, hospitals and the wider community. This experience is particularly valuable for those who want to pursue a career in teaching or community work. NUA is developing mechanisms by which such activity can be accredited towards a degree. The University regularly takes advice from the creative and cultural industries in order to maintain the currency of its courses and to ensure that the learning experience is relevant to future employment, freelance work and progression to postgraduate study.

Learning and Teaching

All of these features of learning, teaching and assessment are underpinned by NUA's Strategy for Learning, a key document which sets out its principle aims and the ways in which learning and teaching will be enhanced at NUA. Academic and other staff involved in teaching and the support of learning regularly identify and share good practice with colleagues within the University and nationally. Each year NUA recognises the contribution made by staff through the award of a Teaching Fellowship and a number of Teaching and Student Support Awards.

Staff are able to apply for small grants for the development of new approaches to learning and teaching, and for funding to promote the application of their research and creative practice to inform and update their teaching. The University is committed to a learning environment in which traditional forms of learning and teaching are complemented by e-learning, and which is significantly enhanced by its Library and learning resources.

ASSESSMENT

Assessment is the process of evaluating or assessing your learning. Sometimes it will involve consideration of work in progress, while at others it concentrates on work which you have completed and submitted as assessment requirements for each unit of study.

The University assesses you through the coursework that you produce as you complete each unit. Each unit will require that you present a portfolio of work which may include finished pieces of work, written work, your research, and a reflective journal which allows you to evaluate your learning and highlight your strengths and areas for further development.

There are two types of assessment that you will receive while on your course:

- Formative assessment is the process whereby your work and progress are assessed at regular intervals with accompanying feedback from staff in order to help to improve your performance. Staff will provide you with feedback on the progress of your work before you reach the assessment point at the end of the unit. This may take place one-to-one with a tutor (e.g. in a tutorial) or in group sessions.
- Summative assessment is the process whereby your work is evaluated and given a mark at the end of course unit. Summative assessment formally records your achievement of the unit's learning outcomes.

You will be assessed against the approved unit learning outcomes and assessment requirements as outlined in Unit Outlines. Project Briefs guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and so successfully achieve the unit learning outcomes.

Many courses also employ self and peer evaluation or assessment within their overall assessment processes. Self-evaluation and self-assessment require you to reflect upon your learning and performance and to submit this to tutors. Peer evaluation and peer assessment are used when students have been working in teams and require each team member to reflect upon their peers' performance and to submit this to tutors.

Feedback Following Assessment

Formative assessment is itself a process of feedback on your progress. You are also given feedback on your performance following each summative assessment. This is delivered in accordance with your unit outline and with reference to the NUA Student Agreement and NUA Feedback to Students Policy. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion.

REQUIREMENTS FOR PROGRESSION ON THE COURSE

The general requirements for progression are as follows:

Progression from Year 1 to Year 2 (Honours degree): you must pass all Year 1 units and be awarded 120 credits (FHEQ Level 4)

Progression from Year 2 to Year 3: (Honours degree): you must pass all Year 2 units and be awarded 120 credits (FHEQ Level 5)

If you do not pass a unit at first attempt you will normally be offered at least one further attempt to pass the unit through resubmission. If you do not pass the unit after a resubmission attempt you will not be allowed to progress to the next stage of study and may have your course terminated.

See the University's Student Regulations and Procedures

<http://www.nua.ac.uk/about/information/support/>

If you fail all 120 credits in a year of study you will not normally be offered resubmission opportunity and may have your course terminated, or be required to repeat the year, depending on your circumstances.

REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To qualify for the award of Bachelor of Arts with Honours [BA (Hons)] you must have achieved a pass in all units and be awarded 360 credits.

If you do not complete your course for any reason, you may qualify for an exit award as follows:

- Completion of Year 1 – Certificate of Higher Education (120 credits at Level 4 (FHEQ))
- Completion of Year 2 – Diploma of Higher Education (240 credits with 120 credits at Level 5 (FHEQ))
- Partial completion of Year 3 – BA Degree (Unclassified) (300 credits with 60 credits at Level 6 (FHEQ))

CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

The University may terminate your place on a course if:

- Your attendance is deemed unsatisfactory;
- You do not meet the requirements for progression as set out in the Student Regulations and Procedures;
- You do not pay the University fees and/or any other required payments in line with our Undergraduate or Postgraduate (Taught) Student Tuition Fees Payment policies;
- You are found to have broken specific course or other regulations about student conduct or anti-social behaviour; or
- You need a visa to study at NUA and have broken the terms and conditions of that visa as set out by UK Visas and Immigration (UKVI). UKVI is the part of the Home Office responsible for deciding who has the right to visit or stay in the country, including the right to study.

QUALITY ASSURANCE

From 2016, the University is quality assured by the Higher Education Funding Council for England (HEFCE) through its Annual Provider Review. The University fully meets HEFCE's requirements for quality and standards which means that:

- Qualification standards are reliable and reasonably comparable with those across the UK
- The student academic experience is of high quality
- Student outcomes are generally good or excellent and the University has demonstrated continuous improvement in relation to them

Further information can be found on the HEFCE Register of Higher Education Providers at <http://www.hefce.ac.uk/reg/register/search/Provider/10004775>.

Prior to 2016, the University was quality assured by the QAA. Read [NUA's latest review](#).

Quality in the University is assured by a number of systems and procedures. Many of these notably those which contribute to annual monitoring) work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement;
and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.

Date of Course Specification: 2nd October 2017