



Module Definition Form (MDF)

Module code: MOD007323	Version: 2	Date Amended: 07/Aug/2023
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1. Module Title
Sequential Structures and Contexts

2a. Module Leader
Jeffrey Crosby

2b. School
Cambridge School of Art

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

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

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

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module you will be introduced to the study of image structures, formal concepts and contexts and specifically those that define the illustrated, sequential and animated image.

In a series of lectures and practical 'workshop' style sessions you will examine through theory and practice the formal and narrative structures that define sequential images.

These ideas will go alongside the introduction to significant and influential illustrators, animators, comic book artists and artists from other creative disciplines, as well as the creative and communicative contexts in which they operate. You will not only gain a practical understanding on core concepts essential to creating your productions, learn the skills and tools to develop storyboards and script, but you will also develop an appreciation and knowledge of the historical, cultural and intellectual context in which sequential practices are situated, which will provide a foundation for your conceptual and creative development.

You will be taught through weekly seminars, which include lectures, discussion and set tasks which will give you the opportunity to explore and discuss the works and ideas in a group setting. In assignments you will undertake visual and literature research, critical analysis of visual imagery and reflective writing.

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. Summative assessment will be based on a portfolio of required artefacts, which should contain developmental work, written reflections and finished pieces.

6b. Outline Content

Practice specific skills

- Key structures found within formal moving image, graphic novel, animation and illustration studies: such as framing, point of view, colour and tone, rhythm, duration and timing, phrasing, sound, animation and metaphoric language.
- Key understanding of cultural appreciation of sequential image: animation graphic novel and picture book.
- Analysis of classic and alternative narrative structures across various picture-based applications (picture books, graphic novels, animation, game).
- Introduction to dramatic structure for pictorial and multimodal language through practical workshops and creative writing exercises.
- Writing effective treatments. Writing convincing dialogue. Constructing effective scenes.
- The creative and practical processes of effective storyboarding and script writing.
- Current scriptwriting practice and employment opportunities.
- Case studies of the works of a number of artists, illustrators, author/illustrators, animators and book artists, including Viewings and screenings of narrative media productions

Main transferable skills

- Visual Research, contextualisation, investigation, structural and visual organisation, presentation, analysis and reflection in oral and written form
- Analytical and informative writing
- Scripting and Storyboarding

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

- Access to the library
- Lecture room with projector
- Art materials
- Studio space
- Mac Computer suites with appropriate writing and scripting software

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate the understanding of conceptual, formal, and sequential structures within sequential images
2	Knowledge and Understanding	Identify and evaluate common and alternative narrative structures
3	Knowledge and Understanding	Present a personal narrative language and approach
4	Intellectual, practical, affective and transferrable skills	Translate written texts and research materials into appropriate narrative scripts for sequential productions
5	Intellectual, practical, affective and transferrable skills	Critically apply a range of research methods, formal and narrative tactics in relation to set briefs
6	Intellectual, practical, affective and transferrable skills	Communicate appropriately and succinctly within a variety of text formats

8a. Module Occurrence to which this MDF Refers

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			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	28	1-6	14 x 2 hour lectures interspersed with discussion and breakouts
Other teacher managed learning	44	1-6	Up to 3 hrs/week (44 hours total) 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	228	1-6	Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Off-site and location working.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1, 5, 6	50 (%)	Fine Grade	30 (%)
Portfolio of written and practice outcomes based on tasks and assignments, including research, analysis, development work, and final outcomes, equivalent to 3000 words					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	50 (%)	Fine Grade	30 (%)
Portfolio containing two assessment components, equivalent to 3000 words					

Assessment components for Element 011				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
011/1	Character development, short story and script (1500 words)	Canvas	50 (%)	All
011/2	Storyboard and an animatic (1500 words)	Canvas	50 (%)	

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]