

School of Creative Arts

Title of Programme: The Digital Animation Programme (EBAC, Brazil)

Programme Code: CTEBAC

For Collaborative: Franchise at the British School of Creative Arts, Sao Paulo (Escola Britânica de Artes Criativas) (EBAC)

Programme Specification

This programme specification is relevant to students entering:
01 February 2018

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

Signature



19 February 2018

Summary of amendments to the programme:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

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	British School of Creative Arts (EBAC), Sao Paulo
University/partner campuses	British School of Creative Arts (EBAC), Sao Paulo
Programme accredited by	Not applicable
Final Qualification	BA Hons
All Final Award titles	2D Animation and Character for Digital Media
(Qualification and Subject)	3D Computer Animation and Modelling 3D Games Art and Design Visual Effects for Film and Television
FHEQ level of award	6
UCAS code(s)	Not applicable
Language of Delivery	English

A. Programme Rationale

The School of Creative Arts, University of Hertfordshire Digital Animation franchise programme at EBAC 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 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.

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) 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 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.

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.

BA (Hons) Visual Effects for Film and Television 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.

Graduates work in many sectors of the visual effects industry mainly on high end films, creating assets, compositing, technical direction and visual effects direction.

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 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.

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.

The programme is taught at EBAC. There are opportunities during the programme to undertake study which relates to the regional creative industries and economy. There are opportunities to transfer study credits at the end of a year of study for the same course at the University of Hertfordshire, or one of its franchise partners, subject to the agreement of all parties concerned.

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](#).

Additionally 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 **2D Animation and Character for Digital Media** students), to apply traditional animation techniques for emergent platforms, devices and medium.
- (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 **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 Television** 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 (2016) 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	Teaching and learning methods	Assessment strategy
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.		

<p>A3-1 - Specialist skills, professional practices and production techniques in the field of 3D computer animation and modelling.</p>	<p>Learning is instigated by set and negotiated projects with tutorial and seminar support including small group tutorials.</p>
<p>A3-2 - Specialist skills, professional practices and production techniques in the field of 2D animation and character for digital media.</p>	<p>The critical and cultural studies programme makes a particular contribution to the acquisition of cultural, historical and professional understanding throughout the three levels. A4</p>
<p>A3-3 - Specialist skills, professional practices and production techniques in the field of games art and design.</p>	<p>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)</p>
<p>A3-4 - Specialist skills, professional practices and production techniques in the field of visual effects for film and TV.</p>	<p>Additional support is provided by a personal tutor, tutorial surgery hours, a special needs and dyslexia support tutor.</p>
<p>A4 - The cultural and ethical contexts of digital animation: its markets and audiences.</p>	<p>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)</p>
	<p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.</p>

Intellectual skills	Teaching and learning methods	Assessment strategy
<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>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>Intellectual skills are assessed through in-module assessments of portfolio submissions and presentations and contextual writing.</p>

B3 - Analyse complex problems to formulate responses and solutions.

B4 - Work creatively and imaginatively, generating authentic, playful and original outcomes.

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.

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)

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. Throughout, the learner is encouraged to further develop these intellectual skills.

Throughout, the learner is encouraged to develop intellectual skills further by independent study.

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.

Practical skills	Teaching and learning methods	Assessment strategy
<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>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>Practical skills are evidenced in the production values of module work and are assessed through portfolio submissions and presentations.</p>

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.

At levels 4 and 5 these skills are developed through briefs, workshops and tutorials.

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)

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)

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)

Transferable skills	Teaching and learning methods	Assessment strategy
<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>D3 - Work independently, developing the skills and appetite for learning.</p> <p>D4 - Respond flexibly to change and negotiation and reflect constructively on critical feedback.</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>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.</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>

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

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 full time (3 years) and leads to the following awards:

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

Entry is normally at level 4 with A-level or equivalent qualifications as detailed in section G, but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (February).

Professional and Statutory Regulatory Bodies

No accreditation.

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

Entry point Semester A

Level 4

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
CG Practices and Techniques (EBAC)	4FTC1222	30	English	0	100	0	AB
Digital Art (EBAC)	4FTC1223	15	English	0	100	0	A
Animated Thinking: histories, theories, contexts (C&CS) (EBAC)	4FTC1224	30	English	0	100	0	AB
Creativity, Concept and Story (EBAC)	4FTC1225	30	English	0	100	0	AB
Moving Image (EBAC)	4FTC1226	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.

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 Modules							
Module Title							
Moving Visions: perspectives on digital animation (EBAC)	5FTC1281	30	English	0	100	0	AB
Creative Project (EBAC)	5FTC1282	30	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 (EBAC)	5FTC1283	30	English	0	100	0	A
Concept Art for 2D (EBAC)	5FTC1284	15	English	0	100	0	A
Interactivity and Professional Practices for 2D (EBAC)	5FTC1285	15	English	0	100	0	B

BA (Hons) 3D Computer Animation and Modelling 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 3D (EBAC)	5FTC1286	30	English	0	100	0	A
Planning and Post Production for 3D (EBAC)	5FTC1288	15	English	0	100	0	A
Visualisation and Professional Practices for 3D (EBAC)	5FTC1287	15	English	0	100	0	B

BA (Hons) 3D Games Art and Design 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 Games (EBAC)	5FTC1289	30	English	0	100	0	A
Games Design (EBAC)	5FTC1290	15	English	0	100	0	A
Interactivity and Professional Practices for Games (EBAC)	5FTC1291	15	English	0	100	0	B

BA (Hons) Visual Effects for Film and Television 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 (EBAC)	5FTC1292	30	English	0	100	0	A
Digital Cinematography for VFX (EBAC)	5FTC1293	15	English	0	100	0	A
VFX Professional Practices (EBAC)	5FTC1294	15	English	0	100	0	B

Level 6

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 Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Core) Modules							
Employment Preparation (EBAC)	6FTC1216	15	English	0	100	0	A
Degree Project (EBAC)	6FTC1217	45	English	0	100	0	B
Critical and Cultural Studies: L6 Enquiry / Report / Essay (Digital Animation) (EBAC)	6FTC1218	30	English	0	100	0	AB

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							
<u>Module Title</u>							
Pre-Production for 2D (EBAC)	6FTC1219	30	English	0	100	0	A

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							
<u>Module Title</u>							
Pre-Production for 3D (EBAC)	6FTC1220	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							
<u>Module Title</u>							
Pre-Production for Games (EBAC)	6FTC1221	30	English	0	100	0	A

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

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory (Award) Modules							
<u>Module Title</u>							
Pre-Production for Visual Effects (EBAC)	6FTC1222	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 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)

2D Animation and Character for Digital Media

LEVEL 4		Semester A	Semester B
CG Practices and Techniques (EBAC) 4FTC1222 30 credits			
Animated Thinking: histories, theories, context (EBAC) 4FTC1224 30 credits			
Creativity, Concept and Story (EBAC) 4FTC1225 30 credits			
Digital Art (EBAC) 4FTC1223 15 credits		Moving Image (EBAC) 4FTC1226 15 credits	
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation (EBAC) 5FTC1281 30 credits			
Advanced Specialisms for 2D (EBAC) 5FTC1283 30 credits		Creative Project (EBAC) 5FTC1282 30 credits	
Concept Art for 2D (EBAC) 5FTC1284 15 credits		Interactivity and Professional Practices for 2D (EBAC) 5FTC1285 15 credits	
LEVEL 6		Semester A	Semester B
Employment Preparation (EBAC) 6FTC1216 15 credits		Degree Project (EBAC) 6FTC1217 45 credits	
Critical and Cultural Studies: L6 Enquiry / Report / Essay (Digital Animation) (EBAC) 6FTC1218 30 credits			
Pre-Production for 2D (EBAC) 6FTC1219 30 credits			

3D Computer Animation and Modelling

LEVEL 4		Semester A	Semester B
CG Practices and Techniques (EBAC) 4FTC1222 30 credits			
Animated Thinking: histories, theories, context (EBAC) 4FTC1224 30 credits			
Creativity, Concept and Story (EBAC) 4FTC1225 30 credits			
		Digital Art (EBAC) 4FTC1223 15 credits	Moving Image (EBAC) 4FTC1226 15 credits
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation (EBAC) 5FTC1281 30 credits			
		Advanced Specialisms for 3D (EBAC) 5FTC1286 30 credits	Creative Project (EBAC) 5FTC1282 30 credits
		Planning and Post Production for 3D (EBAC) 5FTC1288 15 credits	Visualisation and Professional Practices for 3D (EBAC) 5FTC1287 15 credits
LEVEL 6		Semester A	Semester B
		Employment Preparation (EBAC) 6FTC1216 15 credits	Degree Project (EBAC) 6FTC1217 45 credits
Critical and Cultural Studies: L6 Enquiry / Report / Essay (Digital Animation) (EBAC) 6FTC1218 30 credits			
		Pre-Production for 3D (EBAC) 6FTC1220 30 credits	

3D Games Art and Design

LEVEL 4		Semester A	Semester B
CG Practices and Techniques (EBAC) 4FTC1222 30 credits			
Animated Thinking: histories, theories, context (EBAC) 4FTC1224 30 credits			
Creativity, Concept and Story (EBAC) 4FTC1225 30 credits			
		Digital Art (EBAC) 4FTC1223 15 credits	Moving Image (EBAC) 4FTC1226 15 credits
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation (EBAC) 5FTC1281 30 credits			
		Advanced Specialisms for Games (EBAC) 5FTC1289 30 credits	Creative Project (EBAC) 5FTC1282 30 credits
		Games Design (EBAC) 5FTC1290 15 credits	Interactivity and Professional Practices for Games (EBAC) 5FTC1291 15 credits
LEVEL 6		Semester A	Semester B
		Employment Preparation (EBAC) 6FTC1216 15 credits	Degree Project (EBAC) 6FTC1217 45 credits
Critical and Cultural Studies: L6 Enquiry / Report / Essay (Digital Animation) (EBAC) 6FTC1218 30 credits			
		Pre-Production for Games (EBAC) 6FTC1221 30 credits	

Visual Effects for Film and Television

LEVEL 4		Semester A	Semester B
CG Practices and Techniques (EBAC) 4FTC1222 30 credits			
Animated Thinking: histories, theories, context (EBAC) 4FTC1224 30 credits			
Creativity, Concept and Story (EBAC) 4FTC1225 30 credits			
		Digital Art (EBAC) 4FTC1223 15 credits	Moving Image (EBAC) 4FTC1226 15 credits
LEVEL 5		Semester A	Semester B
Moving Visions: perspectives on digital animation (EBAC) 5FTC1281 30 credits			
		Advanced Specialisms for VFX (EBAC) 5FTC1292 30 credits	Creative Project (EBAC) 5FTC1282 30 credits
		Digital Cinematography for VFX (EBAC) 5FTC1293 15 credits	VFX Professional Practices (EBAC) 5FTC1294 15 credits
LEVEL 6		Semester A	Semester B
		Employment Preparation (EBAC) 6FTC1216 15 credits	Degree Project (EBAC) 6FTC1217 45 credits
Critical and Cultural Studies: L6 Enquiry / Report / Essay (Digital Animation) (EBAC) 6FTC1218 30 credits			
		Pre-Production for Visual Effects (EBAC) 6FTC1222 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:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	2D Animation and Character for Digital Media 3D Computer Animation and Modelling 3D Games Art and Design Visual Effects for Film and Television	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	<i>For untitled awards:</i> See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education	2D Animation and Character for Digital Media 3D Computer Animation and Modelling 3D Games Art and Design Visual Effects for Film and Television	240 credit points including at least 120 at level 5	5, 6	A1, A2, A3, A4 B1, B2, B3, B4 C1, C2, C3, C5 D1, D2, D3, D4
BA	2D Animation and Character for Digital Media 3D Computer Animation and Modelling 3D Games Art and Design Visual Effects for Film and Television	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	All programme learning outcomes (see Table 2)

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 Section D, Programme Structures, Levels, Modules and Credits, above.

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- Module 6FTC1218 Critical and Cultural Studies L6: Enquiry / Report / Essay (Digital Animation) (EBAC) **cannot** be substituted with equivalent credits from any level to improve the degree classification of the awards under the Digital Animation Programme.

Course Code	Course Instance	Award Title	Modules (child instance codes & title)	Must be included in classification algorithm?
CTEBDAGA	2DACDM3F-1 / 2DACDM3F-2	2D Animation and Character for Digital Media	6FTC1218 C&CS L6: Enquiry / Report / Essay (Digital Animation) (EBAC)	Yes
	3DCAM3F-1 / 3DCAM3F-1	3D Computer Animation and Modelling		Yes
	3DGAD3F-1 / 3DGAD3F-1	3D Games Art and Design		Yes
	VEFT3F-1 / VEFT3F-2	Visual Effects for Film and Television		Yes

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. Attendance requirements 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 between Franchise Partners and UH:

In instances where a student has transferred between the UH and a Franchised version of *this* programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the final year of study.

The programme operates a University-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

Other information relevant to the programme

- Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, British School of Creative Arts and the University. The student may withdraw this consent at any time by contacting their programme leader or the School Admin. Office.

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

at EBAC:

- Director of EBAC.
- A Programme Leader who is responsible for the day to day management and who can advise students on the programme as a whole.
- Award Leaders with specific subject and professional expertise.
- Module tutors who are responsible for individual modules.
- A designated Administrator to deal with day to day administration associated with the programme.
- A Programme Committee the membership of which includes the programme leader, all teaching staff, student representatives and the Information Manager.

at UH:

- Dean of School.
- 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 Link Tutor responsible for day to day communications with EBAC, academic quality and moderation processes.

Support

Students are supported by:

- Particular orientation induction for students and ongoing support for English Language skills which relates to current academic activities.
- An induction at the beginning of each new academic session.
- Programme leader and year tutors to help students understand the course/programme structure and to provide academic and pastoral support.
- Head of Programme Office 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.
- StudyNet, a versatile on-line, interactive intranet and learning environment.
- Guided student-centred learning on StudyNet module sites.
- Attractive, modern study environment.
- Access to digital and print collections of information resources.
- A Programme Office providing advice on issues such as finance, University Regulations, student support, etc.
- Careers advice for students.
- The Students' Union.
- A Link Tutor based at the University of Hertfordshire who will meet students on a bi-annual basis.

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Herts Handbook](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire, and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

G. Entry requirements

The normal entry requirements for the programme are:

Admission to the BA (Hons) programme is normally through one of the following specified routes or equivalent:

- foundation year of art and design study;
- school study showing a good academic profile, including ability in art and design subjects, equivalent to UK level 3 study;
- professional experience equivalent to a pre-degree year of study.

All students must have an IELTS score of 6 or equivalent.

Selection is usually by interview and portfolio inspection.

Candidates for should be able to show evidence of:

- a portfolio of work demonstrating a broad-based approach to visual language and media handling;
- visual communications and problem-solving skills;
- an open-minded and questioning attitude to ideas and issues;
- a desire to engage in contextual debate in relation to fashion design practice;
- written and verbal communication skills.

* In line with UH's admissions policy, those who studied the Brazilian Certificado de Conclusão do Ensino Médio or equivalent (Ensino Médio integrado à Educação Profissional will be expected to complete a foundation year before embarking on degree studies.

Non-standard / Direct Applicants into Year 2

In the case of students seeking to transfer to the programme from either foundation degree courses or from another non-EBAC degree courses, applications will be looked at on a case by case basis in accordance with 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).

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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

School of Creative Arts, University of Hertfordshire.

Telephone: 01707 285300

Email: ctaadmin@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 ago@herts.ac.uk

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.

Section 2

Programme management

Relevant QAA subject benchmarking statements	Art and Design; Communication, Media, Film and Cultural Studies
Type of programme	Undergraduate
Date of validation/last periodic review	July 17
Date of production/ last revision of PS	February 2018 / June 2017
Relevant to level/cohort	Level 4 entering February 2018
Administrative School	School of Creative Arts

Table 3 Course structure

Course details					
Course code	Course description				JACS
CTEBDAGA	The Digital Animation Programme (EBAC, Brazil) BA (Hons) 2D Animation and Character for Digital Media BA (Hons) 3D Computer Animation and Modelling BA (Hons) 3D Games Art and Design BA (Hons) Visual Effects for Film and Television				W616 W617 W280 W614
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
2DACDMEB1F-1	A	BA (Hons) 2D Animation and Character for Digital Media	1	EBAC, Sao Paulo, Brazil	Full-time
2DACDMEB1F-2	A	BA (Hons) 2D Animation and Character for Digital Media	1	EBAC, Sao Paulo, Brazil	Full-time
2DACDMEB2F-1	A	BA (Hons) 2D Animation and Character for Digital Media	2	EBAC, Sao Paulo, Brazil	Full-time
2DACDMEB2F-2	A	BA (Hons) 2D Animation and Character for Digital Media	2	EBAC, Sao Paulo, Brazil	Full-time
2DACDMEB3F-1	A	BA (Hons) 2D Animation and Character for Digital Media	3	EBAC, Sao Paulo, Brazil	Full-time
2DACDMEB3F-2	A	BA (Hons) 2D Animation and Character for Digital Media	3	EBAC, Sao Paulo, Brazil	Full-time
3DCAMEB1F-1	A	BA (Hons) 3D Computer Animation and Modelling	1	EBAC, Sao Paulo, Brazil	Full-time
3DCAMEB1F-2	A	BA (Hons) 3D Computer Animation and Modelling	1	EBAC, Sao Paulo, Brazil	Full-time
3DCAMEB2F-1	A	BA (Hons) 3D Computer Animation and Modelling	2	EBAC, Sao Paulo, Brazil	Full-time
3DCAMEB2F-2	A	BA (Hons) 3D Computer Animation and Modelling	2	EBAC, Sao Paulo, Brazil	Full-time

Instances code	Intake	Stream	Instances Year	Location:	Mode of study
3DCAMEB3F-1	A	BA (Hons) 3D Computer Animation and Modelling	3	EBAC, Sao Paulo, Brazil	Full-time
3DCAMEB3F-2	A	BA (Hons) 3D Computer Animation and Modelling	3	EBAC, Sao Paulo, Brazil	Full-time
3DGADEB1F-1	A	BA (Hon) 3D Games Art and Design	1	EBAC, Sao Paulo, Brazil	Full-time
3DGADEB1F-2	A	BA (Hon) 3D Games Art and Design	1	EBAC, Sao Paulo, Brazil	Full-time
3DGADEB2F-1	A	BA (Hon) 3D Games Art and Design	2	EBAC, Sao Paulo, Brazil	Full-time
3DGADEB2F-2	A	BA (Hon) 3D Games Art and Design	2	EBAC, Sao Paulo, Brazil	Full-time
3DGADEB3F-1	A	BA (Hon) 3D Games Art and Design	3	EBAC, Sao Paulo, Brazil	Full-time
3DGADEB3F-2	A	BA (Hon) 3D Games Art and Design	3	EBAC, Sao Paulo, Brazil	Full-time
VEFTEB1F-1	A	BA (Hons) Visual Effects for Film and Television	1	EBAC, Sao Paulo, Brazil	Full-time
VEFTEB1F-2		BA (Hons) Visual Effects for Film and Television	1	EBAC, Sao Paulo, Brazil	Full-time
VEFTEB2F-1	A	BA (Hons) Visual Effects for Film and Television	2	EBAC, Sao Paulo, Brazil	Full-time
VEFTEB2F-2		BA (Hons) Visual Effects for Film and Television	2	EBAC, Sao Paulo, Brazil	Full-time
VEFTEB3F-1	A	BA (Hons) Visual Effects for Film and Television	3	EBAC, Sao Paulo, Brazil	Full-time
VEFTEB3F-2		BA (Hons) Visual Effects for Film and Television	3	EBAC, Sao Paulo, Brazil	Full-time