

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Visual Effects (Design)	<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Module code:</b>	ARD516	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	
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<b>Cost Centre:</b>	GADC	<b>JACS3 code:</b>	W213
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<b>Trimester(s) in which to be offered:</b>	1	<b>With effect from:</b>	September 16
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	M,McKenna
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Scheduled learning and teaching hours	50 hrs
Guided independent study	150 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BSc (Hons) Television Production and Technology	✓	<input type="checkbox"/>
BSc (Hons) Professional Sound and Video	✓	<input type="checkbox"/>
MDes / BA (Hons) Design: Animation, Visual Effects and Game Art	✓	<input type="checkbox"/>
MDes / BA (Hons); Design: Film & Photography	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval June 15

APSC approval of modification *Enter date of approval*

Have any derogations received SQC approval?

Version 2 (to incorporate BSc (Hons) Television Production Technology and BSc Professional Sound and Video only)

Yes  No ✓

**Module Aims**

- To extend practice in a variety of visual effects media and techniques culminating in design and production.
- To extend technical design skills and practice in relation to the subject matter being explored.
- To explore forms of communication, narrative and non-narrative, through moving image.
- To explore the relationship between what is being communicated to the viewer.

**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

At the end of this module, students will be able to		Key Skills	
1	Demonstrate extended practice in the effective manipulation of visual imagery using visual effects techniques	KS1	KS3
		KS4	KS6
2	Demonstrate extended technical skills and design techniques using appropriate software in solving communication problems.	KS3	KS4
3	Produce work using either narrative or non-narrative forms of communication that utilises visual effects.	KS2	KS6
4	Analyse and evaluate methods of media and communication in relation to target audience/viewer.	KS1	KS4
		KS5	KS9

Transferable/key skills and other attributes

**Derogations**

None

**Assessment:**

Formative assessment will take place during group critiques with student participation and in individual tutorials that will take place prior to Christmas. Students will be assessed on the presentation of concepts, design and production of final work. They will also be expected to develop a reflective journal that evidences their research, investigation of ideas and a critical evaluation of their work for this module. Assessment will also take into consideration their attendance, participation and performance during lectures, seminars, and workshops for the overall module. Individual assessments will take place at the end of the module with a major review of work at the end of the year.

In assessing the learning outcomes, a variety of factors will be taken into account, these include:-

- Research and investigation of narrative and/or non-narrative forms of communication within a chosen design discipline.
- Conceptual design development.
- Communication of narrative or non-narrative solutions to a given assignment.
- The appropriate use of media and techniques.
- Presentation and evaluation of final piece.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 - 4	Coursework	100%		

**Learning and Teaching Strategies:**

Key lectures will examine forms of communication, narrative and non-narrative forms of expression within different design disciplines. Students will be introduced to new techniques and challenges using digital processes and may interpret their design solutions in a number of directions using a variety of media and methods. Emphasis will be placed on research and analysis from critical and contextual viewpoints.

Students will synthesise subject matter and determine the approach and structure of their concepts in answer to assignments. They will consider the relationship between target audience/viewer and what is being communicated. Practical studio work will involve both design and production through to finished presentation. Students will make formal presentations of their work to their tutors and peer group for critical analysis. Emphasis will focus on the effectiveness of communication through narrative and non-narrative forms.

Students will be encouraged to discuss the formulation of solutions in dialogue with peers and tutors. They will organise and manage their work, developing work schedules and documenting work on their reflective journals.

**Syllabus outline:**

This module broadly introduces students to new and more challenging areas of practice that will encourage the utilisation of advancements in new technology in the outcome of their work. Outcomes will be differentiated from assignments set within each Design programme.

Ideas will be explored and developed creatively to produce designs that will demonstrate creative thinking as well as extending practice through using advanced software techniques in the production process.

Students will investigate narrative and non-narrative forms of design communication with consideration to the power of communication and conveyance of meaning to the viewer. This will include conventions of narrative, but also more abstract meanings and messages that emerge from the juxtaposition of images.

**Indicative Content:**

**Animation, Visual Effects and Game Art**

Exploring visual effects and extended techniques of production and post-production such as compositing, keying and tracking. Abstracting images, exploring meaning, message and narrative forms of communication, consideration of character and environment.

**Film and Photography/TV Production and Technology/ Professional Sound and Video**

Exploring visual effects and techniques used in post-production such as compositing, keying and tracking. Extending practice using new software skills and developing knowledge in the context of narrative/non narrative forms of expression that can be used in the visual production for film and photography.

**Bibliography:**

**Essential reading**

**Animation, Visual Effects and Game Art**

**Indicative reading:**

Cabrera, C. (2008), *An Essential Introduction to Character Rigging*, Oxford, Burlington: Focal Press.

Ganbar, R. (2014), *Nuke 101: Professional Compositing and Visual Effects*, Peachpit Press.

Gripsrud, J. Weibull, L. (ed.) (2010), *Media, Markets & Public Spheres*, Bristol, UK Intellect Ltd.

Hooks, E. (2011), *Acting for animators*. Taylor and Francis Ltd.

Keller, E. (2013), *Maya Visual Effects the Innovator's Guide*: Autodesk Official Press.

Zimmerman, E. & Salen, K. (2003), *Rules of Play: Game Design Fundamentals*, The MIT Press.

**Film and Photography/Television Production and Technology/ Professional Sound and Video**

**Indicative reading:**

Freeman, M. (2007), *The Photographers Eye: Composition and Design for Better Digital Photographs: Composition and Design for Better Digital Photos*. Ilex Press.

Garvey-Williams, R. (2014), *Mastering Composition*. Ammonite.

Ganbar, R. (2014), *Nuke 101: Professional Compositing and Visual Effects*. Peachpit Press.

Glebas, F. (2009), *Directing the Story: Professional*: Focal Press.

Gress, J. (2014), *Visual Effects & Compositing*. New Riders.

Mattingly, D. B. (2011), *The Digital Matte Painting Handbook*. Sybex.

Wright, S. (2010), *Digital Compositing for Film and Video*. Morgan Kaufmann.

**Periodicals and Weblinks**

Creative Review, Centaur Communications.

Computer Arts, Future Publishing

Develop, Intent Media

EDGE, Future Publishing

Eye, Haymarket Publishing

K10K: <http://www.k10k.org>

MUTE, Texere Publishing, <http://www.metamute.com/>

Res, Res Media Group <http://resfest.com/>

WIRED, Wired UK, <http://www.wired.com>

**Other indicative reading**