

Module specification

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Module code	ARD559
Module title	Design Project: Animation
Level	5
Credit value	40
Faculty	FAST
HECoS Code	100057 – Animation
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme.
BA (Hons) Animation	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	40 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	60 hrs
Placement / work-based learning	0 hrs
Guided independent study	340 hrs
Module duration (total hours)	400 hrs

For office use only	
Initial approval date	16/05/2022
With effect from date	September 2023
Date and details of revision	
Version number	1

Module aims

This module aims to develop and enhance the student's skills in animation procedures and methods through application and practice.

The module is an opportunity for students to explore areas of animation that will enhance their skills and bridge any gaps in knowledge to move into a more specialist area at level 6.

The module will also:

- Extend practice in a variety of animation techniques culminating in the design, planning and production of a short, animated film.
- Extend technical design, pre-production and production expertise and techniques in relation to the subject matter being explored.
- Demonstrate knowledge of animation principles and techniques in relation to the creation of an animated short film.
- Create communicative elements with informative purposes in a sequence of moving images with sound.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Document planning and pre-production skills for animation.
2	Demonstrate the principles, techniques, technical and production skills utilised in the development of an animated short film.
3	Provide evidence of development, and completion of a refined animated short film.
4	Create communicative elements with informative purposes in a sequence of moving images with sound.
5	Reflect on processes and conclusions with reference to established theory and practice.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Students will produce coursework that demonstrates their ability to identify, appreciate and apply animation procedures and techniques with evidence of planning through layout studies and critical reflections. Students will submit a PDF document that contains (but not limited to)

the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,5	Coursework	100%

Derogations

None

Learning and Teaching Strategies

The strategies that will be used for the delivery of this module are as follows:

- Lectures will allow students to identify, appreciate, and apply animation procedures and techniques.
- Students will develop skills in asset creation, manipulation, and organisation to use within an animated short film.
- Assignments will enable students to produce animated sequences applying animation techniques and sound.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and understanding of the student.

This module will also follow the **ALF (Active Learning Framework)** guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions that introduce students to the identification, appreciation, and application of creating a short, animated film with an emphasis on planning, design, and development culminating in a final project. The syllabus will be broken down into the following sections:

1. Idea generation (and problem solving) for motion.
2. Planning, layout, and structure following the animation pipeline.
3. Development and refinement of an animation.
4. Technical skill development in animation software.
5. Critical reflection and evaluation.
6. Coursework presentation skills.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Williams, R. (2009), *The animator's survival kit*. London: Faber and Faber.

Other indicative reading

Blazer, L. (2015), *Animated Storytelling - Simple Steps For Creating Animation and Motion Graphics*. Peachpit Press.

Diamond, R. (2017), *On Animation: The Director's Perspective Vol 1*. CRC Press.

Schenk S. (2017), *The Digital Filmmaking Handbook*. 6th ed. Los Angeles, CA: Foreign Films Publishing.

Beauchamp, R. (2013), *Designing Sound for Animation*. 2nd ed. Burlington, MA: Focal Press.

Employability skills – the Glyndŵr Graduate

Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication