

Module Code:	ARD544
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Module Title:	Animation for society
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Level:	5	Credit Value:	20
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Cost Centre(s):	GADC	<u>JACS3</u> code:	W615
		<u>HECoS</u> code:	100057

Faculty:	Arts, Science and Technology	Module Leader:	Marta Madrid
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Scheduled learning and teaching hours	50 hrs
Guided independent study	150 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA(Hons) Animation	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: 01/05/2018
 With effect from: 01/09/2019
 Date and details of revision:

Version no:1
 Version no:

Module Aims

- To introduce students to the planning, design and production of informative animated film for social purpose.
- To manage team work and engage in a collective project.
- To create symbolic communicative elements with informative purposes in a sequence of moving images with sound.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem-solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

		Key Skills	
1	Plan, design and produce an informative animated film for social purpose.	KS1	KS5
		KS3	KS7
		KS4	KS6
2	Manage team work and engage in a collective project	KS2	
		KS9	
		KS8	
3	Create symbolic communicative elements with informative purposes in a sequence of moving images with sound.	KS7	
		KS8	
		KS10	

Transferable skills and other attributes

- Work behaviour: focusing on tasks, organisation of working spaces
- Assertive attitude among team members
- Time management
- Decision making and negotiation skills
- Social skills

Derogations*None***Assessment:**

Indicative Assessment Tasks:

Students will be required to produce coursework in response to set assignments that demonstrates the students' ability to plan, design, and create an informative animated short film with a social purpose.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Coursework	100		

Learning and Teaching Strategies:

- Lectures will provide students with analytical skills to design an informative film.
- Assignments will enable students to create an motion graphics informative short film.
- Software workshops will provide students with the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin of the conceptual development and understanding of the team project.

Syllabus outline:

This module challenges students to work in teams to design, manage and create an animated informative with a social purpose. Students will work collaboratively to learn to plan, manage and develop a project. This will involve learning to communicate ideas between team members and manage team work dynamics. Students are expected to develop their symbolic thinking skills and plan a sequence of graphics in motion with a clear agreed purpose.

Indicative Bibliography:
Essential reading
Martin, L., P. (2006). <u>Visual communication: images with messages</u> . Belmont, CA: Thomson Wadsworth
Martin, L. P. (2012), <i>Visual communication: images with messages</i> . 6 th ed. Cengage Learning, Inc. £68
Joao A., B. (2015). <u>Motion Graphics Ergonomics: Animated Semantic System, for Typographical Communication Efficiency</u> . <i>Procedia Manufacturing</i> , 2015 (3): 6376- 6379.
Joao A., B. (2015), <u>Motion Graphics Ergonomics: Animated Semantic System, for Typographical Communication Efficiency</u> . <i>Procedia Manufacturing</i> , 2015 (3): 6376-6379.
Other indicative reading
Curran, S. (2000). <i>Motion graphics: graphic design for broadcast and film</i> . Gloucester: Rockport.