PROGRAMME SPECIFICATION DOCUMENT

1. Qualification	2. Programme Title	3. UCAS Code	4. Programme Type
BA(Hons)	Animation and Illustration		Modular Single honours & Joint full and part time degree

5. Main Purposes and Distinctive Features of the Programme

To progressively develop students' creative, professional and technical abilities in illustration and animation.
To foster a knowledge of the contextual applications of animation and illustration in society across a wide range of disciplines.
To encourage individual skills through specialisation in any one or combination of disciplines.
To develop research, analysis and presentation skills appropriate to the profession.
To develop professional standards in the creative use of a wide range of illustration, animation, graphics and related computer programmes.
To develop professional, ethical and commercial understanding.

6. What a graduate should know and be able to do on completion of the programme

Knowledge and understanding in the context of the subject(s)

A knowledge of digital and traditional techniques in the production of still and moving images.
An understanding of the professional constraints and requirements of the industry.
An understanding of the specialist applications of illustration and animation.
A knowledge of the historical and contemporary context of the use of the creative image.

Cognitive skills in the context of the subject(s)

The ability to conduct effective research into the subject.
The application of theory into practical solutions.
Critical judgement and analysis of the work of themselves and others.

Subject-specific practical/professional skills

Sophisticated use of image making software and/or traditional rendering skills.
Professional presentation and self promotion for illustrators and animators.
Creativity and lateral thinking in producing solutions to specific briefs.
Effective time management, self motivation and professional conduct.

Other skills (e.g. key/transferable) developed in subject or other contexts

Working with others.
Written and oral presentation skills.
General IT skills.
Time management.
Professional conduct.

7. Qualities, Skills & Capabilities Profile

A Cognitive	B Practical	C Personal & Social	D Other
A Cognitive Critical analysis.	Practical graphic skills.	Visual self expression.	Vocational understanding.
Visual problem solving.	Visual research and application.	Analysis through criticism.	Career development and professional awareness.
Conceptualisation and planning.	Use of digital technology.	Self-motivation, organisation and time management.	Identification of the personal learning experience.
Application of theory into practice.		Teamwork.	

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units

(3 Years full-time; 4½-5 years part-time). Honours Degree = 360 credits; Intermediate Awards of Diploma of Higher Education and Certificate of Higher Education available at 240 and 120 credits respectively. All Honours degrees must include the study of 120 credits at Level H3.

Part II

	Core Modules	Options (normally 20 credits each)	Project (20 credits)
HE6 Honours Modules	Professional Practice ANI 3006 Personal Project (double 40 credits) ANI 3005	Open Study Module ANI 3004 Digital Image Manipulation ANI 3002 Visual Style ANI 3001	
HE5 Honours Modules	Pictures in Perspective ANI 2007 Principles of Animation 1 ANI 2001 Introduction to Illustration 1 ANI 2000	Principles of Animation 2 ANI 2006 Introduction to Illustration 2 ANI 2005 Character Design ANI 2002 Open Study ANI 2008	

Part I (Level 1)

HE4 Honours Modules	Visualisation 1 ANI 1000 The Digital Image 1 ANI 1001 Critical studies ANI 1005 Visualisation 2 ANI 1002 The Digital Image 2 ANI 1003 Narrative Techniques ANI 1004		

9. Learning, Teaching and Assessment Strategy

Learning and Teaching Methods

A structured progressive programme of lectures/ visual presentations and seminar discussion/ visits. All these assist in contextualising the
practical assignments on which the programme is based.

Assessment Methods

All modules assessed on work produced, whether written, oral or practical. Where there is
more than one component each submission is assessed separately and feedback given.

Assessment Classification System

Pass mark set at 40
Final degree class based on 30% of HE5 and 70% of HE6 modules
Marginal criteria operate at plus or minus 2%

Honours Classification Bands

1:1 70 plus
2:1 60-69
2:2 50-59
pass 40 plus
fail below 40
35-40 potential compensation

10. Other Information *(including compliance with relevant University policies)*

Date programme first offered

September 2004

Admissions Criteria
Standard Requirements

Portfolio of work at interview
UCAS 240 pt tariff

Non Standard Entry

Experience in industry/portfolio of work

Indicators of Quality and Standards

All assignments at Years 2 and 3 double marked.
Continuing favourable external examiner reports.
Positive modular and NSS student feedback