Bournemouth University

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	**Faculty responsible for the programme** Faculty of Media & Communication
Final award(s), title(s) and credits MA 3D Computer Animation (180 UK credits, 90 ECTS credits)	
Intermediate award(s), title(s) and credits PG Diploma 3D Computer Animation (120 UK credits, 60 ECTS credits) PG Certificate 3D Computer Animation (60 UK credits, 30 ECTS credits)	
UCAS Programme Code(s) (where applicable and if known)	**HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.** 100363
External reference points The revised UK Quality Code for Higher Education published May 2018 including: - Expectations and practices for standards and for quality. - Advice and Guidance published in November 2018 • QAA Art & Design UG Benchmarks, 2016 • QAA Computing UG Benchmarks, 2016 • ScreenSkills • Course Accreditation Guidelines • National Occupational Standards for Animation 2013	
Professional, Statutory and Regulatory Body (PSRB) links None	
Places of delivery Bournemouth University, Talbot Campus	
Mode(s) of delivery Full Time On-Campus	**Language of delivery** English
Typical duration 12 months	
Date of first intake September 2021	**Expected start dates** September
Maximum student numbers N/A	**Placements** Masters Portfolio (in S3) with optional placement with duration up to 3 months. It is the student's responsibility for arranging the placement, and it will need to be discussed with and approved by the programme / unit leader
Partner(s) N/A	**Partnership model** N/A
Date of this Programme Specification	

September 2022
Version number v1.1-0923
Approval, review or modification reference numbers E2021 27 FMC 2223 01, approved 22/09/2022, previously v1.0-0922
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PROGRAMME STRUCTURE

Programme Award and Title:								
Stage 1/Level 7								
Unit Name	**Core/ Option**	**No. of Credits**	**Assessment Element Weightings**			**Expected Contact hours per unit**	**Unit Version No.**	**HECoS Code** (plus balanced or major/ minor load)
			Exam 1	**Cwk 1**	**Cwk 2**			
Core Production Principles	Core	20		40%	60%	68	1.0	100363
Core Production Techniques	Core	20		50%	50%	68	1.0	100363
Visual and Critical Studies	Core	20		100%		44	1.0	100363
Group Project	Core	20		100%		40	1.0	100363
Research and Development in Computer Animation	Core	20		100%		41	1.0	100363
Production Development	Core	20		100%		41	1.0	100363
Progression requirements: Students are required to successfully complete 120 level 7 Credits to proceed to the Masters Portfolio unit **Exit qualification:** PG Diploma 3D Computer Animation requires 120 credits PG Certificate 3D Computer Animation requires 60 credits								

Stage 2/Level 7								
Unit Name	**Core/ Option**	**No. of Credits**	**Assessment Element Weightings**			**Expected Contact hours per unit**	**Unit Version No.**	**HECoS Code** (plus balanced or major/ minor load)
			Exam 1	**Cwk 1**	**Cwk 2**			
Masters Portfolio	Core	60		100%		9	1.1	100363
Exit qualification: MA 3D Computer Animation requires 180 credits								

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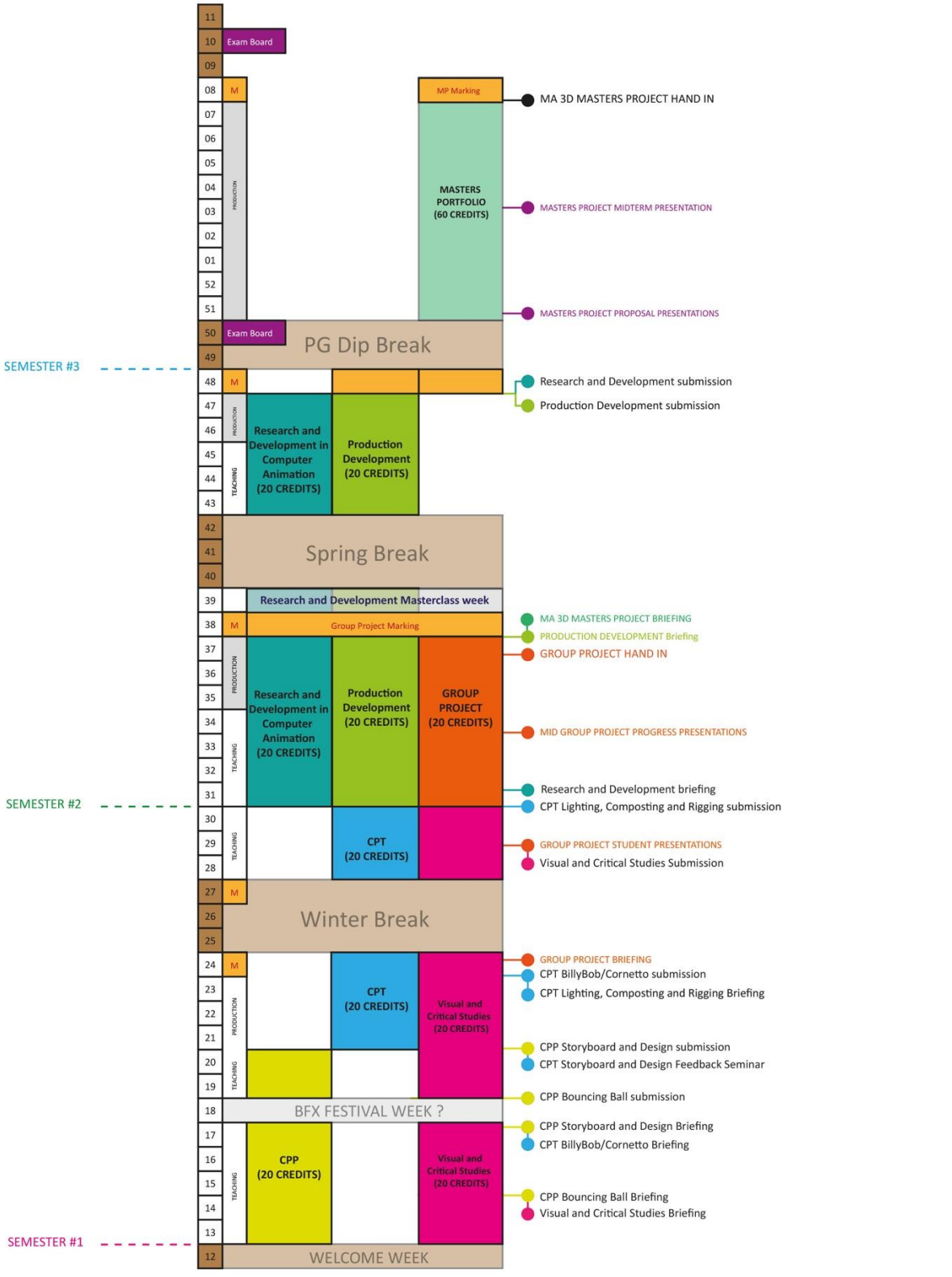
Indicative Schedule:



MA3D Computer Animation

PROGRAMME STRUCTURE & ASSESSMENT POINTS

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AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

The MA 3D Computer Animation programme is designed to equip graduates with the skills to become high-level creative practitioners in Computer Animation; with a critical, analytical eye for the judgement of high-end aesthetics and the technical processes involved in generating Computer Generated Images for film, games and television productions. The MA 3D Computer Animation programme intends to produce graduates who can flourish within the broader Computer Animation production industry, and as independent creative practitioners in their own right, going on to originate and direct their own content. In time our graduates will go on to become successful industry leaders, as well as pertinent critical thinkers and lifelong learners. These industry roles include Character Animators, Riggers, Modellers, Environment Artists, Pre-visualisation Artists and Lighters.

The primary focus of the programme is Animation for games, film and TV; however, the skills and experiences students acquire can equally be applied to Visual Effects, Television Commercials, Music Promos, Architectural Visualisation or Fine Art / Experimental filmmaking.

There is a strong emphasis on narrative and storytelling on the programme. Typically, from the *Production Development* unit onwards students will start to specialize. This specialism falls under two broad themes ‘Character’ and ‘Environment’. Obviously ‘Character’ is strongly connected with performance and communication of a narrative, so development of storytelling skills is an underpinning of teaching and development in this area. With ‘environment’ the connection with narrative and communication is less obvious, but still very important. The students need to consider how this environment is presented, and they will draw upon narrative and communication skills to develop a compelling and imaginative presentation of this environment. The development of these skills reaches their denouement in the *Masters Portfolio* unit.

As well as the core skills in 3D Computer Animation design and production, the programme will develop a broad range of valuable skills, including problem solving, collaborative working, production scheduling, personal time management and a thorough understanding of the IT infrastructure that supports modern Computer Animation studios.

The MA 3D Computer Animation programme runs in parallel with the MA Digital Effects and MSc Computer Animation and Visual Effects programmes. Where possible MA 3D Computer Animation students are encouraged to collaborate on projects, to emulate contemporary studio practice.

ALIGNMENT WITH THE UNIVERSITY’S STRATEGIC PLAN

MA 3D Computer Animation pursues Excellence, Inclusivity, Creativity and Responsibility throughout each step of the programme. Whether it is our investment in our teaching, the structure and flow of the programme, the types of assessments we set the students, or our focus on an innovative and engaging student experience; every aspect of the student journey is reflective of BU’s Strategic Plan.

Typically, the majority of each year’s cohort is international, originating from countries all around the world. The programme education practice provides an environment in which students from many cultures and backgrounds can mix with one another, learn from one another and collaborate on project work. Many graduates and alumni have described their time on the programme as a life-changing experience.

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Our curriculum content actively embraces Technology Enhanced Learning; Employability and Professional Practice; Research Informed Education; Student Engagement; Innovation, Entrepreneurship and Creativity; International Perspectives and Mobility; Cultural Awareness and Diversity; Personal and Professional Development. The core mantra of our department is the fusion of Art and Science.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit will normally consist of work equivalent to 3,000 words of researched and referenced academic essay. Final Masters projects are distinct from other assessment types. These 60 credit assessments are equivalent to 5,000 words per 20 credits, recognizing that undertaking an in-depth piece of original production work as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and departmental researchers.

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INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

MA 3D COMPUTER ANIMATION (LEVEL 7) INTENDED PROGRAMME / LEVEL / STAGE OUTCOMES

A: Subject knowledge and understanding This Programme provides opportunities for students to develop and demonstrate knowledge and understanding of*:*	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme learning outcomes:
A1 the strategic fusion of Art and Science languages appropriate for Computer Animation praxis. **A2** design, research and observational techniques. **A3** the theoretical and practical application of Computer Animation to their own practice and associated disciplines. **A4** the creation of qualitative and original work informed by the forefront of Computer Animation praxis. **A5** the generation and implementation of tools and assets within a Computer Animation production pipeline. **A6** the fundamentals of Computer Graphics.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A6); • workshops (A1 - A6); • seminars (A1 – A6); • tutorials (A2, A4); • directed research (A2, A3); • use of the VLE (A1, A2, A5); • independent research (A3, A6); • group exercises (A3 – A6).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • Coursework (A1 - A6); • Essays (A1, A3, A4); • Proposals (A3 – A4); • Mediations (A5); • Presentations (A3, A4).
B: Intellectual skills This Programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme outcomes:
B1 critically contextualize personal practice.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B5);

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<table>
<tr><td rowspan="2">B2 analyse, synthesise and communicate Computer Animation praxis.

B3 independently manage and generate critical and effective research.

B4 theorise and practice Computer Animation production and studio pipelines.

B5 clearly communicate ideas through a subject-specific medium.</td><td>• workshops (B1 – B5);
• seminars (B1 – B5);
• tutorials (B3);
• directed research (B1, B2, B4);
• use of the VLE (B3 - B5);
• independent research (B1 - B5);
• group exercises (B2, B4, B5).</td></tr>
<tr><td>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):
• Coursework (B1 – B5);
• Essays (B1, B2, B4, B5);
• Proposals (B1, B4);
• Mediations (B1, B2, B5);
• Presentations (B1 - B5).</td></tr>
<tr><td>C: Practical skills

This Programme provides opportunities for students to:</td><td>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme learning outcomes:</td></tr>
<tr><td>C1 expertly use software and tools appropriate to their discipline.

C2 contextually mediate Computer Animation practice through written, spoken or visual artefacts.

C3 design and implement projects conceptually appropriate for Computer Animation.

C4 generate new Computer Animation techniques and praxis.

C5 demonstrate mastery of Computer Animation.</td><td>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):
• lectures (C1, C3);
• workshops (C1, C3 – C5)
• seminars (C2, C3);
• tutorials (C2, C3);
• directed research (C1, C3, C4);
• use of the VLE (C1);
• independent research (C1, C3, C4, C5);
• group exercises (C1 – C5).</td></tr>
</table>

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	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • Coursework (C1 – C5); • Essays (C2, C5); • Proposals (C3, C4); • Mediations (C2, C4, C5); • Presentations (C2 – C4).
D: Transferable skills This Programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme learning outcomes:
D1 plan and organise production projects to a given time-scale. **D2** work effectively as a team, communicating with peers, supervisors and others. **D3** engage in personally motivated research, independent learning and problem solving required for continuing professional development. **D4** plan and produce critical reports, proposals and presentations. **D5** understand and implement the underlying technology of Computer Animation praxis.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D5); • workshops (D5); • seminars (D1-D5); • tutorials (D2 – D5); • directed research (D1 - D5); • use of the VLE (D2, D3); • independent research (D1 – D5); • group exercises (D1 - D2).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • Coursework (D1 – D3, D5); • Essays (D1, D3 – D5); • Proposals (D1, D2 – D5); • Mediations (D1 – D5); • Presentations (D2 – D5).

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ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.pdf – with the following approved exceptions:

- The programme will not operate a January start, and will have a single start in September.
- The programme will require a portfolio review as part of the selection / recruitment process. Where necessary the portfolio review may be followed up with an interview to discuss the content of the portfolio in more depth. A portfolio review and/or interview is a PSRB requirement.
- For applicants for whom English is not their first language, there is a requirement of IELTS (Academic) 6.5 or equivalent. Applicants must achieve an overall score of 6.5, with at least 6.0 in the writing, speaking, listening and reading components.

PROGRESSION ROUTES

Articulation & Internal Progression
Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the recognition register for a full list of approved Recognition arrangements and agreed entry criteria.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Assessment Regulations.
https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.pdf

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

The placement is option during the master project in the semester 3 with duration up to 3 month. It is the student's responsibility for arranging the placement, and it will need to be discussed with and approved by the course / unit leader.

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Programme Skills Matrix

Units		Programme Intended Learning Outcomes																				
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5
LEVEL 7	***Core Production Principles***	*	*	*		*	*		*		*		*				*	*				*
	Core Production Techniques	*	*	*		*	*	*	*		*	*	*	*			*	*			*	*
	Visual and Critical Studies	*	*	*					*			*		*						*	*	
	Group Project	*	*	*	*	*	*		*			*			*			*	*		*	
	Production Development	*	*	*	*	*	*	*	*	*	*	*	*		*	*	*	*		*	*	*
	Research and Development in Computer Animation	*	*	*				*	*	*		*		*		*				*	*	
	Masters Portfolio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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A – Subject Knowledge and Understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of: **A1** the strategic fusion of Art and Science languages appropriate for Computer Animation praxis. **A2** design, research and observational techniques. **A3** the theoretical and/or practical application of Computer Animation to their own practice and associated disciplines. **A4** the creation of qualitative and original work informed by the forefront of Computer Animation praxis. **A5** the generation and implementation of tools and assets within a Computer Animation production pipeline. **A6** the fundamentals of Computer Graphics.	**C – Subject-specific/Practical Skills** This programme provides opportunities for students to: **C1** expertly use and/or understand software and tools appropriate to their discipline. **C2** contextually mediate Computer Animation practice through written, spoken or visual artefacts. **C3** design and implement projects conceptually appropriate for Computer Animation. **C4** generate new Computer Animation techniques and praxis. **C5** demonstrate mastery of Computer Animation.
B – Intellectual Skills This programme provides opportunities for students to: **B1** critically contextualize personal practice. **B2** analyse, synthesise and communicate Computer Animation praxis. **B3** independently manage and generate critical and effective research. **B4** theorise and/or practice Computer Animation production and studio pipelines. **B5** clearly communicate ideas through a subject-specific medium.	**D – Transferable Skills** This programme provides opportunities for students to: **D1** plan and organise production projects to a given time-scale. **D2** work effectively as a team, communicating with peers, supervisors and others. **D3** engage in personally motivated research, independent learning and problem solving required for continuing professional development. **D4** plan and produce critical reports, proposals and presentations. **D5** understand and/or implement the underlying technology of Computer Animation praxis.

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