

<b>Module Code:</b>	ARD543
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<b>Module Title:</b>	Experimental Animation
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<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	<b>GADC</b>	<u>JACS3</u> code:	W610
		<u>HECoS</u> code:	100632

<b>Faculty:</b>	Arts, Science and Technology	<b>Module Leader:</b>	Marta Madrid
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

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

<b>Pre-requisites</b>
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 experimental animation practices.
- To develop students' metaphoric, symbolic and allegorical thinking.
- To introduce students to poetic applications of animation methods and techniques in combination 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

At the end of this module, students will be able to		Key Skills	
1	Demonstrate knowledge and understanding of experimental animation practices.	KS1	
		KS4	
		KS6	
2	Provide evidence of metaphoric, symbolic and allegorical thinking.	KS7	
		KS9	
3	Demonstrate poetic application of animation methods and techniques in combination with sound.	KS3	
		KS10	

**Transferable skills and other attributes**

- Planning skills
- Reflective critical skills
- Visual, poetic, metaphoric, allegorical and symbolic thinking

**Derogations**

None

**Assessment:**

## Indicative Assessment Tasks:

Students will be required to produce coursework in response to set assignments that demonstrate their ability to design symbolic and metaphoric productions in order to create a poetic experimental animation project with sound.

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 introduce students to experimental animation practice and to symbolic, metaphoric, and allegorical thinking.
- Assignments will enable students to apply symbolic, metaphoric and allegorical thinking to an animated project with sound.
- Software workshops and technical demonstrations will enable students to expand their technical skills.
- 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 experimental animation practices. Students will be encouraged to think through symbols, metaphors and allegories to create an experimental animated short fragment with sound.

**Indicative Bibliography:****Essential reading**

Onedotzero (2004). *Motion blur: Onedotzero: graphic moving imagemakers*. London: Laurence King  
 Wells, P. (1998). *Understanding Animation*. New York: Routledge.

**Other indicative reading**

Pilling, J. (1997). *A reader in animation studies*. London: J. Libbey