

Module Code:	ARD438
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Module Title:	Media and Motion
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Level:	4	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) / MDes Animation	✓	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: 12/09/2018

Version no: 1

With effect from: 01/09/2019

Date and details of revision:

Version no:

Module Aims

- To introduce students to the identification and appreciation of diverse methods and techniques of animation.
- To introduce students to layout and planning skills.
- To enable students in the exploration of the use of different animation methods and techniques.

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	Identify and appreciate diverse methods and techniques of animation.	KS1	
		KS3	
		KS4	
2	Give evidence of layout and planning skills.	KS5	
		KS9	
3	Explore the use of different animation methods and techniques.	KS3	
		KS4	
		KS10	

Transferable skills and other attributes

- Planning skills
- Reflective critical skills
- Time management
- Taking risks

Derogations

None

Assessment:

Indicative Assessment Tasks:

Students will produce coursework that demonstrate their ability to identify, appreciate and apply different animation methods and techniques with evidence of planning skills through layout studies.

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 allow students to identify, appreciate and apply different animation methods and techniques.
- Assignments will enable students to produce animated sequences applying diverse methods and animation techniques.
- Technical demonstrations will enable students to acquire 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 student.

Syllabus outline:

This module introduces students to the identification, appreciation and application of different animation methods and techniques with an emphasis on planning skills through layout studies.

Indicative Bibliography:**Essential reading**

Taylor, R. (2004). Encyclopedia of animation techniques. Booksales

Derakhshani, D., 2015. *Introducing Autodesk Maya 2016*. [12th edition]. ed. SanFrancisco: John Wiley & Sons, Inc.

Other indicative reading

O'Halley, T. (2010). Hybrid animation: integrating 2D and 3D assets. London: Focal