Wrexham glyndŵr UNIVERSITY

MODULE SPECIFICATION PROFORMA

Module Title:	Negotiated Study 2 (Animation)	Level:	6	Credit Value:	40

Module code:	ARD611	Is this a new module?	Yes	Code of module being replaced:	

Cost Centre(s):	GADC	JACS3 code:	W200

With effect from:	September 17

School:	Creative Arts	Module Leader:	Marisse Mari

Scheduled learning and teaching hours	100 hrs
Guided independent study	300 hrs
Placement	0 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Animation	✔	☐
MDes Animation	✔	☐
	☐	☐

Pre-requisites
None

Module Aims

- To enable students to effectively manage their time in achieving their objectives during studio and workshop practice.
- To produce a self-initiated body of work which confirms a critical understanding of advanced concepts and ideas.
- Consolidate and extend creative practice into new areas that demand advanced skills and inventive application of a range of abilities.
- To confirm the location of their practice within a theoretical and critical context, identify an intended audience and equate this to relevant and appropriate presentation skills.
- To develop communication skills and professional practice to a high level.
- To prepare students with a substantive body of work that can be showcased for exhibition and / or competition festivals.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Independently manage an extensive work programme, plan their time effectively and meet the requirements of deadlines	KS2	KS3
		KS6	KS9
2	Produce work that is informed by, and contextualised within, relevant theoretical issues and debates.	KS3	KS6
		KS9	
3	Develop substantive and detailed knowledge and understanding in animation, visual effects and / or game art relevant to their chosen career direction	KS1	KS2
		KS4	KS5
		KS6	KS8
		KS9	
4		KS1	KS4

	Develop and realise distinctive and creative work through to completed artwork and/or final production within animation, visual effects and / or game art.	KS5	KS7
		KS8	KS9
5	Consolidate professional practice, communication skills, design and production processes with due regard to audience	KS1	KS3
		KS4	KS5
		KS6	KS7
		KS8	KS9
6	Produce work showing competence in final design and production methods, culminating in the presentation and showcasing of their work for exhibition or competition festivals	KS2	KS3
		KS7	KS8
		KS9	
Transferable skills and other attributes			

Derogations
N/A

Assessment:

After a written proposal, which builds upon their experience of Negotiated Study 1, has been discussed and agreed as viable, the student will agree a series of assessment criteria with the responsible tutor and progress to the design and production stages. Students will be continually monitored and advised on their progress; the tutor will advise on comprehensive relevant research. There will be tutorial contact to resolve conceptual, technical or practical difficulties and establish clearly defined objectives. Critical group discussion and formative assessment will take place during the module. The completed work will be summatively assessed at the end of trimester.

Students will be required to present reflective visual research journals, written and collected supporting research material and preparatory work which demonstrate considered conceptual and design development. A written commentary should provide evidence of critical analysis and the ability to identify areas for further development.

The student will be expected to have fulfilled the criteria agreed at the inception of the module and produce satisfactory final solutions, either in the form of finished artwork, design solutions or final show reels completed by the stated deadline. Written and / or oral evaluation of the project will be presented at the end of the module.

Assessment Criteria:

In assessing the learning outcomes, a variety of factors will be taken into account, these include:-

Theoretical Knowledge: Evidence of the ability to use and evaluate knowledge and to articulate a theoretical position through previous research and analysis.

Conceptual Ability & Research: Evidence of the ability to independently plan and produce a body of work through the various stages from inception to completion which comprehensively demonstrates their creative and conceptual ability.

Design Development and Subject skills: Apply creative thinking effectively to problem solving in specific vocational areas within their programme of study with due regard to the constraints of time, cost, commercial requirements and other considerations.

Practical Skills/Use of Media & Techniques: Expression through an advanced understanding of appropriate practices, processes and techniques. Evidence of an awareness, understanding and ownership of their subject and relationship to audience.

Professional Practice: Evidence of the ability to show a progression in professional practice with regard to attitude, self-management and personal development. Students will show that they can work independently, set goals, manage workloads and meet deadlines, identify strengths and needs and respond positively to the judgements of others.

In addition to the above assessment criteria students are expected to further demonstrate professional levels of achievement and competence in aesthetic technical and presentation skills. Students will also be required to demonstrate self-reflective and evaluative practice throughout their final trimester. This will be evidenced by an evaluative statement written at the conclusion of the module and presented at assessment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)

1	1-6	Coursework	100	N/A	N/A

Learning and Teaching Strategies:

Students are briefed well in advance of the commencement of level 6 as to the nature of their negotiated studies. A statement of intent which includes a considered rationale, aims and objectives for each negotiated quadruple module will be discussed and approved through tutorials with appropriate module leaders at the start of this level.

Depending on the proposed programme of work, negotiated modules may be undertaken sequentially, or under exceptional circumstances in parallel, provided this has been agreed in advance of the commencement of Negotiated study 1. This flexibility is required in order that relevant visits to industry, participation in competitions or client based commissions may be planned. As a result, year plans may be adjusted from time to time to coincide with outside arrangements.

The teaching where possible will address the individual need rather than group instruction. The student will determine their own work schedules in negotiation with staff once the individual objectives for the module have been agreed. This module will be delivered through self-directed study and supported by individual tutorials, group seminars and critiques.

Syllabus outline:

The ability to synthesise the various elements which make up the 'design process' and to respond appropriately and creatively is essential in preparing for life as a professional designer/creative practitioner outside the support of education. Students will in negotiation, plan, implement and bring to a conclusion, a body of work in their specialist area of animation, visual effects and / or game art. They will set their own aims and objectives and will prioritise their learning development according to their own aspirations. A clear and logical progression will be required throughout the negotiated study period. The quintessential theme to be communicated by the responsible tutors is that a negotiated study module celebrates the learner's achievements and learning during undergraduate study. Where it is relevant desirable and appropriate, students will be encouraged to undertake work experience, commissions or other external activities compatible with their established working process within the module structure.

This 40 credit Negotiated Study module may stand either as an individual body of work which has been developed from start through to conclusion, or as a clearly identified part of an ongoing project extending over two trimesters culminating in a major piece of work.
This is more common, for example, in the creation of an animated film where the first negotiated study would include all research and design development, whilst the second negotiated study would involve the process of production through to post production.

This flexible structure enables a student to organise a relevant and individual programme of work that may include a client commission as well as individual development and research which ultimately leads to the presentation of a major piece of work for the final year end exhibition.

The activity during a negotiated study module will be determined by the participating student in liaison with their tutor and cannot be detailed herein, however, the module will include:
- A proposal of work based on suitable research that is frankly discussed, written and presented to a module leader.
- The student setting projects with achievable objectives within the time allowed and available resources.

- The development of an advanced visual awareness, a personal visual language and the expression of individual creative concerns.
- A period of consolidating skills and personal creativity employed in a programme of self-determined work, allowing the student to concentrate on a specialist area.
- Raising the student's awareness with regard to the current role of contemporary practice which may include live or simulated live briefs.
- An evaluation report which will be produced as the module nears completion.

Students will be encouraged to liaise with industry and may make industrial visits and / or undertake live briefs if they are appropriate and relevant.

Bibliography:

Essential reading

The student will take responsibility for collecting and assimilating information relevant to their specialist activity. Tutorial guidance will be offered in this process. An emphasis on the reading of contemporary publications and periodicals will be encouraged.

Other indicative reading

Ahearn, L. (2009), *3D Game Textures: Create Professional Game Art Using Photoshop*: Focal Press.
Brinkmann, R. (2008), *The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics.* Morgan Kaufmann.
Cabrera, C. (2008), *An Essential Introduction to Maya Character Rigging.* Focal Press
Cholodenko, A. (1991), *The Illusion of Life,* Power Publishing.
Furniss, M. (2008), *The Animation Bible! A Guide to Everything – from Flipbooks to Flash*, Laurence King Publishing.
Ganbar, R. (2014), *Nuke 101: Professional Compositing and Visual Effects*. Peachpit Press.
Gurney, J. (2009), *Imaginative Realism: How to paint what doesn't exist:* Andrews McMeel.
Hart, J. (2007), *The Art of the Storyboard: A Film Maker's Introduction:* Focal Press.
Hooks, E. (2011), *Acting for animators.* Taylor and Francis Ltd.
Mattingly, D. B. (2011), *The Digital Matte Painting Handbook*. Sybex.
Melissinos, C. & O'Rourke, P. (2012), *The Art of Video Games: From Pac Man to Mass Effect.* Welcome Books New York.
Lanier, L. (2008), *Advanced Maya Texturing and Lighting:* John Wiley and Sons.
Osipa, J. (2007), *Stop Staring: Facial Modelling and Animation Done Right:* John Wiley and Sons.
Tsai, F. (2009), *Extreme Worlds: The complete guide to drawing and painting sci-fi art*: Impact Books.

Online Sources
Skwigly online animation magazine – www.skwigly.co.uk/
Animation World Network at www.awn.com
VFX World magazine - www.awn.com/vfxworld
STASH http://www.stashmedia.tv/
3D Artist– www.3dartistonline.com/news/ for game art
Gamasutra - http://www.gamasutra.com/
Inspiration for CG Artists - http://www.itsartmag.com/features/
Develop – http://www.develop-online.net/
MCV – http://www.mcvuk.com/
Movie Maker www.dslrmoviemaker.co.uk
Moving Image Source http://www.movingimagesource.us/research/guide/type/23/