

Course Information

Award: BA (Hons) Digital Animation

UCAS Code: W615

Location:

Southend Campus
South Essex College of Further and Higher education
Luker Road,
Southend-on-Sea
Essex
SS11ND

Awarding body:

UAL (University of the Arts London).

Students who complete the course successfully will receive a degree from UAL. The agreement between South Essex College and UAL is reviewed every four years for developmental purposes and was originally validated in in 2015.

Professional body accreditation:

None.

Duration:

3 years (full-time)

Academic year:

Teaching Starts Week commencing 28th Sep 2020 – 29th May 2021

Part-time study:

No

Work placements:

Work placements are encouraged throughout the duration of the course. However, there is particular emphasis on this aspect during Y2 in relation to Unit **AGD 206 Work Placement**. On this unit students will work towards securing a work placement either locally or nationally* for a period of 60 hours over the year. Some students take this in one block others over a number of weeks, both in term time and during the holiday period; this is usually negotiated with the placement provider. You will be assisted in gaining a placement, however the emphasis is on you to secure it as part of this Unit. Should you not be able to secure a placement a suitable live or competition brief may be taken on to fulfil the requirements of the Unit. This live brief will be negotiated with your Unit Leader.

* Usually locally.

Timetables:

Timetables are normally available one month before registration, though we endeavour to let you know an outline as soon as possible. Please note that while we make every effort to ensure that timetables are as student-friendly as possible, scheduled teaching can take place on any day of the week. Typically, year groups are expected to attend for 13 hours a week spread over two and a half days. We expect students to build on this learning through Independent Study for at least a similar period. For this time, we usually have space available within the campus or at the Forum in Southend.

Entry Requirements:**Award: BA (Hons) Digital Animation:**

UCAS Code: W615

Entry requirements 2020-21:

You will need a minimum of 64 UCAS points from one or more of the following:

- At least two A-levels
- BTEC/UAL Level 3 Extended Diploma/Diploma/Subsidiary Diploma/Certificate [RQF]
- BTEC National Award/Certificate/Diploma [NQF]
- Access to Higher Education Diploma (15 credits at merit or above)
- International Baccalaureate
- AQA Baccalaureate
- Progression Diploma
- Advanced Diploma

You will also need GCSE English at grade C (old specification) or Grade 4 (new specification) or above OR a Level 2 equivalent such as functional skills qualification.

To find out how many points your qualifications are awarded, [view the UCAS Tariff tables](#).

You will also be required to undertake a portfolio-based interview. Portfolios should include examples of recent project work and may reference a variety of media.

Mature Entry:

Applications from mature students who do not possess the entry requirements as listed above, but who possess related professional experience or professional qualifications are welcome to apply. You will need to demonstrate by interview, portfolio (this is likely to include evidence of paid or unpaid work experience) and/or written assessment that you are suitable for the course. In the first instance we suggest you contact HEAdmissions@southessex.ac.uk to discuss your application.

International applicants:

If English is not your first language you will need an IELTS score of 6.0 with a minimum score of 5.5 in each component (Reading, Writing, Listening and Speaking), or an equivalent English Language qualification.

Additional requirements:**Credit transfer and accreditation of prior learning or experience:**

If you have achieved a qualification such as a foundation degree or HND, or have gained credit at another higher education institution, you may be able to enter the course at level 5 or level 6. Other qualifications and relevant work experience may also count for academic credit. Further information is available at in the Higher Education Admissions Policy for students studying on the University of Arts London Degree.

Course Overview:**Course Name: BA (Hons) Digital Animation**

Animation has continued to change dramatically. No longer is animation solely Hollywood's monopoly as smaller and more independent companies from a wider field (i.e. Europe, Africa and Mexico) are able to perform admirably due to the availability of animation software at affordable prices and the ease of sharing content digitally.

The industry requires quality content in the form of images and words, with directors such as Sylvain Chomet, Wes Anderson and Gore Verbinski showing that animation is just as viable as live-action. BA (Hons) Digital Animation is for students who are passionate about animation, who may not want to be just animators, but are interested in background design, character design and script writing. BA (Hons) Digital Animation will provide the skills to become an innovative communicator and observer – central to the industry's future.

BA (Hons) Digital Animation aims to provide learners with the knowledge and skills required to be a Digital Animation professional. The programme helps you to develop skills in script writing, character design, background design, visual communication, digital design, animation processes and story writing.

The programme has a commitment to work-related learning in the form of work experience, live projects, competitions, vocational projects and placements within the specialist area of Digital Animation. There also exists the opportunity to collaborate with other programmes within the College, which will allow for learners to develop a range of generic skills ready for employment.

Unit Information:**Unit map**

This unit map provides a list of the units that make up your course. Each unit is worth a specified number of credits: all are compulsory, enabling you to cover key subject knowledge while developing your own interests.

You must achieve units worth a total of 120 credits at each level of the course.

Our teaching is informed by research, and units change periodically to reflect developments in the discipline. You can always find the most up-to-date information about your units and who is teaching them through our VLE, [Canvas](#) and in the Course Handbook.

The units available on the course are as follows.

Year 1: Level 4 - Knowledge and Comprehension

- **ADDAN 101 – Ideas Factory:**

Will provide you with an opportunity to generate ideas from initial concepts, using script, screenplay construction and visual storytelling through storyboarding. Ideas Factory underpins the creative development decisions for the units covered in **Level 4**.

- **ADDAN 102 - Historical and Contextual Studies:**

You will explore varied and relevant cultural and historical factors within the animation industry, including the legal, ethical and regulatory frameworks and how they affect creative practice.

- **ADDAN 103 - Principles of Animation:**

This unit aims to introduce the elements of creative production processes, technology and materials through the studying of the 12 Principles of Animation. You will be encouraged to develop an appreciation of contemporary industry practices such as digital image manipulation software and hardware in the creation of moving or still images.

- **ADDAN 104 - Animation Production:**

You will explore a range of creative approaches specific to animation media production, including 2D and 3D animation, filming on green screen and digital editing. You will be enabled to embrace a wide range of knowledge and skills in order to prepare them as multi-skilled practitioners, including the use of sound in animation, upholstered by the other units in **Level 4**. The unit will prepare and underpin the effective creation of digital production projects that will occur in **Level 5**.

Year 2: Level 5 – Application and Analysis

- **Additional Feature - Business Workshops (optional with no additional cost):**

This is designed to encourage you to access the job market and to create and operate their own Production Companies. These workshops will include elements such as: how to create budgets for a project and liaise with financial institutions for funding, bookkeeping, cost analysis, promotion, business plans, employment law and health and safety.

- **ADDAN 201 - Concept Development:**

The unit is designed to encourage synthesis between the first and second year units, further developing your design skills, allowing them to demonstrate an in-depth knowledge of the creative development process. You will develop a critical understanding of the nature of commercial product development from both Eastern, Western and other cultural influences and how this can specifically relate to their own creative practice. This unit is a progression from **ADDAN 103 – Principles of Animation** in Year 1 and informs **ADDAN 302 – Final Major Project Development** in Year 3. When the course reaches full capacity in 2021/22 we have ensured that there will be enough capacity for all students to engage.

- **ADDAN 202 – Narrative Animation:**

This unit focuses primarily on specific contemporary 2D animation software (for example Toon Boom Harmony and Adobe Animate) and the development of your scriptwriting skills for a specific

audience. You will then use their in-depth knowledge to create a short animation incorporating conceptual reasoning, a narrative, characters and a soundtrack using music and Foley. Audiences will be pre-defined by the tutor, this will enable you to apply creative strategies by working to given constraints further preparing them for industry working environments. You have the opportunity to work as a group during this unit.

- **ADDAN 203 – Art Fundamentals for Animation:**

You will design, develop and create believable characters and worlds using fundamental art skills (painting, chalk drawing, pictorial composition) as the foundation of their design. The unit provides you with the opportunity to explore and analyse how traditional art principles underpin animation design and development from initial concepts to background and character design. You will research and discuss the work of both contemporary and historical designers whilst developing a portfolio of work that puts their fundamental principles into practice. This unit builds upon the subject matter covered in **ADDAN 103 – Principles of Animation** and develops necessary skills that will be used in **ADDAN 302 – Final Major Project Development**.

- **ADDAN 204 – Character Performance:**

This unit looks at how you can develop empathy between subject and viewer, infusing their work with visual grammar to communicate emotion, portraying the 'character' within design principles as the central focus. You will use contemporary animation software, such as Toon Boom Harmony, Maya and the Adobe Creative Suite. You will develop the techniques of exaggeration and distillation of visual information, as well as conforming to script and storyboard designs. This unit builds on **ADDAN 103 – Principles of Animation**, **ADDAN 104 – Animation Production**, this will further your development within **ADDAN 302 – Final Major Project Development** and **ADDAN 303 – Final Major Project**.

Year 3: Level 6 – Synthesis and Evaluation

- **ADDAN 301 – Dissertation Project:**

This unit will provide you with contextual reference for their Final Major Project and form the basis of their critical analysis within an independent area of research, drawing upon theoretical and practical material developed on the degree programme thus far, drawing on elements from **ADDAN 102 – Historical and Contextual Studies**. You have the opportunity to complete a Dissertation or alternatively an Action Research Project.

- **ADDAN 302 - Final Major Project Development:**

You will be given time to reflect upon and plan their Final Major Project, consisting of a 3 – 4-minute film including sound. Through the creation of promotional material, an Electronic Press Pack, business cards and optional merchandising, you will have an opportunity to build a professional industry profile. Research (for inspiration and market research), proposal documents and pre-production work will furnish you with a fully-prepared plan for **ADDAN 303 – Final Major Project**.

- **ADDAN 303 – Final Major Project:**

The aim for the Final Major Project is to provide a framework including support and resources for you to produce an extended body of work as defined in the **ADDAN 302 – Final Major Project Development**. This body of work should show an advanced level of practice conceptually,

aesthetically and technically. It should consolidate the learning delivered during the programme to good effect, synthesising elements of animation with practical elements to culminate in a sophisticated outcome reflective of the programme content.

- **ADDAN 304 – Professional Development:**

This unit is designed to build on the skills and knowledge introduced in Year Two in unit **ADDAN 202 Concept Development**. The purpose of this unit is to draw together the different strands of the degree and to put them into a format which prepares you to promote and present themselves in a way suitable for entry into the industry, or progression onto a Master's programme of study. In addition, it is designed to give you suitable knowledge of industry structures in order to facilitate and promote entrepreneurial development and self-managed working practices. Through the creation of promotional material, an Electronic Press Pack, business cards and optional merchandising, you will have an opportunity to build a professional industry profile.

Teaching and Learning:

Course Name: BA (Hons) Digital Animation

Teaching:

You are taught through a combination of lectures, seminars and workshops, which enable you to discuss and develop your understanding of the discipline of Digital Animation.

You use industry-standard PCs and the Creative Suite programs and have access to various facilities including the 3D, Printmaking & Photography studio. You also have access to hardware such as the laser & vinyl cutters, 3D Printer and scanners.

At Level 4 you typically have around 13 hours contact time per week, typically consisting of:

- 4 hours of lectures/seminars.
- 6 hours of workshops (including dedicated one-to-one tutorials when necessary).
- 2 hours of Contextual Studies (either lecture or one-to-one tutorial).
- 1 hour group tutorials.

Units are delivered through a variety of methods of teaching and learning. These will include:

- Technical demonstrations - designed to provide essential inductions to print and graphics resources and to support the acquisition of essential skills.
- Small group teaching - studio based group sessions which are led by a tutor.
- Group critiques - will usually occur towards the end of a unit before assessment.
- Individual tutorials - The tutor will ask key questions regarding your project and offer advice and suggestions regarding future development.
- Independent research and studio practice - during the unit students are expected to follow up on suggested directions regarding project direction.

Independent learning:

When not attending lectures, seminars and workshops or other timetabled sessions you will be expected to continue learning independently through self-study. Typically, this will involve reading journal articles and books, working on individual and group projects, undertaking research in the library, preparing coursework assignments and presentations. A range of excellent facilities, including the library, the Learning Resource Centre and the Forum, supports your independent learning.

Overall workload:

Your overall workload consists of class contact hours of around 13 hours per week, including assessment activity plus group critiques as well as a similar amount of independent learning, with each credit taken equating to a total study time of around 8 hours. (120 credits per year). The following information gives an indication of how much time you will need to allocate to different activities at each level of the course.

Level 4:

50% of your time is spent in timetabled teaching and learning activities

Teaching, learning and assessment: 390 hours

Independent learning: 390 hours

Level 5:

50% of your time is spent in timetabled teaching and learning activities

Teaching, learning and assessment: 390 hours

Independent learning: 390 hours

Level 6:

45% of your time is spent in timetabled teaching and learning activities

Teaching, learning and assessment: 330 hours

Independent learning: 450 hours

Assessment & Feedback:**Assessment:**

Coursework is assessed in a range of different ways in order to accommodate a variety of learning styles and aptitudes including portfolio and sketchbook submissions, group presentations, written essays and research folders. There are no examinations.

Percentage of the course assessed by coursework**Year 1**

100% coursework: 88% Studio based with a written element 12%

Year 2

100% coursework: 88% Studio based with a written element 12%

Year 3

100% coursework: 75% Studio based with a written element 25%

Feedback:

You will receive formative feedback as part of your one-to-one sessions with your unit teachers. You will also receive summative feedback on all formal assessments undertaken by coursework. Feedback is intended to help you learn and you are encouraged to discuss it with your unit leader tutor. Feedback can be given in a range of different ways in order to accommodate a variety of learning styles and aptitudes including group critiques, recorded verbal feedback and written feedback.

We aim to provide you with feedback within 20 working days of hand-in (for all formal studio based coursework assessment). For the third year Dissertation Unit you will receive feedback and grades at the same time as your Final Creative Output Unit.

Academic support

Our Academic Support Team provides help in the following areas:

- Study skills (including reading, note-taking and presentation skills)
- Written English (including punctuation and grammatical accuracy)
- Academic writing (including how to reference)
- Research skills (in conjunction with the library)
- Critical thinking and understanding arguments
- Revision, assessment and examination skills (including time management).

Our Disability Advice and Support Service helps students with additional needs resulting from disabilities such as sensory impairment or learning difficulties such as dyslexia.

Teaching staff

You will be taught by an experienced teaching team whose expertise and knowledge are closely matched to the content of the units on the course. The team includes senior academics, professional practitioners with industry experience, co-ordinators and technical officers. Our teaching is informed by the research and consultancy we undertake, and all of our lecturers have a teaching qualification.

Course Cost:

Course Name: BA (Hons) Digital Animation

Duration: 3 years (full-time)

Fees

For the academic year 2020-21 the tuition fees for this course are £8,500

UK/EU Overseas

Full-time

Part-time N/A

(Full-time route only)

The following course-related costs are included in the fees:

- Third Year students will have the opportunity to showcase their FMP work at an industry event. Event/exhibition costs will be covered by the Faculty of HE but you will be responsible for funding your personal project.
- An overseas trip is included in your course fees. The terms of this trip varies from year to year but links directly to unit content and assessment.

The following course-related costs are not included in the fees:

You may need to purchase art materials for your course, which will vary according to your solution to particular briefs. It is your responsibility to fund this yourself.

Optional trips (both day and residential) are routinely arranged to support your studies. Students should factor in train fares and related costs for approximately one organised trip to London per-term. Independent trips to assist studies are encouraged, but you will need to fund these yourself.

Accommodation and living costs not included in the fees

This information can be obtained from our Accommodation Services home page

<https://www.southessex.ac.uk/higher-education/accommodation>

Sources of financial support:

If you receive funding from Student Finance you may be eligible to apply for additional benefits.

Details can be obtained from our Student Services home page

<https://www.southessex.ac.uk/higher-education/fees-and-funding>