

School of Creative Arts

Title of Programme: The Digital Animation Programme

Programme Code: CTDANM

Programme Specification

This programme specification is relevant to students entering:
01 September 2015

Associate Dean of School (Academic Quality Assurance):
Rob Wright



Signature

18 June 2015

Programme Specification

The Digital Animation Programme

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	College Lane
Programme accredited by	Not applicable
Final Award	BA Hons
All Final Award titles	3D Computer Animation and Modelling / (Sandwich) / with a Year Abroad 2D Animation and Character for Digital Media / (Sandwich) / with a Year Abroad 3D Games Art and Design / (Sandwich) / with a Year Abroad Visual Effects for Film and TV / (Sandwich) / with a Year Abroad
FHEQ level of award	6
UCAS code(s)	W617 - 3D Computer Animation and Modelling W616 - 2D Animation and Character for Digital Media W280 - 3D Games Art and Design W614 - Visual Effects for Film and TV
Language of Delivery	English

A. Programme Rationale

Programme Overview

The Digital Animation Programme provides an opportunity to those students who have aspirations to take up a range of roles in the developed and emerging digital animation industries. These are disciplines that are changing and developing at a rapid rate. The Programme provides a clear and focused study opportunity for successful students of art and design foundation programmes as well as those with appropriate A-levels. The modules extend the experiences of these earlier studies and introduce new areas of advanced study of digital animation through sustained activity in both practical and academic work.

A prime objective of the programme is that graduates should be engaged and confident digital artists, flexible and responsive to creative challenges, communicators making an active contribution to the development of their professional disciplines while also making a significant impact and contribution to culture and society.

Industry entry is competitive and places high demands on students. The Programme addresses this by using experts in the various fields as visiting lecturers as well as experienced full time staff with extensive industry backgrounds and updating and overseeing software advances as and when they happen.

Students are expected to produce creative responses to the briefs in each module while integrating both theory and context as well as art and design practices. Students must accept responsibility for their own learning becoming increasingly independent creative practitioners as they progress through the Programme thus showing both initiative and innovation.

Award Content and Graduate Opportunities

The Digital Animation Programme holds within it four degree awards:

BA (Hons) 3D Computer Animation and Modelling focuses on 3D computer animation. This is a broad course that allows for both specialism and generalist studies: from character animation and storytelling to high end digital modelling of characters, environments and vehicles; it also covers concept art and design, digital texturing, virtual lighting, technical direction (such as rigging, coding, hair and cloth simulation) and visualisation in architecture and elsewhere.

Graduates find employment within Film, 3D Games, Television, Advertising, Architectural Visualisation, Medical Simulation and many related industries. This is the oldest of the suite of degrees and graduates have worked on many major Oscar winning films, major AAA Game titles and visualisation in architectural firms such as Fosters and partners all in leading roles.

BA (Hons) 2D Animation and Character for Digital Media This award winning degree combines the rigours of Disneyesque 2D character animation and concept art with cutting edge technology. The award allows for exploration of character creation, traditional animation techniques, concept art, interactivity and storytelling. All these areas are created using the latest digital software environments and platforms. Students output to digital film and TV, mobile devices, interactive platforms and apps.

Graduates are employed as concept artists, digital animators, directors, digital media entrepreneurs and innovators providing content for a myriad of apps and platforms, as well as the traditional games, film, television and advertising.

BA (Hons) 3D Games Art and Design Explores content creation and design for the next generation of 3D games. This involves high end modelling of characters and environments and props, game design and level creation. All content creation must respect the latest game norms and state of the art games engines. Traditional art skills are brought into the digital environment to create fabulous interactive immersive worlds and gameplay.

Many of our graduates currently work across all the major world 3D gaming companies as Games Artists. Graduates find employment within the Games Industry in asset creation roles, as Character Artists, modellers, art direction and lighting, concept artists, environment design but also level and game designers. The Games industry is developing rapidly with original context, cross platform and indie gaming becoming very important thus creating wider opportunities still in this very buoyant and dynamic creative area.

BA (Hons) Visual Effects for Film and TV focuses on the use of high quality 3D computer animation and effects composited within live action film. While having a base in 3D content creation and design, today's visual effects artists create believable worlds combining hyper-realistic computer graphics and digital effects with film and digital film. This involves everything from simulated fire, particles, characters and digital stuntmen, to digital greenscreen and matte painting. High end compositing brings it all together for the screen.

Our graduates have worked on a huge number of Hollywood movies and Oscar winning films from Inception, to Batman to Lord of the Rings, the Hobbit and Gravity.

Graduates work in many sectors of the visual effects industry mainly on high end films, creating assets, compositing, technical direction and visual effects direction. London is already the world centre for this activity and the number of roles for graduates is enormous.

All graduates may also progress to advanced professional or academic study.

Detailed Programme Structure

Level 4

Level 4 modules are common to all the degree awards of the Programme and are studied by all students. At level 4 the students are introduced to the field of digital animation, its broad concepts, contexts and skills. The modules are designed to equip the student with the basic skills and understanding to undertake their specialist degree study which commences in the second year.

Key software packages that the students will be using across their studies are taught using short, focused projects. The process of pre-production, relying on original concepts, storyboards and character design, is addressed throughout Level 4 and is an essential part of the student learning experience.

Students are allowed to change awards at the end of level 4. Students are given advice at this juncture depending on availability and suitability. Thus they can make a more informed career and study choice now that they have developed a broader understanding of the requirements of the four awards and industries. This organisation of the programme has proved very popular with applicants and students alike and is a unique selling point.

Art skills and contextual studies are an important part of learning throughout the three years of study.

Level 5

At level 5 there are 60 credits specific to the four specialist awards and 60 credits in common.

Semester A enables students to specialise on their chosen award using short focused project and deepen their learning specific for that award.

Semester B's learning style evolves to more independent and creative ways of working. Sustained project work allows students to initiate a creative design process leading to a finished digital animation, game or visual effects piece. Students have the option to either work in groups for the project, to participate in a 'live' project, work experience, role play or collaborative projects or in-house projects. This exposes students to professional standards and further develops their understanding of client requirements.

Professional practice workshops explore employment issues and equip the student with necessary elements, CV, website, personal branding etc. to facilitate application for work placements, internships and work experience between level 5 and level 6.

Level 6

During their third year, students are expected to engage in a sustained process of independent personal enquiry, research and realisation appropriate to their area of practice, which may include response to a challenging student negotiated design brief or with a 'live' industry or academic partner. This programme demands that the student exercises initiative and personal responsibility and ambition as well as undertaking decisions in complex and unpredictable contexts. Time planning, project management and engagement with the aesthetics and emotional/narrative content is addressed. Student work is placed within the context of current practitioners and audiences. Many of these projects have won major awards both nationally and internationally.

Level 6 study is heavily negotiated. Students can work across awards and with other programmes if they wish or with live projects.

The final degree project is expected to access some current and emerging ideas and techniques. The ability to effectively communicate and present ideas, analyse and be aware of audience requirements is essential at this stage. The Final Exhibition and film show is the culmination of the degree imposing immediate audience and deadline considerations.

All students explore employment and entrepreneurial strategies: the creation of an industry standard show reel, CVs, interview requirements, presentation techniques, setting up companies etc.

A degree dissertation runs alongside their practical subject areas. This dissertation links with the students' practical interests and allows a deep and sustained investigation into an area of interest in a researched and academic manner. This is the culmination of their contextual studies across the three years of the degree.

Graduates are thereby equipped to compete for employment positions on a national and international level and many will follow previous graduates into an exciting and dynamic career.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

This programme aims to:

- Provide an opportunity for students to develop an understanding of digital animation processes, techniques and technologies and to work innovatively and creatively in their chosen field.
- Facilitate awareness, through Critical and Cultural Studies, of debates and ethical questions within framed argument in cultural, digital and historical contexts.
- Equip students with the skills to work professionally in these and associated fields and contribute creatively in a variety of roles, working independently and as part of multi-disciplinary teams.
- Foster the transferable skills which will enable students to respond to current and future career challenges or prepare them for further academic study.
- Enable students to make reasoned judgements, frame appropriate questions, exercise curiosity and research strategies and draw independent conclusions.
- Enable students to communicate effectively to specialist and non-specialist audiences in oral, written and visual forms.

Additionally:

- (For **3D Computer Animation and Modelling** students) to acquire a broad knowledge-base and develop a wide range of skills required by animation generalists.
- (For **2D Animation and Character for Digital Media** students), to apply traditional animation techniques for emergent platforms, devices and medium.
- (For **3D Games Art and Design** students), provide an opportunity to explore specific techniques and technologies associated with the next generation of 3D games.
- (For **Visual Effects for Film and TV** students), provide an opportunity to develop the skills and techniques required to produce cutting-edge sequences for Film and TV.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design; Communication, Media, Film and Cultural Studies; and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2010 have been used as a guiding framework for curriculum design.

Programme Learning Outcomes will be contextualised for each award title in accordance with the subject area being studied.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
A1 - Key creative visual practices and aesthetic traditions.	Acquisition of knowledge and understanding in the fields of 2D and 3D digital animation, 3D games art and visual effects, from pre-production through to the production or realisation phase and post-production and testing in games, is through a combination of lectures, studio-based module work and workshops. (A1, A2, A3-1, A3-2, A3-3, A3-4)	Knowledge and understanding are assessed through in-module assessments of portfolio submissions, presentations and essay assignments.
A2 - Underlying principles and concepts of digital animation.	Learning is instigated by set and negotiated projects with tutorial and seminar support including small group tutorials.	
A3-1 - Specialist skills, professional practices and production techniques in the field of 3D computer animation and modelling.	The critical and cultural studies programme makes a particular contribution to the acquisition of cultural, historical and professional understanding throughout the three levels. A4	
A3-2 - Specialist skills, professional practices and production techniques in the field of 2D animation and character for digital media.	There is a requirement for written work at all levels and this includes a degree essay of approx. 6000 words at level 6. (A2, A4)	
A3-3 - Specialist skills, professional practices and production techniques in the field of games art and design.	Additional support is provided by a personal tutor, tutorial surgery hours, a special needs and dyslexia support tutor.	
A3-4 - Specialist skills, professional practices and production techniques in the field of visual effects for film and TV.	At Level 6 students demonstrate their knowledge and understanding through a programme of coursework, much of which is determined by themselves, in one of the four degree awards: 3D computer animation and modelling; 2D animation and character for digital media; 3D games art and design or visual effects for film and TV. (A1, A2, A3-1, A3-2, A3-3, A3-4, A4)	
A4 - The cultural and ethical contexts of digital animation: its markets and audiences.		

	Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.	
Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1 - Exercise processes of observation and visualisation, convergent and divergent thinking.</p> <p>B2 - Employ critical curiosity and synthesise a range sources for enquiry and research.</p> <p>B3 - Analyse complex problems to formulate responses and solutions.</p> <p>B4 - Work creatively and imaginatively, generating authentic, playful and original outcomes.</p>	<p>Intellectual skills are developed throughout the Programme by the methods and strategies outlined in section A, above. Typically, the student's conceptual skills will be evident in a visual design and narrative design process that demonstrates creative thinking and problem solving, (B4) and through visual research (B2).</p> <p>Analysis and judgement will be applied in the development of possible solutions to the design and production and post-production problems. (B1, B2, B3) Analysis and synthesis are used throughout the programme from contextual study to problem solving in a design setting or digital production setting.</p> <p>Design and production issues and animation solutions are developed through observation and visualisation in sketch books and in computer testing, using a range of traditional media, then the innovative application of digital approaches. (B1, B2, B3, B4) A range of storyboard material and character model design should reflect a willingness to explore and apply a range of traditional media and digital techniques. (B4)</p> <p>Intellectual skills of analysis, creativity, problem solving and research strategies are an integral part of studio work and is fostered by set briefs, in-module exercises, workshops, self-determined briefs, seminars and tutorial work.</p> <p>Throughout, the learner is encouraged to further develop these intellectual skills.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual skills are assessed through in-module assessments of portfolio submissions and presentations and contextual writing.</p> <p>Typically, evidence will consist of research in the form of archived imagery, sketches, drawings and notation, the essay or report format, design drawings and working storyboards, 3D physical models and examples of digital solutions (test renders) and proposals.</p>

Practical skills - able to:	Teaching/learning methods & strategies	Assessment
<p>C1 - Produce ambitious work showing mastery of appropriate software and methods of dissemination.</p> <p>C2 - Manage time, deadlines and resources effectively, by drawing on planning and organisational skills.</p> <p>C3 - Sustain the development of ideas through to a resolved outcome, engaging with audiences and respecting appropriate broadcast and digital standards.</p> <p>C4 - Work productively in a group or team, showing abilities at different times to influence, contribute and lead effectively.</p> <p>C5 - Present and pitch ideas and information to both specialist and non-specialist audiences.</p>	<p>Showing mastery of appropriate software: these are the practical and professional skills employed in the production of digital animation, visual effects and games art solutions. Vectors of dissemination (outputs in areas of cultural activity from game publishing, to cinema to mobile devices and even blogs) are explored in briefs and assignments. (C1)</p> <p>At levels 4 and 5 these skills are developed through briefs, workshops and tutorials.</p> <p>At level 6 the digitally created narrative animation, visual effects and games should reflect the utilisation of a range of materials and resolved to a professional outcome. (C3) Possible solutions will be presented to the peer group in the form of formal or informal presentations and group criticism. (C5)</p> <p>Teamwork and group work is an essential part of study in this programme at every level. (C4) Strategies for time management are taught formally and there are ample opportunity to plan and organise individually and within teams, as pipeline is so important for success in this area of cultural activity. (C2)</p> <p>Digital animation, games art and visual effects demand successful planning and storyboarding, editing and cinematography (narrative use of camera and lighting, composition). This should be reflected in the students' work. (C1, C2, C3)</p>	<p>Practical skills are evidenced in the production values of module work and are assessed through portfolio submissions and presentations.</p>
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
<p>D1 - Exercise critical self-evaluation, passion and motivation in their discipline.</p> <p>D2 - Communicate effectively and empathetically by articulating, listening, negotiating and persuading.</p>	<p>Transferable skills are developed throughout the Programme.</p> <p>The skills of self-evaluation and motivation, communication and interpersonal skills, independence and learning to learn, flexibility and entrepreneurialism, (D1, D2, D3, D4, D5) are all integral to coursework.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum. In-module assessment is by submission of a portfolio, presentations and written work.</p>

D3 - Work independently, developing the skills and appetite for learning.

D4 - Respond flexibly to change and negotiation and reflect constructively on critical feedback.

D5 - Show resourceful and entrepreneurial self-confidence, take risks and make decisions in complex and unpredictable circumstances.

Aspects of contextual studies undertaken for the Critical and Cultural Studies modules inform the design process. Personal responsibility for independent learning and finding learning strategies (D3) becomes increasingly important as students' progress through to level 6 study.

This criterion is extremely important as a significant proportion of digital animation and games art and information about it, is accessed via the internet.

Self-awareness and evaluation (D1) and flexibility (D4) are developed through self-assessment and negotiated projects and self-determined projects. The difficult production processes provide ample scope for complex and unpredictability (D5) especially at level 6.

Communication skills (D2) are developed through oral presentations and in written work.

The ability to work flexibly with others (D4, D5) is developed through projects and the group ethos of the Programme.

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

D. Programme Structures, Features, Levels, Modules and Credits

The programme is offered in full-time (3 years) and sandwich or with a year study abroad (4 years) and leads to the following awards:

BA (Hons) 3D Computer Animation and Modelling
BA (Hons) 2D Animation and Character for Digital Media
BA (Hons) 3D Games Art and Design
BA (Hons) Visual Effects for Film and TV

BA (Hons) 3D Computer Animation and Modelling (Sandwich)
BA (Hons) 2D Animation and Character for Digital Media (Sandwich)
BA (Hons) 3D Games Art and Design (Sandwich)
BA (Hons) Visual Effects for Film and TV (Sandwich)

BA (Hons) 3D Computer Animation and Modelling with a Year Abroad
BA (Hons) 2D Animation and Character for Digital Media with a Year Abroad
BA (Hons) 3D Games Art and Design with a Year Abroad
BA (Hons) Visual Effects for Film and TV with a Year Abroad

The four degree awards share a core set of level 4 modules. At level 5 there are 60 credits of differentiation and at level 6 there are 30 credits specific to the degree award.

Entry is normally at level 4 with suitable entry qualifications as detailed in section F, but entry is possible at subsequent levels subject to appropriate qualifications and experience. Intake is Semester A (September).

Work-Based Learning, including Sandwich and Year Abroad Programmes

A designated Year Abroad programme leads to a University award in Study Abroad mode and the words "with a year abroad" appear on the award certificate. The Year Abroad will provide students with the opportunity to expand, develop and apply the knowledge and skills gained at the start of their course at the School of Creative Arts (UH), within a different organisational and cultural environment in a partner academic institution. The host institution will appoint a Programme Co-ordinator who will oversee the student's programme during the Year Abroad and will liaise with the appointed UH Supervisor. Students in Creative Arts may only undertake Study Abroad for an entire academic year and not for a single semester.

Students on the Study Abroad mode will be registered on the relevant Year Abroad Module.

Students may undertake a period of study at an approved partner institution as an **additional** year between Levels 4 and 5 (students must pass 120 credits) or between Levels 5 and 6 (students must pass 240 credits).

Alternatively (in exceptional cases where the curriculum provided at an approved franchise partner is aligned to that within this programme and where this has been formally agreed by the Programme Leader), students may undertake this study period **in place of** Level 5 (Year 2) at the School of Creative Arts (UH). In this case, successful students will receive credit for 120 credits at Level 5 and their final degree classification will be calculated in line with those for a direct Level 6 entrant (i.e. Level 5 achievement/grades will not be taken in to account).

A designated sandwich programme leads to a University award in the sandwich mode and the word "(Sandwich)" appears on the award certificate. In order for the programme to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 36 weeks with no possibility of exemption, normally between the end of Year 2 and the beginning of Year 4. This will normally be completed within the United Kingdom but with approval may be completed within other countries. Progress of the student's training and development is monitored through visits from University academic staff or from reports from the student. Students will be required to document this period of work in accordance with the guidelines produced by the School. Students on the sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of Level 5 may be prevented from undertaking a sandwich placement. The policy relating to progression onto the placement year from level 5 is given in the School Guidelines on Placements. Students who are on the sandwich programme but have a 'Failed' grade at any Level 4 or 5 module will not normally be allowed to register to repeat this module until they return from placement.

Other Work Experience (Short and Medium Term)

In addition to offering a full Sandwich year (as explained above and referred to in the School as a 'Long Term Work Experience'), we encourage students to participate in shorter work experiences / placements.

With agreement from the Programme Leader, a student negotiated work experience is available within this Programme at Levels 5/6.

This means that, with prior written agreement, a student may undertake:

- a work experience in place of *an assessed component within* one of the named modules below (referred to as a 'Short Term Work Experience'); *or*,
- a work experience *entirely in place of* one of the named modules below (referred to as a 'Medium Term Work Experience').

In the case of a Medium Term Work Experience, the student will be de-registered from the chosen module and registered upon 5CTA1005 *Professional Work Experience 30: Screen* instead.

The module(s) that are approved within this Programme for work experience/placement are:

5CTA1118 - Creative Project (30 credits)

6CTA1077 – Employment Preparation (15 credits) ('Short Term' only)

Students normally undertake their work placement *during* Level 5, with the assessment submission made during the period of the module, or alternatively may negotiate with the programme leader to allow a placement undertaken at a different time (for example, during a vacation or non-teaching period) to be accredited within the module running at Level 6 - with appropriate evidence submitted (including a reflective report).

Students (and staff when considering approval) should carefully consider any potential difficulties which may arise when attempting to undertake a work experience simultaneously with their academic study (for example, Timetable constraints for other modules). In terms of exemption from academic study whilst undertaking a work placement, a time equivalent to 30 credits is normally the maximum permitted. There is a maximum of 45 credits of professional Work Experience for any student within any year of University study.

Additional advice on these modules is available in the School's Accredited Work Experience Handbook and the Professional Work Experience Definitive Module Document (DMD). Students will need approval of the programme leader or nominee for the work experience, to ensure that the scope and level of challenge / learning of the work submitted in reflection upon a work experience, is appropriate and as far as possible, matched in scope and level to any work being substituted.

The programme supports the student in opportunities to undertake live projects which may arise through their own endeavour and works to build such opportunities into the student's learning and assessment through negotiation of briefs and presentable outcomes. The term 'live projects' refers here to a range of activities that extends well beyond those that are primarily commercial and includes social enterprise projects undertaken in connection with community groups, arts organisations and other agencies. Where a student wishes to undertake a live project, it is a requirement that before it commences there is in place a learning contract that specifies clearly how it enables the student to fulfill the module Learning Outcomes; the materials to be submitted for assessment; the date of submission for that material; what the work means in terms of the student's attendance and workload and an appropriate strategy for supervision by a tutor. That contract has to be agreed by both the module tutor and the Programme Leader.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study: Full time; Sandwich

Entry point: Semester A

Level 4

The listed level 4 modules are common to all the degree awards of the Digital Animation Programme and must be undertaken by all students irrespective of their degree award. All modules are 100% coursework.

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Core) Modules							
Module Title							
CG Practices and Techniques	4CTA1163	30	English	0	100	0	AB
Digital Art	4CTA1164	15	English	0	100	0	A
Animated Thinking: histories, theories, context (C&CS)	4CTA1055	30	English	0	100	0	AB
Creativity, Concept and Story	4CTA1165	30	English	0	100	0	AB
Moving Image	4CTA1166	15	English	0	100	0	B

Opportunities for assessment feedback occur within the first five weeks of level 4 on modules 'Digital Art' and 'Creativity, Concept and Story'. During the modules 'Creativity, Concept and Story' and 'CG Practices and Techniques' students are set weekly tasks that lead to a portfolio of work. Those tasks are commented on and the level and form of standards expected at this level are explored.

OPTIONAL - Year 2 - Study Year Abroad

Students may elect to take a study year abroad, as optional experience:

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Module Title							
Year Abroad	5CTA0001	0	English	0	100	0	ABC

In order to achieve the 'with a Year Abroad' Award students must complete Module 5CTA0001 between levels 4 and 5 of their study.

Level 5

The level 5 modules listed in the table below are common to all the degree awards of the Digital Animation Programme and must be undertaken by all students irrespective of their degree award. All modules are 100% coursework. (60 credits in common between awards at level 5.)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Core) Modules							
Module Title							
Moving Visions: perspectives on digital animation	5CTA1070	30	English	0	100	0	AB
Creative Project	5CTA1118	30	English	0	100	0	AB

BA (Hons) 3D Computer Animation and Modelling Award (60 credits differentiation at level 5)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award Specific) Modules							
Module Title							
Advanced Specialisms for 3D	5CTA1119	30	English	0	100	0	A
Planning and Post Production for 3D	5CTA1120	15	English	0	100	0	A
Visualisation and Professional Practices for 3D	5CTA1121	15	English	0	100	0	B

BA (Hons) 2D Animation and Character for Digital Media Award (60 credits differentiation at level 5)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award Specific) Modules							
Module Title							
Advanced Specialisms for 2D	5CTA1122	30	English	0	100	0	A
Concept Art for 2D	5CTA1123	15	English	0	100	0	A
Interactivity and Professional Practices for 2D	5CTA1124	15	English	0	100	0	B

BA (Hons) 3D Games Art and Design Award (60 credits differentiation at level 5)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award Specific) Modules							
Module Title							
Advanced Specialisms for Games	5CTA1125	30	English	0	100	0	A
Games Design	5CTA1126	15	English	0	100	0	A
Interactivity and Professional Practices for Games	5CTA1127	15	English	0	100	0	B

BA (Hons) Visual Effects for Film and TV Award (60 credits differentiation at level 5)

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award Specific) Modules							
Advanced Specialisms for VFX	5CTA1128	30	English	0	100	0	A
Digital Cinematography for VFX	5CTA1129	15	English	0	100	0	A
Live Projects and Professional Practices	5CTA1130	15	English	0	100	0	B

Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Optional (Placement) Modules							
Professional Work Experience 30: Screen	5CTA1005	30	English	0	100	0	A, B, AB

Students may undertake a medium term work experience instead of this module. (Section D, page 11 refers.)

OPTIONAL - Year 3 - Sandwich Year or Year Abroad

Students may elect to take a sandwich placement year, or study year abroad, as optional experience.

Sandwich Year

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Sandwich Year (Creative Arts)	6CTA1008	0	English	0	100	0	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

Year Abroad

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Year Abroad (Creative Arts)	6CTA0001	0	English	0	100	0	ABC

In order to achieve the 'with a Year Abroad' Award students must complete Module 6CTA0001 between levels 5 and 6 of their study.

Level 6 (Year 3 Full Time, Year 4 Sandwich)

The level 6 modules listed in the table below are common to all the degree awards of the Digital Animation Programme and must be undertaken by all students irrespective of their degree award. All modules are 100% coursework. (90 credits in common between awards at level 6.)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Core) Modules							
Module Title							
Employment Preparation	6CTA1077	15	English	0	100	0	A
Degree Project	6CTA1078	45	English	0	100	0	B
Critical and Cultural Studies: L6 Degree Essay / Report (Screen)	6CTA1016	30	English	0	100	0	AB

BA (Hons) 3D Computer Animation and Modelling Award (30 credits differentiation at level 6)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award) Modules							
Module Title							
Pre-Production for 3D	6CTA1082	30	English	0	100	0	A

BA (Hons) 2D Animation and Character for Digital Media Award (30 credits differentiation at level 6)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award) Modules							
Module Title							
Pre-Production for 2D	6CTA1079	30	English	0	100	0	A

BA (Hons) 3D Games Art and Design Award (30 credits differentiation at level 6)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award) Modules							
Module Title							
Pre-Production for Games	6CTA1081	30	English	0	100	0	A

BA (Hons) Visual Effects for Film and TV Award (30 credits differentiation at level 6)

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award) Modules							
Module Title							
Pre-Production for Visual Effects	6CTA1080	30	English	0	100	0	A

Progression to levels 5 and 6 requires a minimum of 90 and 210 credits respectively and passes in all compulsory modules.

The award of an honours degree on the Digital Animation Programme requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

Table1b (below) details the minimum requirements for all awards.

FULL TIME MODE (3 years)

3D Computer Animation and Modelling

LEVEL 4		Semester A	Semester B
CG Practices and Techniques 4CTA1163 30 credits			
Animated Thinking: histories, theories, context (C&CS 4CTA1055) 30 credits			
Creativity, Concept and Story 4CTA1165 30 credits			
Digital Art 4CTA1164 15 credits		Moving Image 4CTA1166 15 credits	
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation 5CTA1070 30 credits			
Creative Project 5CA1118 30 credits			
Advanced Specialisms for 3D 5CTA1119 30 credits		Visualisation and Professional Practices for 3D 5CTA1121 15 credits	
Planning and Post Production for 3D 5CTA1120 15 credits			
LEVEL 6		Semester A	Semester B
Employment Preparation 6CTA1077 15 credits		Degree Project 6CTA1078 45 credits	
Critical and Cultural Studies: L6 Degree Essay / Report (Screen) 6CTA1019 30 credits			
Pre-Production for 3D 6CTA1082 30 credits			

2D Animation and Character for Digital Media

LEVEL 4		Semester A	Semester B
CG Practices and Techniques 4CTA1163 30 credits			
Animated Thinking: histories, theories, context (C&CS 4CTA1055) 30 credits			
Creativity, Concept and Story 4CTA1165 30 credits			
		Digital Art 4CTA1164 15 credits	Moving Image 4CTA1166 15 credits
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation 5CTA1070 30 credits			
Creative Project 5CA1118 30 credits			
		Advanced Specialisms for 2D 5CTA1122 30 credits	Interactivity and Professional Practices for 2D 5CTA1124 15 credits
		Concept Art for 2D 5CTA1123 15 credits	
LEVEL 6		Semester A	Semester B
		Employment Preparation 6CTA1077 15 credits	Degree Project 6CTA1078 45 credits
Critical and Cultural Studies: L6 Degree Essay / Report (Screen) 6CTA1019 30 credits			
		Pre-Production for 2D 6CTA1079 30 credits	

3D Games Art and Design

LEVEL 4		Semester A	Semester B
CG Practices and Techniques 4CTA1163 30 credits			
Animated Thinking: histories, theories, context (C&CS 4CTA1055) 30 credits			
Creativity, Concept and Story 4CTA1165 30 credits			
		Digital Art 4CTA1164 15 credits	Moving Image 4CTA1166 15 credits
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation 5CTA1070 30 credits			
Creative Project 5CA1118 30 credits			
		Advanced Specialisms for Games 5CTA1125 30 credits	Interactivity and Professional Practices for Games 5CTA1127 15 credits
		Games Design 5CTA1126 15 credits	
LEVEL 6		Semester A	Semester B
		Employment Preparation 6CTA1077 15 credits	Degree Project 6CTA1078 45 credits
Critical and Cultural Studies: L6 Degree Essay / Report (Screen) 6CTA1019 30 credits			
		Pre-Production for Games 6CTA1081 30 credits	

Visual Effects for Film and TV

LEVEL 4		Semester A	Semester B
CG Practices and Techniques 4CTA1163 30 credits			
Animated Thinking: histories, theories, context (C&CS 4CTA1055) 30 credits			
Creativity, Concept and Story 4CTA1165 30 credits			
		Digital Art 4CTA1164 15 credits	Moving Image 4CTA1166 15 credits
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation 5CTA1070 30 credits			
Creative Project 5CA1118 30 credits			
		Advanced Specialisms for VFX 5CTA1128 30 credits	Live Projects and Professional Practices 5CTA1130 15 credits
		Digital Cinematography for VFX 5CTA1129 15 credits	
LEVEL 6		Semester A	Semester B
		Employment Preparation 6CTA1077 15 credits	Degree Project 6CTA1078 45 credits
Critical and Cultural Studies: L6 Degree Essay / Report (Screen) 6CTA1019 30 credits			
		Pre-Production for Visual Effects 6CTA1080 30 credits	

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate	45 credit points at level 4	4
Certificate of Higher Education	120 credit points at level 4	4, 5
University Diploma [Named Award]	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education [Named Award]	240 credit points including at least 120 at level 5	5, 6
BA [Named Award]	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA [Named Award] (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA [Named Award] with a Year Abroad	300 credit points including 180 at Level 6/5 of which 60 must be at Level 6	6
BA (Hons) [Named Award]	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA (Hons) [Named Award] (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA (Hons) [Named Award] with a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6

Credits for named interim awards include the successful completion of the level 5 and level 6 modules listed as compulsory for the award titles in the above Section D, Programme Structures, Levels, Modules and Credits.

E. Support for students and their learning

Students are supported by:

- Orientation for overseas students.
- An induction at the beginning of each new academic session.
- Academic Subject Group Leader to oversee and advise on programme related issues.
- Programme Leader/Year Tutor to help students understand the course/programme structure.
- Tutors to provide academic and pastoral support.
- Staff surgery hours.
- Technical Officer support.
- A designated student administrator to deal with student enquiries.
- Student representatives on Programme Committees.
- On-site shop for materials, Loan Stores for camera and other equipment.
- Academic English support.
- International Students support.
- StudyNet, a versatile on-line inter-active intranet and learning environment.
- Guided student-centred learning on StudyNet module sites.
- Attractive modern study environments in two Learning Resources Centres.
- Access to extensive digital and print collections of information resources.

- A substantial Student Centre, providing advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of students, incorporating Chaplaincy, Counselling and Nursery.
- Medical Centre and Pharmacy.
- University Disability Advisors.
- An Equal Opportunities Officer.
- The Careers, Employment and Enterprise service for all current students and graduates.
- The Students' Union.

F. Entry requirements

The normal entry requirements for the programme are: 300 points from GCE A Levels including a practical 'creative' related subject. **Plus:** Maths at D or above and English Language at grade C or above. Equivalent qualifications are acceptable. A level applicants must have at least one A level in an Art & Design or creative subject. Qualifications in media, graphics, product design and photography are not included in the 'needed' art and design qualification, but could be looked upon favourably. If they only have one A level it cannot be in Product Design, Graphics or Photography.

BTEC must be in Art & Design subject if not taken with Art based A levels. Photography is acceptable for Visual Effects especially if supported by an A level in Media Studies.

An additional study in media and/or Mathematics/computing and/or scientific subjects is preferable and could be favourably looked upon.

We seek students with an enthusiasm for all forms of digital animation, games and visual effects. You will have the creative drive to make things happen and the ingenuity to sort things out when they go wrong. You will have curiosity, resilience and a sense of ambition.

Selection is based on a creative portfolio interview, after which students may be required to complete a Foundation Year or Foundation Diploma before progressing to the degree course.

Applications will be considered on an individual basis and are particularly welcomed from students with non-standard qualifications, or from a variety of backgrounds.

Applicants will normally have an art and design qualification at post compulsory education, having successfully completed a visual arts pre-degree course, which may be a Foundation, Access or equivalent course in Art and Design such as a BTEC National Diploma/Certificate.

Applicants will be evaluated against the following criteria:

- a) Academic attainment within general education at GCSE, A and VA Level GCE (12 unit award).
- b) Satisfactory academic reference.
- c) Personal statement or letter of application.
- d) Alternative or additional experience within art and design or appropriate subject areas.

Prospective students must be able to demonstrate through either formal qualification or relevant prior experience their readiness for study at degree level and will normally be expected to provide evidence of previous study within art and design through a visual portfolio which demonstrates a range of art and design experience and evidence of study and commitment appropriate to the chosen subject area for degree study.

All applicants undergo some form of interview at which they will be expected to present a defined and high level portfolio of art and digital work showing drawing skills, life drawing, a sense of perspective, colour, form, photography etc. Successful applicants will be able to show some of the following:

- A willingness to experiment with art media and evidence of Art and Design awareness.
- Evidence of the ability to develop visual ideas from an observational basis.
- Indications of spatial awareness in Art and Design work (not applicable for 2D applicants).
- Evidence of experience in digital imaging or design.
- An indication of ability in basic mathematical thinking, computer skills and written and spoken English.

In addition the prospective student will be expected to have tried out relevant software packages in use on their chosen award and present evidence of the on the interview day and be able to demonstrate a commitment to their chosen field of study and a basic awareness of the professional context of their chosen career.

Non-standard Applicants / Direct Applicants into Years 2 or 3

If you have prior higher education or equivalent work experience, it may be possible for this to be taken into account, to enable advanced entry to your chosen programme. For example, if you have a Foundation Degree/HND in an appropriate subject and are aiming to achieve an honours degree, you may be considered for exemption from Level 4 and/or Level 5 studies (the equivalent of the first and second year of a full-time degree). You may also be awarded credit for relevant prior learning such as previous courses studied (APCL) or your industrial, professional or other experience (APEL).

English Language

All international students are required to demonstrate suitable levels of English language competence. This can be through previous study in English, but we often require specific performance in English tests. All undergraduates must be able to prove a minimum of IELTS 6.0, TOEFL 213 or equivalent.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

Section 2

Programme management

Relevant QAA subject benchmarking statements	Art and Design; Communication, Media, Film and Cultural Studies
Date of validation/last periodic review:)	February 14
previous events)	<i>April 10 (Module Revisions)</i>
)	<i>March 08 (Visual Effects) / March 06 (Animation)</i>
Date of production/ last revision of PS	June 2015 / March 2014
Relevant intakes	Level 4 entering September 2014
Administrative School	School of Creative Arts

Table 3 Course structure

Course details					
Course code	Course description			JACS	
CTDANM	BA (Hons) Digital Animation			W600	
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
3DANMMA1S	A	3D Modelling & Animation	1	Hatfield	Full-time/sandwich
3DANMMA2S	A	3D Modelling & Animation	2	Hatfield	Full-time/sandwich
3DANMMA3F	A	3D Modelling & Animation	3	Hatfield	Full-time
3DANMMA3S	A	3D Modelling & Animation	3	Hatfield	Sandwich Placement/Study Abroad
3DANMMA4S	A	3D Modelling & Animation	4	Hatfield	Sandwich Placement/Study Abroad
3DANMMA2EX	A	3D Modelling & Animation (Exchange)	2	Hatfield	Exchange/Erasmus
2DACDMA1S	A	2D Animation & Character for Digital Media	1	Hatfield	Full-time/sandwich
2DACDMA2S	A	2D Animation & Character for Digital Media	2	Hatfield	Full-time/sandwich
2DACDMA3F	A	2D Animation & Character for Digital Media	3	Hatfield	Full-time
2DACDMA3S	A	2D Animation & Character for Digital Media	3	Hatfield	Sandwich Placement/Study Abroad
2DACDMA4S	A	2D Animation & Character for Digital Media	4	Hatfield	Sandwich Placement/Study Abroad
2DACDMA2EX	A	2D Animation & Character for Digital Media (Exchange)	2	Hatfield	Exchange/Erasmus

Instances code	Intake	Stream	Instances Year	Location:	Mode of study
3DGADA1S	A	3D Games Art & Design	1	Hatfield	Full-time/sandwich
3DGADA2S	A	3D Games Art & Design	2	Hatfield	Full-time/sandwich
3DGADA3F	A	3D Games Art & Design	3	Hatfield	Full-time
3DGADA3S	A	3D Games Art & Design	3	Hatfield	Sandwich Placement/Study Abroad
3DGADA4S	A	3D Games Art & Design	4	Hatfield	Sandwich Placement/Study Abroad
3DGADA2EX	A	3D Games Art & Design (Exchange)	2	Hatfield	Exchange/Erasmus
VEFTA1S	A	Visual Effects for Film and Television	1	Hatfield	Full-time/sandwich
VEFTA2S	A	Visual Effects for Film and Television	2	Hatfield	Full-time/sandwich
VEFTA3F	A	Visual Effects for Film and Television	3	Hatfield	Full-time
VEFTA3S	A	Visual Effects for Film and Television	3	Hatfield	Sandwich Placement/Study Abroad
VEFTA4S	A	Visual Effects for Film and Television	4	Hatfield	Sandwich Placement/Study Abroad
VEFTA2EX	A	Visual Effects for Film and Television (Exchange)	2	Hatfield	Exchange/Erasmus

The programme is managed by:

- Dean of School.
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Creative Arts.
- Academic Subject Group Leader with an overview of the programme.
- A Programme Leader who is responsible for the day to day management and who can advise students on the programme as a whole.
- Module Coordinators who are responsible for individual modules.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A designated Administrator to deal with day to day administration associated with the programme.
- A programme committee, the membership of which includes the subject group leader, programme leader, contributing tutors, student representatives, technical officer(s) and an Information Hertfordshire Manager.

Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (UPR AS11, UPR AS12, UPR AS13 or UPR AS14) with the exception of those listed below, which have been specifically approved by the University:

- Module 6CTA1016 Critical and Cultural Studies L6: Degree Essay / Report (Screen) cannot be substituted with equivalent credits from any level to improve the degree classification.

Course Code	Course Instance	Award Title	Modules (child instance codes and Title)	Must be included in Award degree algorithm
CTDANM	3DANMMA3F / 3DANMMA4S	3D Computer Animation & Modelling	6CTA1016 C&CS L6: Degree Essay / Report (Screen)	Yes
	2DACDMA3F / 2DACDMA4S	2D Animation & Character for Digital Media		
	3DGADA3F / 3DGADA4S	3D Games Art & Design		
	VEFTA3F / VEFTA4S	Visual Effects for Film & TV		

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival/departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

Students transferring in from a Franchise:

Students being considered for a final award within this Programme, who have previously completed Level 5 of their studies within a franchised version of this Programme, will have their final degree classification calculated using the standard UH degree methodology, i.e. taking into account their L5 performance at the franchise in addition to their L6 performance at UH.

The Programme operates the University policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- A-Z guide
<http://www.studynet1.herts.ac.uk/ptl/common/support.nsf/support?ReadForm>
- University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:
<http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>
- Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
[The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies](#)
- SEEC Credit Level Descriptors for Further and Higher Education 2010:
<http://www.seec.org.uk/wp-content/uploads/2013/seec-files/SEEC%20Level%20Descriptors%202010.pdf>
- External Quality Review report website:
http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.VCFXlha_hSU
- UNISTATS website:
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality website:
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:
<http://sitem.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and Graduate Attributes, UPR TL03:
<http://sitem.herts.ac.uk/secreg/upr/TL03.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:
<http://sitem.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:
<http://sitem.herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:
http://sitem.herts.ac.uk/secreg/upr_azlist_info.htm
- Information on Programme and Module External Examiners
<http://www.studynet1.herts.ac.uk/ptl/common/studentcentre.nsf/Teaching+Documents/184A221E5EECA6B780257A5C00250BA9?OpenDocument>

Other information relevant to the programme

The following awards have achieved Creative SkillSet Accreditation (<http://www.creativeskillset.org/>):

- 3D Computer Animation and Modelling
- 2D Animation and Character for Digital Media
- 3D Games Art and Design

Students on all undergraduate programmes are offered the opportunity to participate in the ERASMUS Exchange Programme, allowing them to complete a part of their level five studies – not exceeding 60 credits - in a partner European Institution. We currently have reciprocal arrangements with a number of European Institutions. (These include Spain, Hungary, Poland, Bulgaria, Portugal, Ireland and Finland.)

University policies relevant to the Programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects ([UPR RE01](#)) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.



Signed

Date 18 June 2015

Rob Wright
Associate Dean of School (Academic Quality Assurance)

If you would like this information in an alternative format please contact:

Mrs Katie Parkash, Senior Student Administrator, School of Creative Arts

Telephone: 01707 281298

Email: k.parkash@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk.

BA (Hons) 3D Computer Animation and Modelling / BA (Hons) 2D Animation and Character for Digital Media / BA (Hons) 3D Games Art and Design / Visual Effects for Film and Television

Table 2: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding								Intellectual Skills				Practical Skills					Transferable Skills							
Module Title		Module Code	A1	A2	A3-1	A3-2	A3-3	A3-4	A4	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5			
Level 4	CG Practices and Techniques	4CTA1163		x	x							x		x	x								x			
	Digital Art	4CTA1164	x	x						x	x		x		x	x										
	Creativity, Concept and Story	4CTA1165	x		x				x	x	x		x		x	x			x		x	x	x			
	Moving Image (15 Credits)	4CTA1166		x	x				x			x	x	x	x	x	x						x			
	Animated Thinking: histories, theories, contexts (C&CS)	4CTA1055	x						x	x					x	x				x	x					
Level 5	Year Abroad	5CTA0001	x	x					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	Creative Project	5CTA1118	x		x				x	x		x	x	x	x	x	x	x		x	x	x	x	x	x	
	* Advanced Specialisms for 3D	5CTA1119		x	x					x		x	x	x	x	x						x	x			
	* Planning and Post Production for 3D	5CTA1120	x	x	x							x	x	x	x								x			
	* Advanced Specialisms for 2D	5CTA1122	x	x		x				x		x	x	x	x				x			x				
	* Concept Art for 2D	5CTA1123	x	x		x			x	x	x		x		x				x		x	x	x			
	* Interactivity and Professional Practices for 2D	5CTA1124	x	x		x			x			x	x	x	x	x						x				
	* Advanced Specialisms for Games	5CTA1125		x			x			x		x	x	x	x				x			x				
	* Games Design	5CTA1126	x	x			x		x	x	x		x	x	x				x		x	x	x			
	* Interactivity and Professional Practices for Games	5CTA1127	x				x		x			x		x	x	x										
	* Advanced Specialisms for VFX	5CTA1128		x				x		x			x	x	x							x				
	* Visualisation and Professional Practices for 3D	5CTA1121	x	x	x				x	x	x		x		x				x		x	x	x			
	* Digital Cinematography for VFX	5CTA1129	x	x				x				x		x	x					x						
	* Live Projects and Professional Practices (15 Credits)	5CTA1130	x	x				x	x			x		x	x	x				x	x	x	x	x		
	Professional Work Experience 30: Screen	5CTA1005							x				x		x				x				x	x		
Moving Visions: perspectives on digital animation (30 Credits)	5CTA1070	x						x	x					x						x	x					
Level 6	Sandwich Year (Creative Arts)	6CTA1008							x				x		x				x				x	x		
	Year Abroad (Creative Arts)	6CTA0001	x	x					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
	Employment Preparation	6CTA1077			x				x	x			x	x	x	x	x	x	x	x	x	x	x	x		
	Degree Project	6CTA1078	x	x	x				x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
	C&CS L6: Degree Essay / Report (Screen) (30 Credits)	6CTA1016	x						x	x					x	x					x	x				
	* Pre-Production for 3D	6CTA1082	x	x	x				x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			
	* Pre-Production for 2D	6CTA1079	x	x		x			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			
	* Pre-Production for Games	6CTA1081	x	x			x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			
* Pre-Production for Visual Effects	6CTA1080	x	x				x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x				

Key: Learning Outcome which is assessed as part of the module ☒

* denotes award specific modules

Key to Programme Learning Outcomes

Knowledge and Understanding

- A1. Key creative visual practices and aesthetic traditions.
- A2. Underlying principles and concepts of digital animation.
- A3-1. Specialist skills, professional practices and production techniques in the field of 3D computer animation and modelling.
- A3-2. Specialist skills, professional practices and production techniques in the field of 2D animation and character for digital media.
- A3-3. Specialist skills, professional practices and production techniques in the field of games art and design.
- A3-4. Specialist skills, professional practices and production techniques in the field of visual effects for film and TV.
- A4. The cultural and ethical contexts of digital animation: its markets and audiences.

Intellectual Skills

- B1. Exercise processes of observation and visualisation, convergent and divergent thinking.
- B2. Employ critical curiosity and synthesise a range of sources for enquiry and research.
- B3. Analyse complex problems and formulate responses and solutions.
- B4. Work creatively and imaginatively, generating authentic, playful and original outcomes.

Practical Skills

- C1. Produce ambitious work showing mastery of appropriate software and methods of dissemination.
- C2. Manage time, deadlines and resources effectively, by drawing on planning and organisation skills.
- C3. Sustain the development of ideas through to a resolved outcome, engaging with audiences and respecting appropriate broadcast and digital standards.
- C4. Work productively in a group or team, showing abilities at different times to influence, contribute and lead effectively.
- C5. Present and pitch ideas and information to both specialist and non-specialist audiences.

Transferable Skills

- D1. Exercise critical self-evaluation, passion and motivation in their discipline.
- D2. Communicate effectively and empathetically by articulating, listening, negotiating and persuading.
- D3. Work independently, developing the skills and appetite for learning.
- D4. Respond flexibly to change and negotiation and reflect constructively on critical feedback.
- D5. Show resourceful and entrepreneurial self-confidence, take risks and make decisions in complex and unpredictable circumstances.

Table 3:
Matrix for transitional arrangements for students in refer / defer positions from September 2014

The modules indicated have identical or equivalent learning.

Note:

For Digital Cinematography Semester A and Semester B correspond to the new 15 credit modules indicated. Records will show which projects a student will need to defer or refer in this module and hence which new module corresponds.

	New modules	Code	Credits	Refer / defer mapping	Code
From September 2014					
Level 4	CG Practices and Techniques	4CTA1163	30	Digital Systems	4CTA1008
	Digital Art	4CTA1164	15	Digital Imaging	4MMF0012
	Creativity, Concept and Story	4CTA1165	30	Visualisation and Narrative	4MMF0022
	Moving Image	4CTA1166	15	Same	4MMF0014
	Animated Thinking: histories, theories, contexts	4CTA1055	30	Same	4CTA1055
From September 2015					
Level 5	Creative Project	5CTA1118	30	Extended Project Digital	5CTA1034
	Advanced Specialisms for 3D	5CTA1119	30	3D Animation	5CTA1016
	Planning and Post Production for 3D	5CTA1120	15	Digital Cinematography (Sem A)	5CTA1017
	Visualisation and Professional Practices for 3D	5CTA1121	15	Digital Cinematography (Sem B)	5CTA1017
	Advanced Specialisms for 2D	5CTA1122	30	2D Animation	5CTA1035
	Concept Art for 2D	5CTA1123	15	Digital Cinematography (Sem A)	5CTA1017
	Interactivity and Professional Practices for 2D	5CTA1124	15	Digital Cinematography (Sem B)	5CTA1017
	Advanced Specialisms for Games	5CTA1125	30	Games Art	5CTA1036
	Games Design	5CTA1126	15	Digital Cinematography (Sem A)	5CTA1017
	Interactivity and Professional Practices for Games	5CTA1127	15	Digital Cinematography (Sem B)	5CTA1017
	Advanced Specialisms for VFX	5CTA1128	30	Visual Effects	5CTA1015
	Digital Cinematography for VFX	5CTA1129	15	Digital Cinematography (Sem A)	5CTA1017
	VFX Professional Practices	5CTA1130	15	Digital Cinematography (Sem B)	5CTA1017
	Professional Work Experience 30: Screen	5CTA1005	30	Same	5CTA1005
	Moving Visions: perspectives on digital animation	5CTA1070	30	Same	5CTA1070
	Sandwich Year (Creative Arts)	6CTA1008		Same	6CTA1008
	Year Abroad (Creative Arts)	6CTA0001		Same	6CTA0001
From September 2016					
Level 6	Employment Preparation	6CTA1077	15	Professional Practice	6MMF0002
	Degree Project	6CTA1078	45	Same	6CTA1015
	C&CS Level 6: Degree Essay / Report (Screen)	6CTA1016	30	Same	6CTA1016
	Pre-Production for 3D	6CTA1082	30	Same	6MMF0006
	Pre-Production for 2D	6CTA1079	30	Same	6MMF0005
	Pre-Production for Games	6CTA1081	30	Same	6MMF0001
	Pre-Production for Visual Effects	6CTA1080	30	Same	6MMF0058