

Module specification

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Module Code	GME418
Module Title	Design and Motion
Level	4
Credit value	20
Faculty	FACE
HECoS Code	101268
Cost Code	GAGM
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BA (Hons) Game Art and Animation	Core

Breakdown of module hours

Learning and teaching hours	40 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	40 hrs
Placement hours	0 hrs
Guided independent study hours	160 hrs
Module duration (Total hours)	200 hrs

Module aims

This module aims to do the following:

- Explore a variety of games-based design and art concepts.
- Relate contemporary industry workflows with art and animation concepts.
- Introduce a variety of strategies to design and produce 2D and 3D game elements.
- Enhance student self-efficacy in relation to art and design practice.

Module Learning Outcomes

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

1	Identify design methods and principles for 2D game art elements.
2	Describe the interaction between development techniques and design solutions.
3	Relate game art concepts to the contemporary digital industries and workflows.
4	Apply motion principles through game art and design elements.

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.

This assessment will be comprised of coursework that will take place throughout the module using scenarios based upon contemporary workflows in game art, design and motion. Indicatively this may look like 4-6 standalone topic areas explored every 2-3 weeks of teaching. Students will be required to demonstrate their knowledge of design principles and creativity through workflow demonstration in game-based scenarios. Students will be required to demonstrate their knowledge of design solutions and industry practices through small design pieces that occur around specific ideas and concepts.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4	Coursework	N/A	100%	N/A

Derogations

None

Learning and Teaching Strategies

The primary skill base of this module will be delivered through a series of lectures, demonstrations and practical work that will equip the students with the technical skills and confidence to develop 2D and 3D game elements. Content will be available for students to access synchronously and asynchronously and may indicatively include first and third-party tutorials and videos, supporting files, online activities any additional content that supports their learning.

Welsh Elements

Students will have the right to submit assessed work in Welsh, to receive academic supervision and access learning resources and correspondence in Welsh. Students are encouraged to engage with Welsh cultural themes, creative elements and enterprising opportunities as part of student-led activities and assignments to facilitate wider contextual awareness and distinctive creative outputs.

Indicative Syllabus Outline

Indicative Syllabus includes the following topic areas:

- Design Principles & Elements
- Colour Theory & Composition
- 3D Animation Fundamentals
- 2D Animation Fundamentals
- 2D & 3D Design Suites
- User Interface & Experience Design
- Concepts, Mood Boards & Visual Communication
- UV Mapping & Box Art
- Graphic Design & Logo Production
- Portfolio Development

Indicative Bibliography

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

Essential Reads:

Caldwell, C. (2019), *Graphic Design for Everyone*, London: Dorling Kindersley.

Other indicative reading:

Harris, D. and Wiltshire, A. (2022), *Making Videogames: The Art of Creating Digital Worlds*, New York: W. W. Norton & Company.

3dtotal Publishing (2020), *Art Fundamentals 2nd Edition: Light, Shape, Color, Perspective, Depth, Composition, Anatomy*, Worcester: 3dtotal Publishing.

Beane, A. (2012), *3D Animation Essentials*, Chichester: John Wiley & Sons.

Administrative Information

For office use only	
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Date and details of revision	
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