

**Programme Specification**

**BA (HONS) ANIMATION AND ILLUSTRATION**

<b>Awarding Institution:</b>	The University of Bolton		
<b>Teaching Institution:</b>	The University of Bolton		
<b>Division and/or Faculty/Institute:</b>	Arts and Media Technologies		
<b>Professional accreditation</b>	Professional body	Professional body URL	Status of graduates
<b>Final award(s):</b>	BA (Hons)		
<b>Interim award(s)</b>	N/A		
<b>Exit or Fallback award(s)</b>	Certificate of Higher Education in Animation and Illustration Diploma of Higher Education in Animation and Illustration		
<b>Programme title(s)</b>	Animation and Illustration		
<b>UCAS Code</b>	WW26		
<b>JACS Code</b>	W615		
<b>University Course Code(s)</b>	Full-time ART0007 Part-time ART5006		
<b>QAA Benchmark Statement(s)</b>	Art and Design		
<b>Other internal and external reference points</b>	QAA Academic Infrastructure, including the Framework for Higher Education Qualifications and the Code of Practice UK Quality Code for Higher Education University of Bolton awards framework		
<b>Language of study</b>	English		
<b>Mode of study and normal period of study</b>	Full-time 3 years Part-time 4.5 years		

**Admissions criteria***Standard Entry:*

- 5 GCSEs of grade C and above including English Language
- At least two A levels (or equivalent) in any subject
- Portfolio of creative work
- Interview
- Work experience desirable

*Non-Standard Entry:*

The University may admit applicants who do not have a Level 3 qualification but who hold alternative qualifications and/or experience demonstrating appropriate knowledge and skills via a creative portfolio and evidence of written work at Level 3 standard.

Overseas candidates from a country where the language of instruction is not English must have English Language proficiency of IELTS 6.0 or equivalent in addition to entry criteria stated above.

**Additional admissions matters**

Suitable applicants will be invited for interview. Each person invited for interview will be asked to undertake a pre-interview task to bring to the interview along with his/her creative portfolio. The quality of the portfolio/interview is the primary basis on which applicants are selected. The interview consists of a group tour of facilities, where required, and a discussion with a tutor who will look at your pre-interview animation exercise and portfolio.

For applicants living outside the UK or who are unable to travel, we will accept electronic portfolios and conduct Skype interviews.

**Fitness to practise declaration**

Not applicable

**Aims of the programme**

The creative possibilities of commercial image making dominate our teaching. We also explore theory and history and develop your ability to organise and evaluate information. The principal aims of the programme are to:

1. provide a stimulating, comprehensive, progressive and industrially relevant programme of study;
2. promote knowledge and understanding of the contextual applications of animation and illustration in society across a wide range of disciplines;
3. develop technical skills and knowledge in animation and illustration and provide the opportunity to specialise where appropriate;
4. develop knowledge and skills in research, analysis and presentation appropriate to the

profession;

5. develop professional standards in the creative use of a wide range of illustration, animation, and graphics computer programmes;
6. develop professional and commercial understanding;
7. make theoretically informed and critical judgements of the work of others and form reasoned responses to the critical judgements others make of your work;
8. promote key values related to entrepreneurialism, internationalisation, sustainability and social, public and ethical responsibility;
9. help students to take a high level of responsibility for their own learning;
10. develop academic skills for preparation for progression to postgraduate study;
11. develop high level transferable skills.

### **Distinctive features of the programme**

The distinctive feature of the programme are that:

1. it encourages exploration of the potential of moving and still image-making within the creative industries including television and film, the web, publishing and advertising;
2. it has a diverse series of challenging practical assignments which will provide you with the wide range of skills and knowledge you will need to pursue your chosen career;
3. it is broad-based and you will learn about character design, story boarding and narrative techniques, traditional and digital animation, together with traditional and digital illustration for screen and print;
4. it introduces you to both the animation and illustration disciplines from a technical and creative perspective and progressively allows you the freedom to pursue one area in more depth through your assignment work or to continue to explore both areas;
5. much of the coursework involves the creative use of animation, illustration and graphics software, and we are also strongly committed to ideas generation and visual problem-solving using traditional media and techniques;
6. most modules involve simulated live briefs;
7. there are usually opportunities to work on paid commissions for clients;
8. we encourage students to enter national and international competitions including the Penguin Design Awards, Channel 4 E-stings, and the McMillan Prize;
9. we organise and invite you to participate in study visits to exhibitions, conferences and international visits.\* In the past, these have included The Bradford Animation Festival, *Alice in Wonderland* at the Portico Library, Manchester and regular visits to The City Art Gallery, Manchester and Tate Liverpool. Students have also visited Tokyo and Paris.

\*Please note trips and study visits are optional, vary from year to year, and are charged to the student.

**Programme learning outcomes****K. Knowledge and understanding**

On completion of the programme successful students will be able to demonstrate systematic knowledge and understanding of:

1. digital and traditional techniques in the production of still and moving images
2. the professional constraints and requirements of the industry
3. the specialist applications of illustration and animation
4. the historical and contemporary context of the use of the creative image

**C. Cognitive, intellectual or thinking skills**

On completion of the programme successful students will be able to demonstrate the ability to:

1. conduct effective research and analyse findings
2. apply theory in the creation of practical solutions
3. show critical judgment and analysis of the work of themselves and others
4. use creativity and lateral thinking skills when problem-solving and producing solutions to specific briefs
5. analyse how global, social, economic, public and ethical responsibility, and legal factors influence decision-making

**P. Practical, professional or subject-specific skills**

On completion of the programme successful students will be able to demonstrate the ability to:

1. employ a high level of skill and creativity in their portfolios of practical work and the use of safe working practices
2. display sophisticated use of image making software and/or traditional rendering skills.
3. exploit the creative possibilities of commercial image for publication and/or screen.
4. skilfully use presentation and self-promotion skills appropriate for illustrators and animators

**T. Transferable, key or personal skills**

On completion of the programme successful students will be able to demonstrate the ability to:

1. work effectively with others
2. communicate ideas orally, visually and in written form to others in a clear, effective and skilled manner

3. use general information technology (IT) skills effectively
4. organisation, plan and manage time effectively;
5. be self- motivated and to take a high level of responsibility for their own learning
6. develop professional and personal skills including flexibility, adaptability, initiative, self-awareness and confidence.

### Programme structure

The programme is made up of 120 credits at Level HE4, 120 credits at HE5 and 120 credits at HE6, making 360 credits in total.

Module Code	Module title	Core/Option/ Elective( C/O/E)	Credits	Length (1, 2 or 3 periods)
<b>HE4</b>				
AAD4000	Scholarship	C	20	1
AAD4001	Ideas into Reality	C	20	1
ANI4000	Digital Animation and Illustration	C	20	1
AAD4002	Visual Literacy	C	20	1
AAD4004	Applied Creativity	C	20	1
ANI4001	Narrative Illustration	C	20	1
<b>HE5</b>				
AAD5000	Employability and Enterprise	C	20	1
ANI5000	Principles of Animation	C	20	1
ANI5001	Principles of Illustration	C	20	1
AAD5001	Past, Present, and Futures: Theory in Context	C	20	1
ANI5002	Open Study	C	20	1
ANI5003	Advanced Studio Practice	C	20	1
<b>HE6</b>				
AAD6000	Research	C	20	1
ANI6000	Visual Style	C	20	1
ANI6001	Character Design	C	20	1
ANI6002	Professional Practice and Self-Promotion	C	20	1
AAD6001	Major Project	C	40	1

### Learning and teaching strategies

Learning and teaching methods apply a blended style which means you will have face-to-face sessions as well as participating in online learning. Active learning is promoted via seminars, lectures and tutorials, practical workshop demonstrations, a visiting speaker programme, critiques, study visits, self-directed study, IT sessions, library and guided study, and online learning (elearning). Online learning is delivered via the Virtual Learning Environment (VLE) used by the University which is called Moodle. Moodle allows students to access learning materials and study aids either on or off the campus. The use of Moodle is of great benefit as it allows self-directed study to be completed from anywhere at any

time. Module-based design briefs will give you an insight into the professional environment; this is achieved via simulated design briefs, client-led live briefs, and competition briefs. Students are supported through the process via group tutorial and critiques, one-to-one tutor feedback, and regular feedback from clients and collaborators.

### Learning activities (KIS entry)

	Course Year		
	HE4	HE5	HE6
Scheduled learning and teaching activities	42%	47%	40%
Guided independent study	58%	53%	60%
Placement/study abroad	0	0	0

### Assessment strategy

Assessment tasks are linked to the learning outcomes of each module. You will have formative assessment to help you learn and develop your knowledge and skills and summative assessment on which you are graded. There are no examinations - assessment is by continuous assessment in the form of assignments, projects, portfolios, written work, journals, sketchbook and presentations.

#### Formative Feedback

Formative feedback is an ongoing studio process and is delivered via critique, tutorial, group discussion and peer input. At around week 7 you can expect an indication of your module performance to date together with guidance on how to improve and extend your outcomes.

#### Summative Feedback

Summative feedback takes place at the end of each semester and you can expect written feedback on your module performance. You are also offered the chance to further discuss the written comments via one-to-one tutorial with the module tutor and/or Programme Leader.

### Assessment methods (KIS entry)

	Course Year		
	HE4	HE5	HE6
Written exams	0	0	0
Coursework	100%	100%	100%
Practical exams	0	0	0

## Assessment regulations

- Assessment Regulations for Undergraduate Modular Programmes

### Grade bands and classifications

Grade Description	Mark %	Honours Degree Classification
Work of exceptional quality	70+	i
Work of very good quality	60-69	ii.i
Work of good quality	50-59	ii.ii
Work of satisfactory quality	40-49	iii
Borderline fail	35-39	
Fail	Below 35	

### Honours classification

You will normally be awarded the honours classification resulting from the application of either Rule ACM20 or Rule ACM6.

#### Rule ACM20

A weighted average of the marks from modules worth a total of 200 credits at Levels HE5 and HE6 combined, including the marks from modules worth no more than 80 credits at least at Level HE5 (weighted 30 percent) and marks from modules worth at least 120 credits at Level HE6 (weighted 70 percent), which represent the best marks achieved by you at those Levels.

Where the average falls unequivocally into one of the following bands: 48.00 - 49.99, 58.00 - 59.99, 68.00 - 69.99; and you have achieved marks clearly in an honours classification category higher than their average for modules worth at least 110 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by your average.

#### Rule ACM6 (an alternative if you do not have sufficient marks at Levels HE5 and 6 to apply ACM20)

A simple average of the equally weighted marks from modules worth 120 credits at Level HE6 which represent the best marks achieved by you at that Level.

Where the average falls unequivocally into one of the following bands: 48.00 – 49.99, 58.00 – 59.99, 68.00 – 69.99; and you have achieved marks clearly in an honours classification

category higher than their average for modules worth at least 70 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by their average.

Where you have marks available for fewer than 120 credits at Level HE6, honours classification shall normally be based **solely** on a simple average of the available marks for modules at Level HE6, subject to there being marks for a **minimum of 60 credits awarded by the University. Upgrading of the honours classification will not normally be available where there are marks available for fewer than 120 credits at Level HE6**, unless this is explicitly approved.

### ***Role of external examiners***

External examiners are appointed for all programmes of study. They oversee the assessment process and their duties include: approving assessment tasks, reviewing assessment marks, attending assessment boards and reporting to the University on the assessment process.

### **Support for student learning**

The following are examples of support for student learning.

- The programme is managed by a programme leader
- Induction programme introduces students to the University and their programme
- Each student has a personal tutor, responsible for support and guidance
- Personal Development Planning (PDP) integrated into all programmes
- Feedback on formative and summative assessments
- A Student Centre providing a one-stop shop for information and advice
- University support services include housing, counselling, financial advice, careers and a disability
- A Chaplaincy
- Library and IT services
- Student Liaison Officers attached to each Faculty
- The Students' Union advice services
- Faculty and Programme Handbooks which provide information about the programme and University regulations
- The opportunity to develop skills for employment
- English language support for International students
- Specialist AppleMac Studios and access to 24/7 facilities
- Technician support throughout your programme and with complex applications
- Online support via the VLE used by the University
- Academic module tutors provide support during the modules
- Feedback on assignments, workshops and technical assistance.
- The university careers service and web pages at <http://www.bolton.ac.uk/Careers/Home.aspx>

### **Methods for evaluating and enhancing the quality of learning opportunities**

We continually enhance the quality of the programme and the following are examples of



ways in which we do this.

- Programme committees with student representation
- Module evaluations by students
- Students surveys, e.g. National Student Survey (NSS)
- Annual quality monitoring and action planning through Programme Quality Enhancement Plans (PQEPs), Data Analysis Report (DARs) Subject Annual Self Evaluation Report (SASERs), Faculty Quality Enhancement Plans (FQEPs), University Quality Enhancement Plan (UQEP)
- Peer review/observation of teaching
- Professional development programme for staff
- External examiner reports

#### **Other sources of information**

Student portal <http://www.bolton.ac.uk/Students/Home.aspx>

Students Union <http://www.ubsu.org.uk/>

Faculty Handbook <http://www.bolton.ac.uk/students/>

Programme Handbook:

Student Entitlement Statement:

Module database: <http://modules.bolton.ac.uk>

Moodle:

External examiners reports:

<http://www.bolton.ac.uk/Quality/QAECContents/ExternalExaminersReports/Home.aspx>

The university careers service and web pages at <http://www.bolton.ac.uk/Careers/Home.aspx>

#### **Document control**

<b>Author(s)</b>	Peter Phillips/Peter Beard
<b>Approved by:</b>	Sarah Riches Chair, university Validation event
<b>Date approved:</b>	26 June 2012
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<b>Document History:</b>	

## Learning Outcomes Map

Module title	Mod Code	Status C/O/E	K1	K2	K3	K4	C1	C2	C3	C4	C5	P1	P2	P3	P4	T1	T2	T3	T4	T5	T6
Scholarship	AAD4000	C	DTA		DTA		DT			DTA	DT				DTA	DT	D	DTA	DTA		
Ideas into Reality	AAD4001	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	D	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA		D
Digital Animation and Illustration	ANI4000	C	DTA	DTA	DTA	DTA	D	DTA	DT	D	D	DTA	DTA	DTA	D	D	DTA	D	DT	D	D
Visual Literacy	AAD4002	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA		D	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA
Applied Creativity	AAD4004	C	DTA	DTA		DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	
Narrative Illustration	ANI4000	C	DTA	DTA	DTA	DT	D	DTA	DT	DTA	D	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	D	D
Employability and Enterprise	AAD5000	C	DTA	DTA					DTA		D				DTA	DTA	DTA	DTA		D	D
Principles of Animation	ANI5000	C	DTA	DTA	DT	DTA	DTA	DTA	DTA	DTA	D	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DA	D	D
Principles of Illustration	ANI5001	C	DTA	DTA	DT	DTA	DTA	DTA	DTA	DTA	D	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DA	D	D
Past, Present, and Futures: Theory in Context	AAD5001	C	DTA		DTA		DTA		DTA		DTA					DTA		DT	DTA		
Open Study	ANI5002	C	DA	DA	D	D	DA	DA	DT	DA	D	DTA		DTA	DTA		DTA	DTA	DA	D	D
Advanced Studio Practice	ANI5003	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DT	
Research	AAD6000	C					TA	A	DA	DTA	DTA					DTA		DTA	DTA	DA	
Visual Style	ANI6000	C	DA	DTA	DT	D	D	DTA	DTA		D	DTA		DTA	DTA		DTA	DTA	DA	DA	D
Character Design	ANI6001	C	DTA	DTA	DT	D	D	DTA	DTA		D	DTA		DTA	DTA		DTA	DTA	DA	DA	D
Professional Practice and Self-Promotion	AAD6002	C	DTA	DTA				DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DAT		DTA
Major Project	AAD6001	C	DA	DA	DA	D	DA	DA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA

K. Knowledge and understanding P. Practical, professional and subject specific skills C. Cognitive, Intellectual and thinking skills T. Transferable, key or personal skills

Complete the grid using the following (Developed = D, Taught = T, Assessed = A)

Programme specification: BA (Hons) Animation and Illustration

Date: 19 June 2012

## Module Listing

Module title	Mod Code	New? ✓	Level	Credits	Type	Core/ Option/ Elective C/O/E	Pre- req- uisite module	Assess- ment 1			Assess- ment 2		
								Assess- ment type	Assess- ment %	Add Y if final item	Assess- ment type	Assess- ment %	Add Y if final item
Scholarship	AAD4000	New	4	20	STAN	C	None	CW	100	Y			
Ideas into Reality	AAD4001	New	4	20	STAN	C	None	CW	100	Y			
Digital Animation and Illustration	ANI4000	New	4	20	PRAC	C	None	CW	100	Y			
Visual Literacy	AAD4002	New	4	20	STAN	C	None	CW	70		CW	30	Y
Applied Creativity	AAD4004	New	4	20	PROJ	C	None	CW	100	Y			
Narrative Illustration	ANI4000	New	4	20	PRAC	C	None	CW	100	Y			
Employability and Enterprise	AAD5000	New	5	20	STAN	C	None	PRA	50		CW	50	Y
Principles of Animation	ANI5000	New	5	20	PRAC	C	None	CW	100	Y			
Principles of Illustration	ANI5001	New	5	20	PROJ	C	None	CW	100	Y			
Past, Present, and Futures: Theory in Context	AAD5001	New	5	20	STAN	C	None	CW	80		CW	20	Y
Open Study	ANI5002	New	5	20	PRAC	C	None	CW	25		CW	75	Y
Advanced Studio Practice	ANI5003	New	5	20	PRAC	C	None	CW	100	Y			
Research	AAD6000	New	6	20	STAN	C	None	CW	100	Y			
Visual Style	ANI6000	New	6	20	PRAC	C	None	CW	100	Y			
Character Design	ANI6001	New	6	20	PRAC	C	None	CW	100	Y			
Professional Practice and Self- Promotion	AAD6002	New	6	20	STAN	C	None	CW	75	Y	PRA	25	
Major Project	AAD6001	New	6	40	PROJ	C	None	CW	100	Y			

Type = DISS (Dissertation); FLDW (Fieldwork), INDS (Independent study); OTHR (Other); PLAC (Placement); PRAC (Practical); PROJ (Project); STAN (Standard);

WBL (work-based learning) Assessment = EX (Written Exam); CW (Coursework); PRA (Practical)

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## University of Bolton's Key Core Curriculum Requirements

Module Title	Module Code	C/O/E	Employability											Bolton Values		
			PDP	Communication	Team work	Organisation & Planning	Numeracy	Problem solving	Flexibility & adaptability	Action planning	Self awareness	Initiative	Personal impact & confidence	Inter-nationalisation	Environmental sustainability	Social, public and ethical responsibility
Scholarship	AAD4000	C	D	DTA		DT		DT	DT			D		DT	DT	DT
Ideas into Reality	AAD4001	C												DTA	DTA	DTA
Digital Animation and Illustration	ANI4000	C	D	DT		DT	D	DT	D	DT	D	D	D	D	D	D
Visual Literacy	AAD4002	C	D	DTA	DT	D T	D	D T	DT	D T	D	D	D	D	DTA	DTA
Applied creativity	AAD4004	C				D		D		D		D			D	D
Narrative Illustration	ANI4000	C	D	DT		DT	D	DT	D	D,T	D	D	D	D	D	D
Employability and Enterprise	AAD5000	C	DTA	DTA	D	DTA	D	DT	DT	DT	DTA	DTA	DTA	DT	DT	DTA
Principles of Animation	ANI5000	C	D	DT		DT	D	DT	D	D,T	D	D	D	D	D	DTA
Principles of Illustration	ANI5001	C	D	D,T		DT	D	DT	D	D,T	D	D	D	D	D	DTA
Past, Present, and Futures: Theory in Context	AAD5001	C		DTA		DT		DT	DT		D	D		DT	D	DTA
Open Study	ANI5002	C	D	DT		DT	D	DT	D	DT	D	D	D	D	D	D
Advanced Studio Practice	ANI5003	C	D	DT		DT	D	DT	D	DT	D	D	D	D	D	D
Research	AAD6000	C		DTA		DT		DT	DT		D	D		DT	D	DTA
Visual Style	ANI6000	C	D	DT		DT	D	DT	D	DT	D	D	D	D		
Character Design	ANI6001	C	D	D		DTA	D	DTA	D	DTA	D	DTA	DTA	D	DT	D
Professional Practice and Self-Promotion	AAD6002	C	DTA	DTA	D	DTA	D	DTA		DTA	DTA	DTA	D	DTA	DTA	DTA
Major Project	AAD6001	C	D	D	DT	DA	DTA	DTA	DA	DT	DT	DT	DT	DT	DA	DA

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