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| Module code: MOD000201 | Version: 8 Date Amended: 29/Jul/2021 |
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| 1. Module Title |
| Animation Practice |

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| 2a. Module Leader |
| Bunny Schendler |

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| 2b. School |
| Cambridge School of Art |

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| 2c. Faculty |
| Faculty of Arts, Humanities, Education and Social Sciences |

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| 3a. Level |
| 5 |

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| 3b. Module Type |
| Standard (fine graded) |

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| 4a. Credits |
| 60 |

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| 4b. Study Hours |
| 600 |

| 5. Restrictions | | | |
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| Type | Module Code | Module Name | Condition |
| Pre-requisites: | None | | |
| Co-requisites: | None | | |
| Exclusions: | None | | |
| Courses to which this module is restricted: | BA (Hons) Illustration, BA (Hons) Illustration and Animation. | | |

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Core to this module is the development of advanced understanding of the processes of creation of animation and other related sequential productions. Whilst current professional 2D animation practice is the focus, this module will also allow you to explore ideas and techniques that are part of the wider discipline of sequential imaging; including experimental, analogue or emerging practices. Alongside you will be asked to keep considering drawing as part of your practice. In this module the development of the personal narrative, expressive and conceptual voice and interest are central.

You will get to explore the breath and potential of the illustration-animation industry through various teaching and learning approaches. This includes real world practice assignments; skills-, conceptual- and creative tasks, collaboration with other disciplines, and working on live projects with industry partners. You will be working on individual and group projects. An annual fieldtrip is embedded in the assignment structure with the dual purpose of extending your insight into animation practice as well as building your research and development skills as part of visual-narrative production.

Throughout the module, critical insight into the context and history of the discipline will be linked to the subjects discussed through lectures, seminars, viewings, critical discussions, as well as specialist presentations by visiting lecturers.

Further you will be building essential presentation, project-, time-management and collaboration skills that will enable you to participate in independent and live (group) projects within the context of the course, but also towards independent and studio-based practices, such as work-placement.

Ongoing presentations, oral and written crits, discussions, peer group critiques and other forms of formative assessment of smaller tasks and larger assignments will be throughout the module.

6b. Outline Content

- The development and creation of short animation production
- Including narrative, conceptual and expressive research, development of content, form and production
- Application of narrative formats and forms: Plot driven, character driven, non-linear, non-western and interactive visual storytelling
- Professional application of pipeline components such as scripting, storyboarding, character turnaround, asset building, animatic.
- Advanced animation techniques including motion studies, 12 principles, lip-synching, line-testing, audio and rigging
- Advanced use of prevalent software packages
- Critical and experimental use of existing and alternative motion and imaging methods and materials
- Motion graphics
- Advanced editing
- Group production
- Field trip including observational research
- Live project
- Including project and time management, presentation development, collaboration
- An integrated observational drawing portfolio
- Contextualised history of animation
- Critical reflection on animation practices

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Drawing studio, AV animation Computer suite, Recording studio

| 7. Learning Outcomes (threshold standards) | | |
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| No. | Type | On successful completion of this module the student will be expected to be able to: |
| 1 | Knowledge and Understanding | Demonstrate the ability to use the vehicle of animation and or sequential imaging to portray communicative narrative and conceptual ideas. |
| 2 | Knowledge and Understanding | Demonstrate technical capability in the application of a range of essential audio-visual media and animation techniques |
| 3 | Knowledge and Understanding | Employ materials and processes experimentally to extend your personal visual language. |
| 4 | Intellectual, practical, affective and transferrable skills | Participate and contribute positively in collaborative projects. |
| 5 | Intellectual, practical, affective and transferrable skills | Apply and evaluate a range of visual research methods, including material research, drawn studies and observational drawing. |
| 6 | Intellectual, practical, affective and transferrable skills | Manage and execute projects professionally within the given time, technical and conceptual constraints. |

| 8a. Module Occurrence to which this MDF Refers | | | | |
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| Year | Occurrence | Period | Location | Mode of Delivery |
| 2025/6 | ZZF | Template For Face To Face Learning Delivery | | Face to Face |

| 8b. Learning Activities for the above Module Occurrence | | | |
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| Learning Activities | Hours | Learning Outcomes | Details of Duration, frequency and other comments |
| Lectures | 10 | 1-6 | 10 hours of lectures |
| Other teacher managed learning | 110 | 1-6 | 110 hours of face to face seminars, workshops, group tutorials, briefing sessions, critiques, reviews and associated activities, guided learning, technical demonstration and in session technicians support |
| Student managed learning | 480 | 1-6 | Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Off-site and location working. |
| TOTAL: | 600 | | |

| 9. Assessment for the above Module Occurrence | | | | | |
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| Assessment No. | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010 | Coursework | 1, 2, 3, 5, 6 | 50 (%) | Fine Grade | 30 (%) |
| Portfolio of outcomes equivalent to 3000 words. The portfolio should contain both developmental work, written analysis and finished productions. | | | | | |
| Assessment No. | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 011 | Coursework | 1-6 | 50 (%) | Fine Grade | 30 (%) |
| Portfolio of outcomes equivalent to 3000 words. The portfolio should contain both developmental work, written analysis and finished productions. | | | | | |

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]