BA (Hons) Animation

Programme Specification

1. Programme title	BA (Hons) Animation BA (Hons) Animation with Foundation Year
2. Awarding institution	Middlesex University
3a. Teaching institution 3b. Language of study	Middlesex University English
4a. Valid intake dates 4b. Mode of study 4c. Delivery method	September FT & PT & Thick Sandwich ☒ On-campus/Blended ☐ Distance Education
5. Professional/Statutory/Regulatory body	n/a
6. Apprenticeship Standard	n/a
7. Final qualification(s) available	CertHE Animation DipHE Animation BA (Hons) Animation BA (Hons) Animation with Foundation Year
8. Year effective from	**2023/24**

9. Criteria for admission to the programme

See the University Regulations for specific criteria for admissions to the University.

Selection of students for all levels of the programme is based on evidence of ability demonstrated by a portfolio of art and design work at interview. In addition, it is recommended that students applying to join year one of the programme have completed a Foundation Course in art and design, or relevant BTEC National Diploma Course.

BA (Hons) Animation welcomes applicants with a wide range of backgrounds and interests, good communication skills and interesting, original ideas. Applicants should have a broad knowledge of contemporary and historical animation practice, but in addition we like students to have a passion for all forms of visual and performing art including drawing, painting, printmaking, sculpture, cinema, photography, theatre, music and dance. An interest in complementary subjects such as history, philosophy and psychology, politics, current affairs and even sport are also encouraged. Animation is not just about making things move, it is about storytelling so having an interest in all forms of literature including comics and graphic novels is also very important.

Applicants' portfolios should aim to demonstrate originality, imagination and drawing ability and include as many sketchbooks, life drawings and observational drawings as possible. Also welcomed are examples of character and background design, visual and contextual research, conceptual and narrative work as well any sound design and music you might have produced.

The standard academic qualification for entry to year one of the programme is:
5 subjects passed at GCSE (Maths and English at C or above) with a minimum of 2 subjects passed at A level corresponding to 280 UCAS points. Similar awards with equivalent points are also accepted.

The standard academic qualification for direct entry into years two or three should be:
A Higher National Diploma or Foundation Degree in an appropriate subject or a certificate from another BA programme in an appropriate subject.
Applications from mature students, over 21 years of age at the time of admission, without formal qualifications or with relevant professional experience or non-standard qualifications are welcomed. Selection of students for all levels of the programme is based on evidence of ability demonstrated by a portfolio of art and design work. Relevant work and 'life' experience will also be taken into consideration. Applicants' CV and application materials, along with the pre-application discussion indicate the possible prior experiential / accredited learning that can be claimed as Recognition of Prior Learning (RPL). RPL is assessed at interview.

All applicants whose first language is not English will need to demonstrate appropriate language skills. The required standard is an IELTS grade of 6.00 or equivalent with no element less than 5.5 Where they do not meet these criteria, then they should attend a pre-sessional.

10. Aims of the programme

The programme aims to:

- Produce graduates who are first-rate, well-rounded creative and critical practitioners, emphasising the importance of exploration, experimentation and research in developing a thriving personal and professional animation practice.

- Promote an individual and critical approach to creative communication that uses animation as its primary means of expression coupled with an extensive knowledge and understanding of all aspects of contemporary professional animation practice.
- Facilitate the ability to identify and analyse animation and visual communication problems and use research and sound reasoning to deliver innovative and compelling solutions to such problems, encouraging renewable technical skills.
- Develop the ability to articulate complex ideas and processes through the use of argument, discussion and evaluation in creative and critical contexts.
- Develop an ability to manage time and work effectively independently or in a group, facilitating collaborative working practices across complementary creative disciplines.
- Promote an understanding of the historical and social context within which the professional animator works, supporting ethical working practices and an appreciation of social responsibilities related to animation practice.
- Develop a thorough understanding of, and ability to articulate in written form, the critical, historical, conceptual, economic, cultural, environmental and ethical contexts occupied by animation, encouraging intellectual curiosity and research habits that lead to lifelong learning.

11. Programme outcomes*	
A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of: 1. the creative process of animation: definition, research, development of solutions, presentation and the evaluation of outcomes 2. the extent, diversity and ethics of contemporary professional practice and the employment opportunities available, the potential for and management of career development 3. the relevance and significance of critical, historical, conceptual, economic, cultural, environmental and ethical contexts in which animation and computer animation operate, including the legacies of animation, film, media and cultural studies 4. a variety of production processes appropriate to the presentation of animation	**Teaching/learning methods** Students gain knowledge and understanding through ● presentations by professional practitioners, practical group coursework assignments involving external visits and interviews with practitioners, originating and delivering presentations to peer groups with accompanying written synopsis (1,2) ● lectures, seminars, individual research, critical essays and practical coursework assignments (3) ● demonstrations and practical coursework in studio and specialist workshops areas (4) **Assessment methods** Students' knowledge and understanding is assessed by ● presentations and crits., coursework essays for relevant modules (1, 3) ● the quality of coursework projects, diaries, learning logs, crits. assessed at

	end of term exhibitions, showreel and portfolio presentations (2, 4)
B. Skills On completion of this programme the successful student will be able to: 1. apply critical analysis and articulate animation challenges through discussion, critique and evaluation of their own and others' work 2. develop imaginative and individual creative solutions to communication assignments by use of a structured process 3. articulate in research and writing an understanding of the contexts occupied by animation and computer animation, including the legacy of animation, film, media and cultural studies 4. develop innovative and effective strategies, techniques, production processes and presentation skills 5. use sequential moving images to effectively and imaginatively communicate information, ideas and arguments 6. realise and prepare animation for presentation through a variety of processes to a professional level 7. use appropriate industry standard computer applications proficiently 8. operate safely, competently and effectively in specialist workshop areas and with technology: animation software and hardware, video and stills photography, sound recording editing and mixing	**Teaching/learning methods** Students learn skills through ● presentations by professional practitioners, practical group coursework assignments involving external visits and interviews with practitioners, originating and delivering presentations to peer groups with accompanying written synopsis (1,2) ● Lectures, seminars, tutorials, individual research, critical essays, research portfolios and practical coursework assignments (3) ● demonstrations and practical coursework in studio and specialist workshops areas (4) ● practical coursework assignments which are supported by small peer group seminars encouraging discussion and feedback of each stage in the development of solutions (5,6) ● introductory workshops focused on developing initial skills, to enable further self-directed learning through practical coursework assignments (7) ● inductions and demonstrations by technical and academic staff in specialist workshop areas (8) **Assessment methods** Students' skills are assessed by ● practical coursework (1-8) ● presentation of outcomes to peer groups, written reports in support of practical work (1, 3, 4) ● written coursework and research portfolios (1,3) ● presentations and critiques used as formative assessment (4-8) ● evidence of participation at inductions and workshop demonstrations (8)

12. Programme structure (levels, modules, credits and progression requirements)
12. 1 Overall structure of the programme

The Animation programme at Middlesex University is a three-year full-time (six-year part-time) course of study, at the end of which successful students are awarded a BA Honours Animation degree. The programme is normally studied over two terms per year followed by a period of assessment. The undergraduate programme consists of a range of modules, the satisfactory completion of which enables students to accumulate the credit points required at each level in order gain an honours degree.

The honours degree requires the completion of 360 credits: 120 credits at Level 4, 120 credits at Level 5 and 120 credits at Level 6.
At Level 4, students take three 30-credit modules of animation practice and one 30-credit module of animation theory & research.
At Level 5, students take three 30-credit modules of animation practice, and one 30-credit module of animation theory & research.

At Level 6, students take one 30-credit module and one 60-credit module of animation practice and one 30-credit critical and contextual research project module.

The emphasis at Level 4 is on introducing the practical, historical and aesthetic diversity of the study area and the breadth of approaches to producing animation. The focus shifts at Level 5, to developing critical, research and practical skills, including more independent and experimental briefs. At Level 6, the work concentrates on researching, critically reflecting, producing and documenting work to high academic and professional standards.

Programme Structure Diagram – Full Time

YEAR ONE (Level 4)

ANI1001 Introduction to Animation Techniques (30 Credits) Term 1	**ANI1002** Elemental Animation Filmmaking (30 Credits) Term 2	**ANI1003** Analogue and Digital Animation Skills Workshops 1 (30 Credits) Term 1 & 2	**ANI1004** Introduction to Animation History, Theory and Creative Research (30 Credits) Term 1 & 2

Exit Award: CertHE Animation

YEAR TWO (Level 5)

ANI2001 Narrative and Character Construction Lab (30 Credits) Term 1 & 2	**ANI2002** Intermediate Animation Filmmaking (30 Credits) Term 2	**ANI2003** Analogue and Digital Skills Animation Workshops 2 (30 Credits) Term 1 & 2	**ANI2004** Critical Animation Aesthetics (30 Credits) Term 1 & 2

Exit Award: DipHE Animation

YEAR THREE (Level 6)

ANI3001 Specialist Animation Exposition (60 Credits) Term 1 & 2	**ANI3002** Professional Practice and Industry Interfacing (30 Credits) Term 1 & 2	**ANI3003** Critical and Contextual Research Project (30 Credits) Term 1

Exit Award: BA (Hons) Animation

Programme Structure Diagram – Part Time

YEAR ONE (Level 4)

ANI1001 Introduction to Animation Techniques (30 Credits) Term 1	**ANI1004** Introduction to Animation History, Theory and Creative Research (30 Credits) Term 1 & 2

YEAR TWO (Level 4)

ANI1002 Elemental Animation Filmmaking (30 Credits) Term 2	**ANI1003** Analogue and Digital Animation Skills Workshops 1 (30 Credits) Term 1 & 2

Exit Award: CertHE Animation

YEAR THREE (Level 5)

ANI2001 Narrative and Character Construction Lab (30 Credits) Term 1 & 2	**ANI2004** Critical Animation Aesthetics (30 Credits) Term 1 & 2

YEAR FOUR (Level 5)

ANI2002 Intermediate Animation Filmmaking (30 Credits) Term 2	**ANI2003** Analogue and Digital Skills Animation Workshops 2 (30 Credits) Term 1 & 2

Exit Award: DipHE Animation

YEAR FIVE (Level 6)

ANI3002 Professional Practice and Industry Interfacing (30 Credits) Term 1 & 2	**ANI3003** Critical and Contextual Research Project (30 Credits) Term 1

YEAR SIX (Level 6)

ANI3001
Specialist Animation Exposition
(60 Credits)
Term 1 & 2

Exit Award: BA (Hons) Animation

12.2 Levels and modules

Level 4

COMPULSORY	OPTIONAL*	PROGRESSION REQUIREMENTS
Students must take all of the following: ANI1001 (30 credits) ANI1002 (30 credits) ANI1003 (30 credits) ANI1004 (30 credits)		Successful completion of all compulsory modules

Level 5

COMPULSORY	OPTIONAL *	PROGRESSION REQUIREMENTS
Students must take all of the following: ANI2001 (30 credits) ANI2002 (30 credits) ANI2003 (30 credits) ANI2004 (30 credits)		Successful completion of all compulsory modules

Level 6		
COMPULSORY	OPTIONAL *	PROGRESSION REQUIREMENTS
Students must take all of the following: ANI3001 (60 credits) ANI3002 (30 credits) ANI3003 (30 credits)		Successful completion of all compulsory modules

*Please refer to your programme page on the website re availability of option modules

12.3 Non-compensatable modules	
Module level	Module code
4	ANI1001, ANI1002, ANI1003, ANI1004
5	ANI2001, ANI2002, ANI2003, ANI2004
6	ANI3001, ANI3002, ANI3003

13. Information about assessment regulations
This programme will run in line with general University Regulations: See module narratives for additional information

14. Placement opportunities, requirements and support (if applicable)
In Years 2 and 3 of the programme considerable emphasis is placed on professionalism and employability. Students will receive guidance and support in undertaking professional/employer engagement. The Professional Practice and Development project in Year 2 assists students in identifying and contacting industry professionals, which can lead to summer internships between Level 5 and 6. Guidance in CV and portfolio preparation and interview technique is offered with support from MDXWorks. Short work experience opportunities offered by outside animation companies and the National Film and Television School are matched to suitable students where possible by programme staff.

15. Future careers / progression

The programme supports graduates' future career development through the attainment of professional practice and academic research skills, attendance at professional lectures and presentations, the opportunity to work on 'live' briefs and enter animation competitions, animation festivals, work experience, the production of a website, showreel and professional portfolio and participation in the graduate degree show.

BA Animation is an outstanding programme with BAFTA award-winning staff who are animation directors and scholars in their own rights. BA Animation at Middlesex has very strong links with industry, including Aardman Animation, Tiger Aspect and Lupus Films, with a high percentage of graduates in work six months after graduating. Many of our graduates go on to do freelance work, which depends heavily on positive word of mouth recommendations. The programme has a reputation for the high calibre of its graduates (e.g., two recent BA Animation graduates received nominations for a Best British Short Animation BAFTA in 2021 and 2022), with London-based studios like Lupus Film making BA Animation at Middlesex their first port of call when seeking animators for productions. Students have also gone on to study Animation at MA level at the RCA, UAL, NFTS, with a few pursuing practice-based PhDs in Animation. Our graduates have had their student films screened at international festivals and events like the Annie Awards USA, San Diego Comic-Con, the Los Angeles International Children's Film Festival, Nature & Culture International Poetry Film Festival in Denmark, Piccolo Festival d'Animazione, Ortometraggi and Sguardi Film Festivals in Italy, Animasyros International Animation Festival in Greece, MUMVI, Multidisciplinary Dance Exhibition, Mexico, International 2 Sides Short Film Festival Turkey, Animateka in Slovenia and others; our alumni work in creative industries around the world. BA Animation has screened retrospectives at Holland Animation Festival, Animateka International Animation Festival in Ljubljana, Slovenia, Monstra Animation Festival in Lisbon, Portugal and Internationales Trickfilm-Festival Stuttgart.

With our approach to developing students' skillsets holistically, our recent graduates are equipped to find careers in many areas of the animation industry, e.g., as animation directors, 2D animators, producers, storyboard artists, stop motion animators, model or puppet makers, layout artists, background artists, character designers, After Effects designers, motion graphic designers or CGI animators, as well as also students who are more interested in exploring animation research, scholarship and festival curation. Graduates are equally prepared to pursue expanded, experimental and artist animation trajectories (e.g., artists' moving image work, gallery installations, animation and live performance, etc.).

16. Particular support for learning (if applicable)

- Induction/orientation programmes and starter packs
- Programme-dedicated resource rooms: 1 dedicated animation studio, 1 shared studio and 6 stop motion studios
- Dedicated teaching by award-winning, practicing animation professionals and expert animation studies academics
- Direct communication with tutors and technicians via E-mail and multimedia platforms (e.g., Discord)
- Access to virtual learning environment & learning support platform (My Learning) to support tutor/learner interaction, including Turnitin for submission of work.
- Technical staff and dedicated workshops (including relevant ICT and software training)
- Up to 4 Student Learning Assistants and a Graduate Academic Assistant provide additional support to both students and academics.
- Live projects set by creative industry professionals
- Programmes of visiting external speakers from global animation industry
- Graduate exhibition and faculty-wide 'Creative Graduates' website
- Tickets to select screenings at London International Animation Festival (LIAF)

In addition to the academic and technical staff within the programme, students are supported in their learning by staff in Library Resources.

- Library Resources, e.g., specialist books, journals, videos, DVDs, slides, special collections (including electronic versions)
- Online reading lists for each module accessible via My Learning
- Subject-dedicated librarian
- Special induction sessions provided by the Library Resources
- Learning Enhancement team for support with academic research and writing skills

17. HECos code(s)	100057- Animation
18. Relevant QAA subject benchmark(s)	Art and Design, History of Art, Architecture and Design

19. Reference points

The following reference points were used in designing the programme:
- Middlesex University Regulations 2021-22
- QAA Subject Benchmark Statements for Art and Design, History of Art, Architecture and Design
- QAA Framework for Higher Education Qualifications (FHEQ)
- Middlesex University Learning and Teaching Policy and Strategy
- Knowledge into Action, Middlesex University Strategy 2031
- Learning and Quality Enhancement Handbook (LQEH)

20. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for *BA (Hons) Animation*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

	Knowledge and understanding
A1	the creative process of animation: definition, research, development of solutions, presentation and the evaluation of outcomes
A2	the extent, diversity and ethics of contemporary professional practice and the employment opportunities available, the potential for and management of career development
A3	the relevance and significance of critical, historical, conceptual, economic, cultural, environmental and ethical contexts in which animation and computer animation operate, including the legacies of animation, film, media and cultural studies
A4	a variety of production processes appropriate to the presentation of animation
Skills	
B1	apply critical analysis and articulate animation challenges through discussion, critique and evaluation of their own and others' work
B2	develop imaginative and individual creative solutions to communication assignments by use of a structured process
B3	articulate in research and writing an understanding of the contexts occupied by animation and computer animation, including the legacy of animation, film, media and cultural studies
B4	develop innovative and effective strategies, techniques, production processes and presentation skills
B5	use sequential moving images to effectively and imaginatively communicate information, ideas and arguments
B6	realise and prepare animation for presentation through a variety of processes to a professional level
B7	use appropriate industry standard computer applications proficiently
B8	operate safely, competently and effectively in specialist workshop areas and with technology: animation software and hardware, video and stills photography, sound recording editing and mixing

	Programme outcomes										
A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8
	Highest level achieved by all graduates										
6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8
Introduction to Animation Techniques	ANI1001	X			X	X		X	X				
Elemental Animation Filmmaking	AN1002	X	X		X	X	X	X	X			X	
Analogue and Digital Animation Skills Workshops 1	ANI1003	X	X		X		X	X		X		X	X
Introduction to Animation History, Theory and Creative Research	ANI1004			X		X	X	X					
Narrative and Character Construction Lab	ANI2001	X			X	X	X	X	X			X	
Intermediate Animation Filmmaking	ANI2002	X	X		X			X			X	X	
Analogue and Digital Skills Animation Workshops 2	ANI2003	X	X		X			X	X	X		X	X
Critical Animation Aesthetics	ANI2004			X		X	X	X					
Specialist Animation Exposition	ANI3001	X	X		X	X	X	X	X	X	X	X	
Professional Practice and Industry Interfacing	ANI3002		X		X	X	X		X	X	X	X	
Critical and Contextual Research Project	ANI3003			X		X	X	X					