



Module Definition Form (MDF)

Module code: MOD007324	Version: 2 Date Amended: 29/Jul/2021		
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1. Module Title			
Computer Generated Imagery			

2a. Module Leader			
Jeffrey Crosby			

2b. School			
Cambridge School of Art			

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

3a. Level			
5			

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:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module will allow you to advance your skills and understanding within the realm computer generated images. The main two methods that are introduced are 3D CGI modelling, which presents key concepts in spatial creation, and interactive storytelling, which will allow you to explore interaction in a variety of forms. You will be further introduced to a range of other emerging visual practices. As is the nature of these technologies, this will bring an experimental quality to the module.

Through skills training, practice, research and discussion you will be considering how these technologies are used and applied in a range of communicative situations and outcomes; such as within games, animations and motion graphics, but equally within other disciplines such as architecture, fashion and interior design. Overall this module will explore the growing diversity of digital means by which audiences are reached in the 21st century. It will ask you to consider how these can fit within your own (future) practice.

Through a range of technical workshops and creative project briefs you will develop key understanding of creative and technical skills using selected relevant software packages. Through further explorations demonstrations and discussions, you will engage with issues around cultural, technical or commercial changes in the media industries and engage with current debates about digital media.

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

- Research and analysis of emerging media technologies, media platforms and applications including those relevant to 3D modelling and interactive storytelling
- Develop basic technical skills to produce content for selected media methods and platform
- Practice research and application of narrative structures
- Practice research and application of visual languages
- Concept development related to processes and methods
- Understanding and application of collaborative practices
- Workflow and production process
- Research and analysis of audience reception

6c. Key Texts/Literature

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

6d. Specialist Learning Resources
<p>Specialist software as defined by the module leader</p> <p>Mac suites</p> <p>Cintiqs</p>

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	Present a broad technical understanding and practical application of relevant software packages.
2	Knowledge and Understanding	Employ creative media technology effectively demonstrating narrative and expressive possibilities.
3	Knowledge and Understanding	Exhibit a critical understanding of the aesthetic and experiential qualities that are inherent to a computer-generated production.
4	Intellectual, practical, affective and transferrable skills	Demonstrate the ability to use and apply a range of appropriate visual research and preproduction methods.
5	Intellectual, practical, affective and transferrable skills	Present a coherent process of investigation and critical assessment towards the desired outcomes.
6	Intellectual, practical, affective and transferrable skills	Manage self-directed projects in response to briefs.

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	18	1-6	1 hour lecture/briefing (18 in total over course of 24 weeks) around workshops etc.
Other teacher managed learning	54	1-6	Up to 3 hrs per week 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	228	1-6	Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Access to CANVAS and other online learning tools. Off-site and location working, technical support by appropriate technician.
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	1-6	50 (%)	Fine Grade	30 (%)
Portfolio of outcomes equivalent to 3000 words. The portfolio of animation artefacts 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 of animation artefacts 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]