

### Course record information

<b>Name and level of final award</b>	<ul style="list-style-type: none"> <li>• Bachelor of Arts with Honours - Animation</li> <li>• Bachelor of Arts with Honours - Animation with Professional Experience</li> <li>• Bachelor of Arts with Honours - Animation with International Experience</li> </ul> <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p>
<b>Name and level of intermediate awards</b>	<ul style="list-style-type: none"> <li>• Bachelor of Arts (BA) - Animation</li> <li>• Diploma of Higher Education (Dip HE) - Animation</li> <li>• Certificate of Higher Education (CertHE) - Animation</li> </ul>
<b>Awarding body/institution</b>	University of Westminster
<b>Teaching institution</b>	University of Westminster
<b>Status of awarding body/institution</b>	Recognised Body
<b>Location of delivery</b>	Primary: Harrow
<b>Language of delivery and assessment</b>	English
<b>QAA subject benchmarking group(s)</b>	<a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16</a>
<b>Professional statutory or regulatory body</b>	N/A
<b>Westminster course title, mode of attendance and standard length</b>	<ul style="list-style-type: none"> <li>• BA Animation FT, Full-time, September start - 3 years standard length with an optional year abroad or placement</li> </ul>
<b>Valid for cohorts</b>	From 2022/3

### Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

### Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

## Aims of the programme

The Animation BA aims to equip you with the skills, knowledge and confidence to succeed in an animation career. Animation is used in design and information technology, as well as in the entertainment industries of the internet, television, film and games. Our course graduates work in most sectors of the animation industry. Destinations include; LucasFilm, The Mill, Wega Digital, double negative, Ubisoft, Lupus films, moving picture co, Apple, Picasso Pictures, Bin Weevils, Moshi Monsters, and Frontier developments. Some students have successful freelance careers, with clients including; U2, Sade, the Kooks, Coca-Cola, Channel 4, C-Beebies, Nickelodeon, Sky, Nokia, Vodaphone, Oracle, Samsung and Apple.

The animation course is vocationally focused and all of our modules are designed to develop and expand your professional skills. We will help you develop the flexible, creative, problem solving skills that successful practitioners need to be able to adapt swiftly and effectively to the changing needs of the animation industry.

You will study in a creative and supportive studio atmosphere, with a focus on learning by making. You will have the opportunity to work both independently and in groups, to work on live briefs and to develop your own signature design style. This course looks at the impact of technology on animation, and you will study this in several modules including a series of practical Digital Arts modules.

The course aims to provide a learning environment which:

- Provides you with skills, knowledge, attributes and understanding in Animation practices and processes and applications
- Fosters creativity, innovation, and a reflective and experimental approach to learning, study and practice.
- Empowers individual self-expression, within collaborative endeavour
- Supports you in developing intellectual and critical frameworks through which to site and develop your work and your understanding of Animation.
- Ensures that you are equipped with a range of key and professional skills which will support both your personal development and prepare you for professional life.

## Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The course has been designed to help you into employment or further study when you graduate.

The course content is enriched by contact with a variety of industry sectors; we regularly engage in live projects, we invite industry speakers to present case studies, we hold master classes, and students are encouraged to conduct work experiences in a wide variety of sectors and to engage in competitions and live projects.

Collaboration stretches beyond the university; our students regularly assist in the production of graduation projects at the Royal College of Art and the National Film and Television School.

Pitching and presentation are key skills common to all successful practitioners, and we offer a variety of opportunities to practice and perfect your presentation skills.

Many of your coursework and project outcomes of the course are intended for submission to Festivals, as the course recognises the value of these as showcases to kick-start your reputation and thereby start your career.

The programme culminates in the production of a Major Project, where you develop an original piece of work to act as evidence in support of job applications, pitching for freelance work, or application to further study. By this stage in the process, you will have a clear sense of the direction you would like your future career to take, and can design this major project accordingly, as an opportunity to strategically develop and display your particular skills and interests.

Employability and enterprise are embedded in the curriculum, including through designated Industry modules in each year, which are shared across Graphic Design BA and Illustration BA, offering the experience of cross-disciplinary team work on enterprise projects. Work experience is offered in the first and second year of study. Your final year focuses on self-promotion and further development of employability skills, creating an online presence and making networking contacts with potential employers significantly working with the Westminster Enterprise Network. Throughout the main course curriculum, subject learning is contextualised in terms of your personal and professional development.

You will also have the opportunity to take an additional year between Levels 5 and 6 (second and third year) to spend on professional experience or international experience. This is a year long module and offers one or two semesters studying at one of our overseas partner Universities. This is both an exciting experience and also one that helps you to develop the global outlook that is valued by employers. The placement year is planned in partnership with the award winning Westminster Enterprise Network for employability and acquiring entrepreneurial skills.

The course team work closely with the Westminster Enterprise Network, which offers you support to:

- explore opportunities and networks
- develop ideas and skills
- build experience
- accelerate business ideas and careers.

<https://www.westminster.ac.uk/current-students/employability-and-career-development/exploring-careers/enterprise-and-entrepreneurship>

We also have a strong record in preparing graduates for postgraduate study.

## What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

**Level 4 course learning outcomes:** upon completion of Level 4 you will be able to:

- LO 4.1 Communicate in written, oral and audio-visual modes, acknowledging academic standards, professional protocols and a range of audiences ( KU GA KTS CS )
- LO 4.2 Manage study time and information, taking responsibility for your own learning, with external guidance ( GA KTS CS )
- LO 4.3 Work effectively with other students as a member of a group, and meet obligations to your peers and to staff ( GA PPP KTS )
- LO 4.4 Apply skills and understanding in animation digital technologies and visual reification of ideas, stories and messages ( KU GA KTS CS )
- LO 4.5 Demonstrate awareness of the history of animated film production, and current developments arising from changing practices and technologies ( KU GA CS )
- LO 4.6 Engage with digital technologies both as an exploratory process and as a means of consolidating project work. ( KU GA PPP KTS )
- LO 4.7 Creatively employ a given range of animation production approaches and practice ( GA PPP KTS )
- LO 4.8 Employ given methods for the research, analysis and production of visual communication and media products ( KU GA PPP CS )
- LO 4.9 Develop and communicate ideas in response to defined themes and contexts ( GA PPP KTS )

**Level 5 course learning outcomes:** upon completion of Level 5 you will be able to:

- LO 5.1 Manage study time and information, taking responsibility for your own learning, with limited guidance ( KU GA PPP KTS )
- LO 5.2 Work effectively with others, demonstrating an ability to participate in an exchange of ideas and methods ( KU GA KTS CS )
- LO 5.3 Demonstrate knowledge of one or more animation technologies in depth, with an awareness of the interconnections between animation practices ( KU GA PPP CS )
- LO 5.4 Demonstrate awareness of current and emerging professional working practices and opportunities in the animation industries ( KU GA PPP KTS )
- LO 5.5 Demonstrate an understanding of the major theories of art, media, culture and society, with some specialisation in one or more aspects ( KU GA CS )
- LO 5.6 Creatively and proficiently use one or more negotiated animation production practices ( KU GA PPP CS )
- LO 5.7 Employ planning strategies, conceptual development methods and critical tools ( GA PPP KTS CS )
- LO 5.8 Identify a range of responses to broad themes, and select and communicate from this range ( GA PPP KTS CS )
- LO 5.9 Engage digital technologies and software with control and innovation within applied and exploratory contexts. ( KU GA PPP KTS )

**Additional Year course learning outcomes:** upon completion of Additional Year you will be able to:

- LO E.1 Reflect and discuss in depth, cultural and intercultural experience from living and studying abroad. ( KU GA PPP CS )
- LO E.2 Synthesise ideas, influences and observations informed by living and studying abroad in the development of critical enquiry, research and practice ( KU GA PPP )
- LO P.1 Analyse, reflect and draw knowledge from the experience of a sustained work placement or internship that can inform further professional development in the final year of study ( KU GA PPP )

- LO P.2 Undertake a sustained period of professional work experience as a work-placement and use the knowledge and skills gained to inform and enhance professional strategies and learning for future employment and enterprise on graduation. ( KU GA PPP KTS CS )

**Level 6 course learning outcomes:** upon completion of Level 6 you will be able to:

- LO 6.1 Manage study time and information, taking responsibility for your own learning, and apply critical reflection to this process ( GA PPP KTS )
- LO 6.2 Work effectively with others, recognising the varied contributions and roles that result in effective collaborative working, and offering of leadership or support as appropriate. ( GA PPP KTS )
- LO 6.3 Demonstrate knowledge of one or more animation technologies in comprehensive depth, including a detailed awareness of the interdisciplinary overlaps between animation practices ( KU GA CS )
- LO 6.4 Demonstrate awareness of graduation opportunities for employment or further study, including the requirement for adaptability in the changing animation industries ( KU GA PPP )
- LO 6.5 Understand encompassing and specialist theories of art, media, culture and society, with an awareness of the provisional nature of critical approaches in the discipline ( KU GA CS )
- LO 6.6 Flexibly, creatively and enterprisingly apply one or more chosen animation production practices, with an ability to appropriately make use of the interrelationships between media, and working to appropriate professional standards ( KU GA PPP CS )
- LO 6.7 Use planning strategies, conceptual development methods and critical tools to produce work that is situated within and critically engages with contemporary professional animation practices in diverse contexts ( GA PPP KTS CS )
- LO 6.8 Define themes, develop a range of complex and informed responses to those themes, and select and communicate appropriate solutions ( KU GA PPP CS )
- LO 6.9 Identify key areas in digital technology in which to enhance and advance own learning, skills and knowledge in selected software and digital applications. ( GA PPP KTS )

## How will you learn?

### Learning methods

Studio Practice is an important part of your learning and teaching. You will spend time immersed in your creative work within the animation studio spaces. During studio time, you will be able to work individually, collaboratively, and/or with the guidance of teaching staff. Studio practice is designed to help stimulate new ideas, challenge old ideas and advance the students' skills and competencies through informal discussion, feedback, and critique (crits) of your own and your peers' creative work. This is known as experiential learning, or learning through making. It also offers the opportunity to meet and share with students from other year groups in a safe and creative environment.

The course has been designed and developed with Equality, Inclusion and Diversity at its heart, and reflects the University's commitment to EDI. This presents itself through the consideration of diverse reading and learning materials, which engage with a wide range of animation practices from different cultures and communities, as well as through the use of real world examples, live brief projects and invited speakers that are representative of the diverse community in which we are working. Our assessments are designed to be accessible and authentic, making them achievable for students of all backgrounds, and representative of the global context.

### Teaching methods

Other scheduled learning and teaching includes lectures, briefings, work reviews, seminars, tutorials, workshops, projects, student awards and competitions, visiting industry professionals, and portfolio reviews. The course offers a fusion approach to learning, where practice is contextualised and informed through research, theoretical and cultural discussion.

You can create your own pathway through the course via your choice of modules and project menus. Some modules in Industry, Digital Arts and Options are shared with other visual communications students, to accommodate a collaborative, cross-disciplinary approach. The Industry modules include work based learning and placements, projects and events. Digital Arts modules offer subject specific digital understanding and skills, and consider animation in digital spaces, such as user experience, moving image and image making. Option choice modules expand the curriculum further into specialist areas including visual effects, audio production, creative advertising, sequential design and messaging, branding, user interface and user experience, interactive design and mixed realities.

## Assessment methods

Our assessment strategy reflects the philosophy of the course, aiming to develop the creative, flexible and thoughtful media practitioners of the future. We offer a range of assessment methods for both practical and theoretical work. This allows our students to demonstrate their skills and understanding in a variety of ways, and a broader range of activities in which to excel, so supporting and encouraging different learning styles. All modules are assessed through coursework (we do not use exams).

Our module blend theory with practice, and are typically assessed through a combination of crits (presentations of practical work to staff, normally with other students present), and submitted media artefacts and planning / research material (e.g. sketchbooks / production folders / blogs etc). Theoretical components are assessed using a range of methods, including written work, seminar presentations, research plans, visual essays and online study tasks.

Formative assessment will take the form of verbal feedback given to students during practical sessions and workshops, to demonstrate to students where they have already made progress and where they need to focus their learning. This does not form part of your final mark.

Summative assessment includes a mark, and clear feedback aligned to the assessment criteria that are set out in your module handbook or pro forma and linked to the module Learning Outcomes.

All marking criteria on this course are based upon the University outcome classification descriptors as laid out in Appendix C of the Student Regulation Handbook: <https://www.westminster.ac.uk/current-students/guides-and-policies/academic-matters/academic-regulations>

Grade descriptors are a framework and will not provide mutually exclusive criteria for each grade band. The final grade will be a matter of academic judgement. Module handbooks and module sites on the VLE contain specific assessment criteria for the module which are informed by the university grade descriptors.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	LO 4.1, LO 4.2, LO 4.4, LO 4.5, LO 4.7, LO 4.8, LO 4.9, LO 5.1, LO 5.2, LO 5.3, LO 5.4, LO 5.5, LO 5.6, LO 5.7, LO 5.8, LO 6.1, LO 6.2, LO 6.3, LO 6.4, LO 6.5, LO 6.6, LO 6.7, LO 6.8, LO E.2
Literate and effective communicator	LO 4.1, LO 4.2, LO 4.3, LO 4.4, LO 4.5, LO 4.7, LO 4.8, LO 4.9, LO 5.1, LO 5.2, LO 5.4, LO 5.5, LO 5.6, LO 5.7, LO 5.8, LO 6.1, LO 6.2, LO 6.4, LO 6.5, LO 6.6, LO 6.7, LO 6.8, LO E.1, LO E.2, LO P.1, LO P.2
Entrepreneurial	LO 4.2, LO 4.3, LO 4.5, LO 4.6, LO 4.7, LO 4.8, LO 4.9, LO 5.1, LO 5.4, LO 5.7, LO 5.8, LO 5.9, LO 6.1, LO 6.2, LO 6.4, LO 6.6, LO 6.7, LO 6.8, LO 6.9, LO P.1, LO P.2
Global in outlook and engaged in communities	LO 4.1, LO 4.3, LO 4.6, LO 4.8, LO 5.2, LO 5.3, LO 5.5, LO 5.7, LO 5.9, LO 6.2, LO 6.5, LO 6.7, LO 6.9, LO E.1, LO E.2
Socially, ethically and environmentally aware	LO 4.1, LO 4.3, LO 4.7, LO 4.9, LO 5.2, LO 5.5, LO 5.6, LO 5.8, LO 6.5, LO 6.6, LO 6.8, LO E.1, LO E.2

## Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

## Modules

### Level 4

Module Code	Module Title	Status	UK credit	ECTS
4ANIM009W	2D Computer Animation	Core	20	10
4ANIM001W	Animation Contexts and Approaches	Core	20	10
4ANIM002W	Animation: Storytelling and narrative	Core	20	10
4ILLU005W	Digital Arts 1	Core	20	10
4ILLU012W	Industry 1: Working in Professional Contexts	Core	20	10
4ILLU003W	Drawing Exploration	Option	20	10
4ANIM008W	Visual Effects	Option	20	10

### Level 5

Module Code	Module Title	Status	UK credit	ECTS
5ANIM004W	3D Computer Animation	Core	20	10
5ANIM007W	Digital Arts 2	Core	20	10
5ANIM005W	Documentary Animation	Core	20	10
5ILLU011W	Industry 2: Professional Practice and Enterprise	Core	20	10
5GPDS007W	Sequence and Message	Option	20	10
5GPDS008W	Brands	Option	20	10
5GPDS010W	Reality VR, AR, and MR	Option	20	10
5MECM001W	Theories of Media and Communication	Option	20	10
5GPDS009W	UX/ UI Design	Option	20	10

### Additional Year

Module Code	Module Title	Status	UK credit	ECTS
5GPDS011W	Extended Work Placement (Visual Media)	Option	120	60
5GPDS012W	Study Abroad (Visual Media)	Option	120	60

### Level 6

Module Code	Module Title	Status	UK credit	ECTS
6ANIM006W	Digital Arts 3	Core	20	10
6ILLU001W	Industry 3: Professional Practice and Public Engagement	Core	20	10
6ANIM007W	Major Project (Animation)	Core	40	20
6MECM006W	Audio Storytelling	Option	20	10
6ILLU004W	Contextual Research Project	Option	20	10
6MECM007W	Creative Advertising	Option	20	10
6GPDS006W	Critical Design	Option	20	10
6ANIM008W	Stop-Motion Animation	Option	20	10

Module Code	Module Title	Status	UK credit	ECTS
6MECM012W	User Experience (UX) and App Design	Option	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

## Professional body accreditation or other external references

N/A

## Course management

The BA Animation is taught within the Westminster School of Media and Communication in the College of Design, Creative and Digital Industries. It is based on the green site of Harrow Campus, shared with Westminster School of Arts and the highly acclaimed research institutes CAMRI <https://camri.ac.uk/about-us/> and CREAM <https://cream.ac.uk/>.

The management structure supporting the course is as follows:

- The Course Leader is responsible for the day-to-day running and overall management of the course and development of the curriculum. The Course Leader holds regular meetings with student representatives to hear and act on feedback.
- The Head of School holds academic responsibility for the course and for the other undergraduate courses run within the Westminster School of Media and Communication.
- We also have Level Coordinators who oversee details of delivery at each level of the course (i.e. years one, two and three). The course staff team collectively support the management of the course through responsibilities for individual modules, workshop areas and contributions to planning. The Animation Facilities and their resources are managed by a dedicated specialist Animation Technician, who works in close collaboration with academic and support staff.
- The professional and research practice of the course team ensure that we reflect current and emerging real-world concerns and demands, through regular staff meetings as well as formal and informal interaction between the staff and outside industry professionals. All course staff participate in annual appraisal and observation of their teaching by their colleagues. This can inform staff development through course or conference attendance and research / professional activity.

## Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

Course specific regulations apply to some courses.

## Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](http://westminster.ac.uk/academic-learning-development).

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site.



Students<sup>1</sup> can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

## How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

## How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2021©

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