

Course Title	BA (Hons) Animation (with Foundation year)
Final Award	BA (Hons) Animation
Interim Awards	Foundation Certificate (Animation) Certificate of Higher Education in Animation Diploma of Higher Education in Animation BA Animation
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	40188 Ravensbourne WQ15
HECOS code (with Subject percentage Splits if applicable)	100057 Animation 100363 Computer Animation and Visual Effects 100440 Digital Media 100443 Media Production 100444 Media and Communication Studies (https://www.hesa.ac.uk/support/documentation/hecos/)
QAA Subject Benchmark	Art & Design (2019) Communication, Media, Film and Cultural Studies (2019)
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	<input type="checkbox"/> <input type="checkbox"/> No
Level 6 Top Up Option (online only)	<input type="checkbox"/> No
Study Load	<input type="checkbox"/> Full-time <input type="checkbox"/>
Mode of study	<input type="checkbox"/> Face-to-Face, Blended <input type="checkbox"/>
Delivery Location(s)	<input type="checkbox"/> Ravensbourne University campus <input type="checkbox"/> Online
Length(s) of Course(s)	1 year of 4-year programme
Type (open/closed)	Open
Validation period	Five years
Intended First Cohort Start Date	September 2022
Date produced/amended	March 2022
Course Leader	Oliver O'Keefe
Course Development Team Members	Oliver O'Keefe Anna Byers
Course Administrative Contact	TBC

Course Description

The BA (Hons) Animation course will focus on animation techniques, through a range of digital mediums including Film, Television, Games and Online Platforms. Utilising the skills of storytelling and narrative the course teaches students how to develop their artistic communication skills and rationale for their ideas, nurturing students’ ability to be adaptable and creative. Defining *Meaning* and *Purpose* for ideas throughout the course, is essential to the student’s development and success.

The Foundation Year in Animation is the first year of 4-year BA degree programme across the two courses. The aim of the foundation year is to introduce the fundamental principles for animation. This will include practical use of relevant software, introduction to core preproduction methodologies and developing a conceptual understanding of the range and skills included within animation.

The foundation year course is aimed at students who require more time to develop their portfolio and skillset prior to year one of undergraduate study. This course will ignite the students’ creativity and imagination so they can discover new ways of making, thinking, and documenting.

The course begins with **Crafting Your Practice 01 and 02** which aims to teach the students some of the core fundamentals of their practice as well as some basic drawing and design processes.

The Module **Development of Creative Skills** aims to introduces the methods of production, technical skills and software required to develop project briefs within animation. As well as provide core technical training required for moving into year one of animation.

In the module **Integrating Creative Skills** students will be taught key preproduction fundamentals that are appropriate to the student’s chosen degree.

There is also a significant theoretical dimension to the course. Beginning with the module **Exploring Culture and Context** which teaches critical tools required to enable further exploration of animation and/or games development. The student will learn to use primary and secondary research to broaden their personal cultural horizons. This learning will be furthered in the module **Influencing Culture and Context** where the student will undertake a personal project that is fully realised through research, experimentation and outcome.

Foundation Year Course Aims

- Introduce the foundational principles of Animation
- Equip the learners with the basic skills in a range of appropriate software
- To offer the opportunity to develop the team working skills required in the industry.
- Challenge the individual learner to explore and extend their creative range.

Course Learning Outcomes

On completion of the Animation (with Foundation year) at Level 3 students will be able to:

Course Learning Outcomes

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Explore	Demonstrate knowledge of the qualities, skills and other attributes needed for successful engagement in the Animation sector. Will be able to evidence the ability to reflect, critically evaluate seek solutions in response to brief.
Create	Have the ability to approach idea development, through experimentation, and have the technical ability to work towards outcomes with consideration of audience/user regarding communication and presentation for Animation.
Influence	Evidence a methodical working approach and ethos that identifies consideration of social, ethical and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Animation.
Integrate	Evidence the ability to successfully demonstrate interactions & practices and professional working models that allow for self-efficacy, personal agency and professional development in relation to Animation.

Where a student does not complete the full course, but exits with a Level 3 Foundation Certificate, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

Crafting their creative practice, developing their creative practice and understanding the wider context and culture within which Animation is sited.

Students exiting after one year of study at Level 3 will be awarded a Foundation Certificate – provided they complete all required assessment tasks and have demonstrated the required learning outcomes.

On completion of the Animation students will be able to:

Explore	Will be able to research and use a number of different sources of information to inform the development of their creative practice
Create	Will be able to demonstrate the development of an idea from initial concept to final presentation
Influence	Will be able to demonstrate the use of ideas from the wider world and the show the influence of themes and topics on their choice of content
Integrate	Will be able to demonstrate the ability to make positive contributions to group projects and have developed the skills required for successful group engagement.

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *BA (Hons) Animation* students will be able to:

Explore	Evaluate and contextualise capacity for utilising and synthesising Animation specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
Create	Critically engage with the iterative development of ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to Animation.

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	Synthesise idea development, experimentation, and technical ability supporting fully resolved outcomes with consideration of audience/user regarding communication and presentation for Animation. (CL02)
Influence	Interpret a methodical working approach and ethos that critically identifies consideration of social, ethical and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Animation. (CL03)
Integrate	Analyse critical ability to successfully synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Animation. (CL04)

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *BA Animation* students will be able to:

Explore	Evidence and contextualise capacity for utilising and synthesising Animation specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
Create	Apply the ability to consider ideas, materials, tests and outcomes that may inform iterative practical and theoretical development in physical, written, and oral forms aligned to Animation. Design ability to synthesise idea development, experimentation, and technical ability supporting resolved outcomes with consideration of audience/user regarding communication and presentation for Animation. (CLO2)
Influence	Relate a coherent working approach and ethos that identifies consideration of social ethically and environmentally responsible working methods and how this aligns and supports personal development in relation to Animation. (CLO3)
Integrate	Align the ability to effectively synthesise collaboration, industry interactions & practices and professional working models to facilitate self-efficacy, personal agency and professional development in relation to Animation. (CLO4)

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *Diploma of Higher Education in Animation* students will be able to:

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Explore	Define evolving ability to utilise research and critical reflection to support developing understanding of subject knowledge and ability to problem solve in relation to Animation. (CLO1)
Create	Employ capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide iterative practical and theoretical development in physical, written and oral forms aligned to Animation. Exhibit developed technical competencies, supporting ideation, communication, and presentation with consideration of audience/user for Animation. (CLO2)
Influence	Relate developing working processes that identify consideration and interpretation of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to Animation. (CLO3).
Integrate	Apply evolving ability to engage with collaborative working to support academic development, industry interactions & practices to enhance and progress self-efficacy and professional development in relation to Animation. (CLO4).

Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *Certificate of Higher Education in Animation* students will be able to:

Explore	Demonstrate capacity for engaging with research and critical thinking, developing Animation specific knowledge and emerging ability to problem solve. (CLO1)
Create	Apply capacity to consider ideas, materials, tests and outcomes that may inform iterative practical and theoretical development in physical, written and oral forms in relation to Animation. Exhibit emerging technical competencies, supporting ideation, communication, and presentation with consideration of audience/user for Animation. (CLO2).
Influence	Demonstrate an emerging working approach/attitude that identifies consideration of social, ethical and environmentally responsible working methods and how this informs personal practice in relation to Animation. (CLO3).
Integrate	Identify emerging capacity to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to Animation. (CLO4).

Ravensbourne University Assessment Criteria

Research and Analysis

Explore	Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: <ul style="list-style-type: none"> Evaluate their own beliefs, biases and assumptions Evaluate strengths, weaknesses, and fallacies of logic in arguments and information Apply lesson from the past or learned knowledge and skills to new and varied situations Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques Devise and defend a logical hypothesis to explain observed phenomenon Recognize a problem and devise and implement a plan of action 	Explore, Create, Integrate, Influence
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	Create
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	Integrate, Influence
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one’s own emotions and moods; to discriminate among them and to use this information to guide one’s thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: <ul style="list-style-type: none"> Self-awareness & regulation (including metacognition) 	Explore, Influence, Integrate

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	<ul style="list-style-type: none"> • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making <p>Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:</p> <ul style="list-style-type: none"> • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring <p>Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include</p> <ul style="list-style-type: none"> • Self-discipline & management • Attention • Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience 	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	Influence, Integrate
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality	Create, Influence, Integrate

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	Assurance Agency, Enterprise and Entrepreneurship Education 2018).	
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	Explore, Create, Integrate, Influence
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	Explore, Create, Influence, Integrate,

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
<p>All levels will adopt a hybrid delivery which will be determined by the module input and requirements. Online learning platforms alongside the institutions virtual learning environment (VLE) will be used to support face to face delivery to give the students a more rounded experience. This will enhance the student's engagement and allow for curriculum delivery to be adaptable and reflect current trends and social proximity.</p> <p>Level 3:</p> <p>Learning and teaching will include:</p> <ul style="list-style-type: none"> Classroom based didactic sessions Small group tutorials and seminars 1:1 coaching Reflective learning and question and answer in response to assignment feedback. Group activities will encourage peer to peer learning to enhance communication and be able to trouble shoot within teams. 	<p>Level 3:</p> <p>Methods will include a range of creative assignments to allow the students to explore specific ideas, principles and methods included in the programme.</p> <p>Group assignments will be included to reflect the team working required by the industry.</p>

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 3				
RAV22001B	Crafting your Practice 01	X	Mandatory	20
RAV22002B	Crafting Your Practice 02	X	Mandatory	20
RAV22003B	Exploring Culture and Context	X	Mandatory	20
RAV22004B	Developing Creative Skills	X	Mandatory	20
RAV22005B	Integrating Creative Skills	X	Mandatory	20
RAV22006B	Influencing Culture and Context	X	Mandatory	20
			Total	120

Level 4				
ANI24101	Animation Fundamentals		Mandatory	20
ANI24104	Animation Character Mechanics		Mandatory	20
ANI24102	Visual Development (Production Design)		Mandatory	20
ANI24105	Storytelling		Mandatory	20
ANI24103	Professional Life Practice “Developing your Practice”		Mandatory	20
ANI24106	Professional Life Practice “Exploring your Practice”		Mandatory	20
			Total	120
Level 5				
ANI24201	Animation Character Performance		Mandatory	20
ANI24202	Visual Development (Character Design)		Mandatory	20
ANI24204	Animation Narrative(s)		Mandatory	40
ANI24203	Professional Life Practice “Applying your Practice”		Mandatory	20
ANI24205	Work Based Learning		Mandatory	20
				120
			Total	240
Level 6				
ANI24304	Animation Industry Prep		Mandatory	20
ANI24301	Animation Production		Mandatory	40
ANI24302	Professional Life Practice “Situating your Practice”		Mandatory	20
ANI24303	Animation Portfolio		Mandatory	40
				120
			Total	360

Learning Hours

Learning Hours (per 20 credit module excluding the Work Placement)			
Staff – Student Contact Hours		Independent Study Hours	
Formal Scheduled Teaching	48	Independent Study	152
Total		200	

Course Regulations

Entry Requirements

Students for foundation diplomas are normally expected to possess four GCSEs, grade C or above, including English and Maths.

Students are also normally expected to possess one of the following:

- One A-level, grade C/32 points or above in relevant subject area
- Progression diploma (level 3) in a related subject area
- Advanced diploma (level 3) in a related subject area
- BTEC level 3 national award or certificate qualifications may also be considered for entry

Accreditation of Prior Learning (if applicable)

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne’s Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

Conditions for Progression

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students. Some modules, e.g. electives, use Pass/Fail grades and no marks are awarded. Pass/Fail grades are not used in the calculation of classifications for awards.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure or non-submission in any assessment will result in a Fail grade for the component and module.

A student shall be permitted three attempts at each assessment; one first sit and two resits.

Where a student successfully retrieves an assessment failure, the grade for the assessment will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved).

Conditions for the Granting of Awards

A student who completes an approved course of study to the end of Level 6 shall be awarded BA (Hons) Animation.

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Certificate of Higher Education in Animation provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Diploma of Higher Education in Animation, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. BA Animation (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification
4. Foundation Certificate (Animation) for those who exit after completing the approved course of modules and the learning outcomes for such award at Level 3, as set out in the Course Specification.

Any derogation(s) from the Regulations required?

If yes, please state which regulation requires a derogation for approval by the Academic Board.

Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Level 3 Modules				
Crafting Your Practice 01	x	x		
Crafting Your Practice 02	x	x		
Exploring Culture and Context	x			x
Developing Creative Skills	x	x	x	
Integrating Creative Skills		x	x	
Influencing Culture and Context			x	x

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Level 4 Modules				
101 Animation Fundamentals	x	x		x
104 Animation Character Mechanics	x	x		x
102 Visual Development (Production Design)	x	x		

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105 Animation Storytelling	x	x		x
103 Professional Life Practice (Developing Your Practice)	x	x	x	x
106 Professional Life Practice (Exploring Your Practice)	x	x		x
Level 5 Modules				
201 Animation Character Performance	x	x	x	
202 Visual Development Character Design)	x	x	x	
204 Animation Narrative/s	x	x	x	
203 Professional Life Practice	x	x		x
205 Work Based Learning	x		x	x
Level 6 Modules				
301 Animation Production	x	x	x	x
303 Animation Portfolio	x	x		x
302 Professional Life Practice	x	x	x	x
304 Animation Industry prep	x	x	x	x

Course Diagram

	Semester 1	Semester 2
Level 3	Crafting your practice 1 20 credits	Developing Creative Skills 20 credits
120 credits	Crafting your Practice 2 20 credits	Integrating Creative Skills 20 credits
	Exploring Culture and Practice 20 credits	Influencing Culture and Context 20 credits

	Semester 1	Semester 2
Level 4	Animation Fundamentals 20 credits	Animation Character Mechanics 20 credits
120 credits	Visual Development (Production Design) 20 credits	Storytelling 20 credits

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	Professional Life Practice (Developing Your Practice) 20 credits	Professional Life Practice (Exploring Your Practice) 20 credits	
	Semester 1	Semester 2	
Level 5	Animation Character Performance 20 credits	Animation Narrative/s 40 credits	Work Based Learning 20 credits
120 credits	Visual Development (Character Design) 20 credits		
	Professional Life Practice 20 credits		
	Semester 1	Semester 2	
Level 6	Animation Production 40 credits	Animation Portfolio 40 credits	Industry Prep 20 credits
120 credits			