

Module code: MOD009451	Version: 2 Date Amended: 11/Aug/2023
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1. Module Title
Professional Sequential Practice

2a. Module Leader
Rachel Larkum

2b. School
Cambridge School of Art

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

3a. Level
6

3b. Module Type
Project or dissertation (fine graded)

4a. Credits
90

4b. Study Hours
900

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

The module is the culmination of the course Animation and Illustration and will lead to your creation of a final project. This is an ambitious project that reveals your autonomy as a creative producer, as well as your personal interest and qualities in relation to the chosen direction of professional practice after you leave university.

The development of your project proposal will be structured by a range of set tasks that will ask you to engage with conceptual and preproduction phases. These tasks will be largely self-defined but contain contextualizing, research, investigative, technical and production elements and allow you to foreground your written, presentation and practice skills and aptitudes. In the production of your final project you will show your professional autonomy, with the lecturer in a coaching role. You can pursue the final project individually or as member of a group.

Throughout the module you will gain a practical understanding of employment and freelance entrepreneurship within the creative industry, as well as learn the best ways to apply for, or create professional opportunities. You will gain insight through seminars and discussions, employment training, studio visits, guest lecturers, as well as your personal research.

In response you will be asked to develop a range of professional engagement skills, within forms of verbal and written presentation, and tools, such as a public online profile, a creative portfolio and a showreel.

The sessions will explore and address all the above topics through set self-defined briefs, group and peer discussion, workshops, and guest lectures. There will be ongoing formative assessments through which you can analyse and evaluate your development. Your course work will include all research, investigation, and developmental work as well as the final outcomes, and this will be summatively assessed at the close of the module.

6b. Outline Content

- Research and analysis of previous work.
- Critically research through writing, a field of creative practice and selective aspects, for its potential for future employment or entrepreneurship.
- Research and development of a presentation platform using a current professional format, including its written and visual content.
- Development of employment tactics and strategies.
- Creation of a showreel or equivalent portfolio presentation format.

Towards the final production:

- Creatively develop your ideas, drawing on a wide range of resources.
- Definition of your research methods and requirements.
- Practical Investigation of technology and expressive methods.
- Formulation, either individually or collectively, of a project proposal consistent with the aims of the course.
- Professional presentation.
- Autonomous management and execution of a final project production.

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Specialist resources include all resources open to the course, including but not exclusive to:

- Mac Suites
- Cintiq drawing tablets
- Stop motion studio and lighting set-up
- Rostrum cameras
- Scriptwriting software
- Sound recording studios
- Emerging media software
- 3D CGI software
- Online resources
- Adequate server storage space

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	Establish a practical and conceptual understanding of the key expressive methods, visualising technologies and employ appropriate presentation platform structures.
2	Knowledge and Understanding	Imaginatively create a sequential production based on a communicative and narrative foundation.
3	Knowledge and Understanding	Exhibit a critical understanding of the specific artistic and contextual discussions on a subject of your reflection.
4	Intellectual, practical, affective and transferrable skills	Demonstrate the ability to use and apply a range of appropriate visual research methods in conceptualisation and production.
5	Intellectual, practical, affective and transferrable skills	Effectively manage a creative sequential and multimodal production.
6	Intellectual, practical, affective and transferrable skills	Adequately address a range of professional presentation requirements demonstrating an acute understanding of potential clients and employers.

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	0	N/A	N/A
Other teacher managed learning	144	1-6	6-8 hours weekly scheduled seminars, workshops, group tutorials, briefing, critiques, reviews and associated activities including guided learning. Tutors and technicians are available to offer further support during sessions.
Student managed learning	756	1-6	Use of open access studio, workshop and computer suites. Research in libraries, museums and galleries. Offsite and location working.
TOTAL:	900		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1, 2, 3, 4	50 (%)	Fine Grade	30 (%)
Portfolio of outcomes equivalent to 9,000 words. The portfolio should contain developmental film pre-production and live brief project work for assessment submitted at the end of Trimester 1.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1, 2, 5, 6	50 (%)	Fine Grade	30 (%)
Portfolio of outcomes equivalent to 9,000 words. The portfolio should contain showreel, online presentation of work, finished productions/final major project submitted at the end of Trimester 2.					

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]