BSc (Hons) Computer Animation with Business Communication

Programme Specification

Primary Purpose:

Course management, monitoring and quality assurance.

Secondary Purpose:

Detailed information for students, staff and employers. Current students should refer to the related Course Handbook for further detail.

Disclaimer:

The University of Portsmouth has checked the information given in this Programme Specification and believes it to be correct. We will endeavour to deliver the course in keeping with this Programme Specification but reserve the right to change the content, timetabling and administration of the course whilst maintaining equivalent academic standards and quality.

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Contents

Programme Specification

1. Named Awards

BSc (Hons) Computer Animation with Business Communication

2. Course Code (and UCAS Code if applicable)

C2496F (0P4X)

3. Awarding Body

University of Portsmouth

4. Teaching Institution

University of Portsmouth

5. Accrediting Body

None

6. QAA Benchmark Groups

Computing 2007
Art and Design 2008
History of Art, Architecture and Design 2008
English 2007

7. Document Control Information

Version 2, September 2015

8. Effective Session

2015/2016

9. Author

Roger Eglin

10. Faculty

Creative and Cultural Industries

11. Department

School of Creative Technologies

12. Educational Aims

The BSc (Hons) Computer Animation Programme with Business Communication:

Aims to equip students to work as practitioners in the artistic and technical aspects of computer animation production industries and management as well as providing a broad based experience of the subject and prepare them for postgraduate study. In addition, and more generally, the course aims to:

- Provide a challenging, stimulating and self-rewarding study environment.
- Enable students to broaden their studies, at levels 4, 5, and 6.
- Develop a range of key skills by means of opportunities provided in the study units.
- Accommodate student needs in relation to maximising their career potential by enabling them to develop knowledge, understanding and skills in their chosen subject area.
- Promote career aspirations by including study topics on general professional practice and study skills.
- Provide English language skills specifically focussed on business communication within the creative and cultural industries.
- Provide an integrated education in computer animation and English that will meet current organisational needs.

13. Reference Points

The major reference points were:
- University of Portsmouth Curriculum Framework Document;
- The UK Quality Code for Higher Education;
- Framework for Higher Education Qualifications (FHEQ);
- National Qualifications Framework;
- Subject Benchmark Statements (SBS);
- QAA Languages Benchmark;
- Common European Framework of Reference for Language (CEFR).

In particular the programme has been designed with the following benchmark elements in mind:

Computing (CP) – Hardware and networks, graphics processing, object libraries, visual modeling techniques and algorithms, programming, image processing, animation and manipulation of images, information content, class definitions, scripting, video images, representation and storage, data transmission and digital forms and tool support.

Art and Design and History of Art, Architecture and Design (A) – generate ideas independently and/or collaboratively in response to set briefs. Articulate and synthesise knowledge and understanding, attributes and skills in effective ways in the context of creative practice. Apply learning in different contextual frameworks and situations. Manage and exploit the interaction between intention, process, outcome, context, and the methods of dissemination. Research and information retrieval skills. Apply resourcefulness and entrepreneurial skills to support their own practice, or the practice of others. Explore the designer's relationship with audiences, clients, markets and/or participants. Employ self-management skills to set goals, manage workloads, meet deadlines and anticipate and accommodate change. Employ critical awareness through reflection, review and evaluation and identify personal strengths and needs. Articulate ideas and information comprehensively in visual, oral and written forms.

English Language (EL) – 'Languages graduates will normally reach a high level of understanding of the target language(s). They will exhibit appropriate levels of achievement (see section 7) in productive (speaking and writing) and receptive language skills (reading and listening), and mediation (translating and interpreting). They will be fluent and accurate target language users in a wide range of personal, academic and other domains. They are likely to be at ease with a wide range of topics and registers in formal and informal situations, and be familiar with a wide range of source materials in the target language. Students studying outside specialist language programmes will exhibit achievement and

progression appropriate to the level of their programme' QAA Subject Benchmark Statement for Languages.

14. Learning Outcomes

A. Knowledge and Understanding of:

1. The value of research in creative practice. A
2. Industrial software and technologies and their applications. CP
3. The production process including concept production and postproduction. A
4. The historical, cultural and industrial context of computer generated imagery. A
5. The development of the relationship between animation production and technology. A,CP
6. Values and responsibilities in production. CP
7. Structures, registers and, as appropriate, varieties of English. EL
8. How to exploit for a variety of purposes and, as appropriate, to contextualise a broad range of materials written or spoken in English. EL
9. How to apply effectively and appropriately their language skills in a professional context. EL

Learning and Teaching Strategies and Methods

Knowledge will be gained through formal lectures, group work and practical project work as well as elearning. This will be supported by professional practice visits to exhibition, festival, industry and other cultural and technology events, which are particularly related to the subject.

Assessment

Assessment is both formative and summative. Theoretical knowledge will be examined through a dissertation and the research and development element of a project. Research, development and production in projects will provide the major coursework elements.

B. Cognitive (Intellectual or Thinking) Skills, able to:

1. Solve problems relating to a variety of simulated dynamic scenarios. A, CP
2. Make effective use of a wide range of animation software. A
3. Critically review solutions. A,CP
4. Plan, conduct and produce a report on a programme of original research, both individually and in a group. CP
5. Apply professional codes of conduct and appreciate the ethical considerations that underpin them. A,CP.
6. Communicate information, ideas and arguments cogently and coherently, both orally and in writing, with due regard to the target audience. EL

Learning and Teaching Strategies and Methods

Projects will provide through research, development, planning, production and postproduction stages a full range of experiences and opportunities to develop critical engagement and evaluation in the subject. Teaching and learning will involve group and individual work. Regular seminar and presentation during the various stages will allow the development of students' ability to the contextually position and justify the work.

Assessment

Assessment is both formative and summative. Cognitive abilities will be evidenced through planning, research, and justification during development and project reports. Formal project proposals, research and development dossiers, project plans, production logs, presentations, completed product and dissertations will together inform the assessment. Competence in the application of underlying technologies will be assessed, in part by examination.

C. Practical (Professional or Subject) Skills, able to:

1. Use and manage appropriate software and hardware to produce designed outcomes. CP, A

2. Project management based on a defined animation brief. CP
3. Produce and manipulate mathematical models of dynamic events. CP
4. Produce animation software modules. CP.
5. Demonstrate knowledge and understanding of the structures, registers and, as appropriate, varieties of English. EL
6. Exploit for a variety of purposes and, as appropriate, to contextualise a broad range of materials written or spoken in English. EL
7. Apply effectively and appropriately their language skills in a professional context. EL

Learning and Teaching Strategies and Methods

Workshops in scripting, drawing, creative thinking techniques, software skills, team working skills, self-promotion and project management will underpin specific project as required.

Assessment

Assessment is both formative and summative. Subject specific skills will be evidenced through planning, concept generation, research and development and production. Research and development dossiers, project plans, production logs and completed product including a show reel and portfolio, will together inform the assessment.

D. Transferable (Graduate and Employability) Skills, able to:

1. Communicate effectively through visual, oral written. A, EL
2. Continually develop knowledge and implementation of IT. CP
3. Develop problem-solving strategies. A, CP
4. Network in a professional context, A, CP
5. Teamwork effectively. CP
6. Promote own work and develop strategies for career development. A, CP, EL
7. Gather, process and evaluate critically information from a variety of paper, audiovisual and electronic sources. EL

Learning and Teaching Strategies and Methods

Development of Key Skills is essential for successful performance in the course. Projects will demand that students develop a full range of abilities to enable conception through development to successful implementation of solutions and promotion of solutions.

Assessment

Team working and project management skills will be assessed through peer assessment and tutor observation. Communicating effectively, visual, oral and written skills along with continuous development of knowledge and implementation of IT skills will constitute a major part of every substantial project. Develop problem solving strategies is contained within planning research and development. Network in a professional context will focus on the development of self-promotional material and planning an individual career path. Key Skills are embedded within project work.

15. Course Structure, Progression and Award Requirements

This is a 3-year full-time programme which should be of interest to students seeking potential future career paths that include: multimedia production, computer animation and graphics.

360 credits are required to achieve an honours degree with each level comprising a minimum of 120 credits. Each credit is equivalent to 10 hours of student learning. Units are offered as either 20 or 40 credits, where 20 credits represent 200 hours of study time and 40 credits represent 400 hours of study time. The final year dissertation is 40 credits.

Standard University rules apply – the regulations must be consulted for a full description of exit awards.

It is expected that the graduates from this program will become employed in or work as consultants in the independent sector of the entertainment industry working in large and small enterprises. The types of roles are:

- Multimedia and production and systems management
- Production
- Technology management
- Computer graphics and animation
- Computers and IT in entertainment

16. Employability Statement

- There is a strong core of employability development within the course and continuing through the levels with embedded employability skills in many units. The personal tutoring system, with associated Professional Development Planning, support career-related development is integrated into careers-related units.
- Careers management skills are imparted through units in ancillary animation and software skills project and Creative Professional Portfolio/ Real-time interactive group project/ interdisciplinary group project.
- The course will provide English language skills specifically focussed on business communication within the creative and cultural industries. It allows computer animation to be studied through the medium of English in an English-speaking environment.
- Informal links with employers and alumni occur through discussions with graduating alumni and employers e.g. Moving Picture Company (MPC), EA games, Sony UK, Touch Surgery and Cine Site.
- Developing entrepreneurship skills occurs through discussion at all levels.
- PDP occurs at levels 4, 5 and 6.

17. Support for Student Learning

- The Course is managed by a Course Leader.
- Extensive induction programme introduces the student to the University and their course.
- Each student has a personal tutor, responsible for pastoral support and guidance.
- University support services include careers, financial advice, housing, counselling etc.
- The Academic Skills Unit (ASK).
- CCi Creative Skills Centre and CCi Academic Skills Centre.
- The Additional Support and Disability Advice Centre (ASDAC).
- EAP provides additional language support.
- Excellent library facilities.
- Student course and unit handbooks provide information about the course structure and University regulations etc.
- Feedback is provided for all assessments.
- Personal Development Planning (PDP) for all awards.

18. Admissions Criteria

A. Academic Admissions Criteria

- This course is aimed at international students and only students whose first language is not English may be admitted.
- For Year 1 (Level 4) entry applicants require 280 points or equivalent
- For Year 2 (Level 5) entry applicants require 120 credits (1 year of higher education) or equivalent.

- For Year 3 (Level 6) entry applicants require 240 credits (2 years of higher education) or equivalent.
- For level 4 and level 5 entry applicants require English language proficiency at a minimum of IELTS band 5.5 with no component score below 5.5 or equivalent.
  For level 6 entry applicants require English language proficiency at a minimum of IELTS band 6.0 with no component score below 5.5 or equivalent.
- Prior (formal and/or experiential) learning may be assessed and accredited.

B. Disability

The University makes no distinction in its admissions policy with regard to disability and will endeavour to make all reasonable adjustments in order to make it possible for students to study at Portsmouth on a course of their choice.

19. Evaluation and Enhancement of Standards and Quality in Learning and Teaching

A. Mechanisms for Review and Evaluation

- Course Leader's Annual Standards and Quality Evaluative Review.
- Head of School's Annual Standards and Quality Evaluative Review.
- Unit and Course Level student feedback considered at Board of Studies.
- Unit Assessment Board consideration of student performance for each programme.
- Annual Standards and Quality Reports to Board of Studies, including consideration of Subject and Award External Examiner Reports.
- Periodic Programme Review.
- Student Representatives and Student/Staff Consultative Committees.
- National Student Survey.
- Staff Performance and Development Review.
- Peer Review and Development Framework.
- Faculty Learning and Teaching Committee.

B. Responsibilities for Monitoring and Evaluation

- Unit Co-ordinators for unit content and delivery.
- Course Leader for day-to-day running of course.
- Board of Studies with overall responsibilities for operation and content of course.
- Head of School.
- Associate Dean (Academic).
- Associate Dean (Students).
- Quality Assurance Committee.
- Unit, Award and Progression Board of Examiners.

C. Mechanisms for Gaining Student Feedback

- Student Representation on Board of Studies.
- Student Staff Consultative Committees.
- Unit and Course level student feedback questionnaires.
- University participates in external student surveys, e.g. National Student Survey (NSS), Postgraduate Research Experience Survey (PRES), Postgraduate Taught Experience Survey (PTES) and International Student Barometer (ISB).

D. Staff Development Priorities

- Academic staff undertake activities related to research, scholarship, teaching and learning and student support and guidance.
- Annual staff performance and development reviews match development to needs.
- Managers undertake a variety of management development programmes.
- New academic staff required to undertake appropriate University of Portsmouth learning and teaching programmes.
- All academic staff encouraged to seek Higher Education Academy membership.
- Academic staff new to teaching required to undertake the APEX HEA Fellow Programme for new academic staff.
- Support Staff are encouraged to attend short courses in areas such as minute taking, and specific IT packages.

20. Assessment Strategy

The assessment strategy is complementary to the teaching and learning strategy and is coherent regardless of the units selected by the particular student. Assessment is determined to be appropriate to the individual unit in regard to its subject area and at the appropriate level. A wide range of different assessment methods are embedded within the course units.

At level 4, many units are assessed with a coursework component which requires the production of an artefact with an associated report. Assessment is mostly related to the acquisition of skills, but essay writing is also tested within the course. The wide range of assessment types should build their confidence in dealing with different assessment strategies. All level 4 students will engage in group activities that are assessed and will receive guidance on team role and team dynamics.

At level 5, the course retains a balance between the proportion of units with examination-based assessment and those requiring coursework, with many units requiring a practical artefact-based component, this includes a self-directed project in the students chosen area of interest. Assessment is mostly related to the underlying understanding of concepts and a development of the project management extending the skills introduced at level 4.

At level 6, a significant part of the assessment is related to project work, always with a major individual project, but often with opportunity for significant group project(s). These mostly involve production of artefacts, often for 'real' clients. The associated reports are significant pieces of work and assessment is biased towards the production of professional quality artefacts, often with 'real' clients, with an associated focus on critical reflection, research methodology, report writing and project management.

21. Assessment Regulations

Standard university rules apply (see Assessment and Regulations).

22. Role of Externals

Subject External Examiners who will:

- oversee unit assessment and usually attend Unit Assessment Boards;
- review unit assessment strategy;
- sample assessment artefacts;
- report to Unit Assessment Boards.

Award External Examiners (usually also a Subject External Examiner) who will:

- oversee and attend Award/Progression Boards;
- scrutinise and endorse the outcomes of assessment;
- ensure that the standard of the award is maintained at a level comparable with that of similar awards elsewhere in the United Kingdom.

23. Indicators of Standards and Quality

A. Professional Accreditation/Recognition

- None

B. Periodic Programme Review (or equivalent)

- The BSc (Hons) Computer Animation course participated in a successful Periodic Programme Review on 5th March 2014.

C. Quality Assurance Agency

- QAA Higher Education Review, March 2015, judgements about standards and quality meet UK expectations (*for full report see Higher Education Review of the University of Portsmouth, March 2015*[1]).

D. Others

- None

24. Other Sources of Information

Other sources of information may be found in

- Course Approval Document.
- Student Handbook.
- University of Portsmouth Curricula Framework.
- University of Portsmouth Undergraduate Prospectus.
- Assessment Regulations.
- University of Portsmouth (http://www.port.ac.uk/) and School of Creative Technologies website (http://www.port.ac.uk/school-of-creative-technologies/) and http://www.ceetee.net/.

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[1]www.qaa.ac.uk/en/ReviewsAndReports/Documents/University%20of%20Portsmouth/University-of-Portsmouth-HER-15.pdf

Unit Assessment Map

							COURSEWORK			EXAMINATION			
UNITS													
Level	Name	Code	Credit	Delivery	Core/ Option	Total %	Type of Artefact	Duration/ Length	Weighting %	Total %	Open/ Closed	Duration (hrs)	Weighting %
4	SKILLS AND PRINCIPLES FOR ANIMATION	U20169	20	Year	C	100	Individual Artefacts Individual Artefact and Individual Report	500 words (Report)	50 50				
4	VISUAL COMMUNICATION	U20177	20	Year	C	100	Portfolio (including Artefact + Report	1000 words (Report)	100				
4	FOUNDATIONS IN GRAPHICS	U20163	20	Year	C	100	Portfolio and Report	1500 words (Report)	100				
4	FOUNDATION IN 3D MODELLING	U20164	20	Year	C	60	Artefact and Report	1000 words (Report)	60	40	Closed	1.5	40
4	GENERAL LANGUAGE GRADE 4 ENGLISH	U21052	20	Year	C	50	Group Presentation Portfolio		20 30	50		1.0	50
4	MULTIMEDIA LANGUAGE	U21053	20	Year	C	20	Discussion		20	80		1.5	80
5	COMMERCIAL ASSET PRODUCTION FOR REAL TIME	U20182	40	Year	C	100	Artefact and Project Documentation including Report	3000 words (report)	100				
5	ANCILLIARY ANIMATION AND SOFTWARE SKILLS PROJECT	U20180	20	Year	C	100	Artefact Artefact Presentation and Poster	2000 words equivalent 2000 words equivalent 10 minutes/800 words	40 40 20				
5	CGI LIGHTING AND LOOK DEVELOPMENT	U24303	20	Year	C	100	Report Presentation Artefact	1500 words	20 20 60				
5	GENERAL LANGUAGE GRADE 5 ENGLISH	U20982	20	Year	C	50	Group Activity Portfolio	15 minutes 1000 words	20 30	50		1.5	50
5	BUSINESS COMMUNICATION 2	U20355	20	Year	C	100	Essay Presentation Case Study	1250 words 10 minutes 1250 words	30 30 40				

6	CREATIVE MEDIA	U23536	20	1	C	100	Group Artefact Reflective Evaluation Group Presentations	 1500 words 2 x 20 minutes	50 20 30				
6	CREATIVE PROFESSIONAL PORTFOLIO	U20223	20	2	C	100	Evaluative Report and CV Action Plan Individual Presentation	1500 words (Report) 1000 words 15 minutes	25 25 50				
6	FINAL YEAR PROJECT	U20234	40	Year	C	100	Project Report Presentation	8000-10000 words 15 minutes	90 10				
6	REAL-TIME INTERACTIVE GROUP PROJECT	U20236	40	Year	O	100	Individual Report Group Presentation Group Presentation	2500 words	40 20 40				
6	INTERDISCIPLINARY GROUP PROJECT	U22567	20	Year	O	100	Group Presentation Project (incl. Artefact) Reflective Report	15 minutes 2000 words 1500 words	20 50 30				
6	ANIMATION AND SETUP FOR COMPUTER ANIMATION	U20218	20	Year	O	100	Laboratory Report Artefact and Report	1500 words equivalent 1500 words equivalent	50 50				
6	MOTION CAPTURE APPLICATIONS	U23500	20	Year	O	100	Artefact Report	 2500 words	60 40				
6	GENERAL LANGUAGE GRADE 6 ENGLISH	U21128	20	Year	C	50	Portfolio Group Presentation		30 20	50		1.0	50
6	BUSINESS COMMUNICATION 3	U22596	20	Year	C	50	Portfolio Group Presentation	1000 words 15 minutes	30 20	50		1.5	50

Unit Learning Outcomes Map[2]

UNITS						LEARNING OUTCOMES																												
Level	Name	Code	Credit	Delivery	Core/ Option	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4	D5	D6	D7
4	SKILLS AND PRINCIPLES FOR ANIMATION	U20169	20	Year	C					X	X					X	X				X	X		X				X	X	X				
4	VISUAL COMMUNICATION	U20177	20	Year	C	X	X	X								X	X				X	X		X				X	X	X				
4	FOUNDATIONS IN GRAPHICS	U20163	20	Year	C																													
4	FOUNDATION IN 3D MODELLING	U20164	20	Year	C		X	X							X	X	X				X		X	X				X	X	X				
4	GENERAL LANGUAGE GRADE 4 ENGLISH	U21052	20	Year	C							X	X	X						X					X	X	X	X						X
4	MULTIMEDIA LANGUAGE	U21053	20	Year	C								X	X						X					X	X	X						
5	COMMERCIAL ASSET PRODUCTION FOR REAL TIME	U20182	20	Year	C	X	X	X			X					X		X												X	X	X	X	
5	ANCILLIARY ANIMATION AND SOFTWARE SKILLS PROJECT	U20180	20	Year	C		X	X	X						X	X	X				X	X		X				X	X	X				
5	CGI LIGHTING AND LOOK DEVELOPMENT	U24303	20	Year	C		X	X		X	X				X	X	X	X			X	X						X	X	X				
5	GENERAL LANGUAGE GRADE 5 ENGLISH	U20982	20	Year	C							X	X	X						X					X	X	X	X						X
5	BUSINESS COMMUNICATION 2	U20355	20	Year	C							X	X	X						X					X	X	X	X					X	X
6	FINAL YEAR PROJECT	U20234	40	Year	C	X	X	X	X	X	X				X	X	X	X	X		X	X						X	X	X				
6	REAL-TIME INTERACTIVE GROUP PROJECT	U20236	40	Year	O	X	X	X		X	X				X	X	X	X	X		X	X	X	X				X	X	X		X	X	
6	CREATIVE MEDIA	U23536	20	1	C		X	X		X					X	X	X	X			X	X		X				X	X					

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[2] A = Knowledge and Understanding; B = Cognitive (Intellectual) Skills; C = Practical (Subject Specific) Skills; D = Transferable Skills

	Unit	Code				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
6	CREATIVE PROFESSIONAL PORTFOLIO	U20223	20	2	C			X		X	X										X		X	X									X	X	X	X		X	
6	INTERDISCIPLINARY GROUP PROJECT	U22567	20	Year	O	X	X	X			X					X	X	X	X			X		X	X						X	X	X	X		X	
6	ANIMATION AND SETUP FOR COMPUTER ANIMATION	U20218	20	Year	O		X	X		X	X					X	X	X	X			X	X		X						X	X	X				
6	MOTION CAPTURE APPLICATIONS	U23500	20	Year	O	X	X	X	X		X							X		X			X		X	X					X	X	X				
6	ADVANCED VISUAL EFFECTS AND ENVIRONMENTS	U24304	20	Year	O	X	X	X	X		X		X		X		X		X	X	X	X	X		X		X	X	X	X	X	X					
6	GENERAL LANGUAGE GRADE 6 ENGLISH	U21128	20	Year	C								X	X	X							X						X	X	X	X					X
6	BUSINESS COMMUNICATION 3	U22596	20	Year	C								X	X	X							X						X	X	X	X				X	X