UNIVERSITY OF KENT

Programme Specification

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she passes the programme. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the programme handbook. The accuracy of the information contained in this specification is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

MA 3D Animation

1. **Awarding Institution/Body**	University of Kent
2. **Teaching Institution**	Pearson College London / Escape Studios
3. **School responsible for management of the programme**	School of Engineering and Digital Arts
4. **Teaching Site**	Escape Studios, Pearson College London
5. **Mode of Delivery**	Full-time
6. **Programme accredited by**	N/A
7. **a) Final Award**	MA 3D Animation
7. **b) Alternative Exit Awards**	PG Diploma in 3D Animation PG Certificate 3D Animation
8. **Programme**	MA 3D Animation
9. **UCAS Code (or other code)**	
10. **Credits/ECTS value**	MA 180 credits (90 ECTS) PG Dip 120 credits (60 ECTS) PG Cert 60 credits (30 ECTS)
11. **Study Level**	Level 7
12. **Relevant QAA subject benchmarking group(s)**	
13. **Date of creation/revision** *(note that dates are necessary for version control)*	12 March 2018
14. **Intended Start Date of Delivery of this Programme**	September 2018

15. **Educational Aims of the Programme**
The past decade has seen a rapid expansion in the use of computer-based imagery in the generation of film, television, interactive entertainment and computer games. Hardly any piece of visual media is produced today that has not at some time been manipulated by a computer. The need for well-qualified professionals to take a lead in developing and exploiting existing and new computer graphics technologies will continue to grow with this widespread use.

This programme of study is delivered by Escape Studios, who are certified trainers for Autodesk software and have been delivering training to the industry for 15 years with great success, and have well-developed links with the animation and visual effects industry.

The scope of this field is increasing rapidly in terms of both technology and applications, and it is increasingly difficult to develop these areas to an advanced level within the constraints of existing undergraduate programmes. This postgraduate programme has been developed to focus on 3D animation, extending the knowledge and skills of graduates from undergraduate programmes from degrees from other institutions.

This postgraduate programme of study aims to enable students to develop, at advanced level, knowledge, skill and understanding within the field of 3D animation, and to equip them to become a well-qualified professional able to take a lead in developing and exploiting existing and emerging animation techniques. The unique nature of this programme means that students will study under the supervision of tutors with industrial experience and with industry standard tools and technology. Their major projects will involve professional briefs and assets set in consultation with industry partners.

The aim of the programme is to provide opportunities for students to apply specialist skills and knowledge across specific areas of animation, and to demonstrate critical judgment, research ability and proficiency in project management.

The programme aims to:

- Provide a supportive, structured environment in which students are encouraged to further develop independent learning skills in a studio environment;
- Develop deep level subject knowledge and understanding, discipline skills and personal transferable skills;
- Enhance employability by developing a skillset focused on industry and with support to develop their personal portfolio.

16 Programme Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the Stage One, students will have:

A. Systematic Knowledge and Understanding of: (Subject-specific knowledge and understanding)

A1: the theory and concepts behind the use of 3D software tools for animation;

A2: emerging theory, techniques and approaches for 3D Animation

B. Intellectual Skills: (Subject-specific intellectual skills)

B1: critically evaluate and select 3D software tools and techniques for animation production;

B2: critically evaluate and select 3D animation techniques needed to complete a complex production project.

C. Subject-specific Skills: (Practise and professional skills)

C1: create 3D content for use in an animated shot using professional tools and techniques.

C2: understand and apply the 12 Principles of Animation in a 3D Environment.

C3: apply high-level skills to deliver a complex animated shot.

D. Transferable Skills: (Non-subject specific key skills)

D1: manage complex processes and tasks to deliver a project to a defined brief;

D2: communicate complex creative and technical information to a variety of audiences.

D3: demonstrate advanced practical abilities in the implementation of a collaborative project.

On completion of the Stage Two, students will have in addition to the learning outcomes of Stage One:

A. Systematic Knowledge and Understanding of: (Subject-specific knowledge and understanding)

A3: the potential advancements in 3D animation and their impact on the production process.

B. Intellectual Skills: (Subject-specific intellectual skills)

B3: research and critical evaluation of emerging theory and practice in the field of animation

B4: technically and critically analyse and solve problems in the absence of full information and under conditions of uncertainty.

C. Subject-specific Skills: (Practise and professional skills)

C4: implement a complex 3D animated shot to a professional standard.

C5: organise and manage a project within a professional production pipeline;

D. Transferable Skills: (Non-subject specific key skills)

D4: organise and schedule resources effectively to a high standard.

D5: communicate complex technical and creative information in a structured and effective way to a variety of audiences.

D6: manage their own development and identify learning requirements and take independent action to address these.

Teaching/learning and assessment methods and strategies used to enable the programme learning outcomes to be achieved and demonstrated

Concepts, principles and practice are explored within a working environment and under the supervision of tutors with industrial experience. Professional and personal skills are developed through discussion and project work which involves problem solving and design exercises.

A particular strength of this programme is the contribution made to the teaching programme by successful practising industry professionals.

Each 30-credit module on the programme requires students to commit 300 hours of study. Some of these hours will be formally supervised in the learning environment and others will involve students carrying out private study.

Assessment is based on practical project work and a written record of this work, along with documentation and presentation of their research and investigation. These methods are chosen so that students may demonstrate the learning outcomes of each module which are focused on the research skills, decision making and process implementation involved in successful project completion.

Learning Resources

Teaching will take place in an environment with up-to-date hardware and software with regular update and replacement cycles and other industry-standard facilities. The involvement of key companies in the post-production and visual effects area assure of the quality of the learning environment and resources.

E-learning will be a central element in the delivery of modules within the framework via on-line via forums, blogs (industry and academic) and industry publications. Where necessary, students will be supplied with links to relevant on-line sources either via Blackboard, social bookmarking software or other web-based collaborative software. Use of external resources and technology, such social networks and instant messaging systems will feature in modules as appropriate.

For more information on the skills developed by individual modules and on the specific learning outcomes associated with any alternative exit award relating to this programme of study, see the module mapping table, located at the end of this specification.

17 Programme Structures and Requirements, Levels, Modules, Credits and Awards

The programme covers a range of specialist topics, leading to the qualification of a Masters degree. This includes three classroom based modules, a collaborative project and a 3-month production project.

The programme is divided into two stages. Stage1 comprises modules to a total of 120 credits and Stage2 comprises a 60 credit Animation Production Project module. Students must successfully complete each module in order to be awarded the specified number of credits for that module. One credit corresponds to approximately ten hours of 'learning time' (including all classes and all private study and research). Thus obtaining 180 credits in an academic year requires 1,800 hours of overall learning time. For further information on modules and credits refer to the Credit Framework at http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfo.html

Stage1 has a single pathway. Compulsory modules are core to the programme and must be taken by all students studying the programme. The modules of Stage 1 are delivered sequentially, with the contact time of each module being completed before the next module begins.

Each module and programme is designed to be at level 7. For the descriptors of each of these levels, refer to Annex 2 of the Credit Framework at http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfoannex2.html.

To be eligible for the award of a masters degree students must obtain 180 credits, at least 150 of which must be Level 7. Students who obtain 60 credits (excluding the Production Project) will be eligible for an alternative exit award of Postgraduate Certificate in 3D Animation. Students who obtain 120 credits, but excluding the Production Project, will be eligible for the alternative exit award of Postgraduate Diploma 3D Animation.

The following modules may not be condoned or compensated:

Animation 1 – Locomotion & Mechanics , Animation 2 – Character Performance, Animation 3 – Animals & Creatures, Animation 4 – Studio Project, Animation 5 – Production Project

This programme has flexible start dates which may vary from year to year. There will typically be one start date in the Autumn, which will be in August, September or October and another at the start of the calendar year, which will be in January or February.

Code		Title	Level	Credits	Term(s)
Stage 1					
Compulsory Modules					
AN7001	PRSN7020	Animation 1 – Locomotion & Mechanics	7	30	1
AN7002	PRSN7021	Animation 2 – Character Performance	7	30	1
AN7003	PRSN7022	Animation 3 – Animals & Creatures	7	30	2
AN7004	PRSN7023	Animation 4 – Studio Project	7	30	2
Stage 2					
Compulsory Modules					
AN7005	PRSN7024	Animation 5 – Production Project	7	60	3

18 Work-Based Learning

Work-based learning is not structurally part of the programme, but learning takes place in an environment that replicates that of a typical creative industries studio. This is particularly relevant to the project work, where students work in teams to industry practices and procedures, ensuring that they have experience of the workplace environment during their studies.

Disability Statement: Where disabled students are due to undertake a work placement as part of this programme of study, a representative of the Pearson College will meet with the work placement provider in advance to ensure the provision of anticipatory and reasonable adjustments in line with legal requirements.

19 Support for Students and their Learning

- Escape Studios / Pearson College London induction programme
- Programme/module handbooks
- Learning resources & support - https://www.pearsoncollegelondon.ac.uk/student-experience/undergraduate/learning-support.html
- Student Support & Wellbeing https://www.pearsoncollegelondon.ac.uk/study/postgraduate/student-support.html
- PCL Student Association https://www.pearsoncollegelondon.ac.uk/student-experience/undergraduate/pcsa.html
- Careers and Employability https://www.pearsoncollegelondon.ac.uk/working-with-business/career-coaching.html

20 Entry Profile

The minimum age to study a degree programme at the university is normally at least 17 years old by 20 September in the year the programme begins. There is no upper age limit.

20.1 **Entry Route**

For current information, please refer to the prospectus

All applicants are expected to have:

an Honours Degree containing a significant component in the field of animation or related discipline of an approved degree-awarding body;

OR

equivalent industrial experience in the field of animation or a related area.

Applicants will be expected to submit a portfolio of work to be assessed and attend an interview that will be carried out by members of the teaching team.

Non-native English Speakers

Students who do not have English as a first language will need to demonstrate their proficiency with appropriate qualifications or evidence of having been taught English previously. Typical English Language Level: average 6.5 IELTs, minimum 6.0 reading and writing.

Diversity

Pearson College London welcomes applications from people of all backgrounds and abilities. Those with a disability are encouraged to discuss the nature of their disability with the Programme during the application process. The College has a process to assess additional learning needs, providing support and where appropriate 'reasonable adjustments' in assessment.

APL

Students may be admitted on to the programme, or may gain exemptions from particular modules, based on APL. Such cases are subject to prior approval by the University of Kent according to its APL process. See: http://www.kent.ac.uk/teaching/qa/codes/taught/annexr.html.

20.2 **What does this programme have to offer?**

This programme has been designed through close consultation with industry professionals and is based on many years' experience of delivering highly focused educational programmes for the animation industry.

The programme has been devised to ensure that student projects feel like real industry projects. Pearson College London / Escape Studios' existing pedagogy was adapted to incorporate elements of project-based delivery. Escape Studios' connection with the industry, combined with the expert instruction from existing tutors provides a powerful and practical student learning experience.

This course has been developed through engagement with industry partners such as Framestore, Cinesite, Pixar, Blue Zoo, and Jellyfish. Every effort has been made to

ensure that the course content is relevant to the current state of the industry, with ongoing consultation and support. Students will benefit from industry mentors, to ensure a continuing dialogue with industry, both in terms of course content and the changing shape of the job market.

Cross-disciplinary collaboration

Escape Studios offers MA Programs in Games and Visual Effects, and it may be possible for animation students to collaborate with students from these other disciplines. Such cross-course collaborations are strongly encouraged, as they help to replicate the real-world experience of an animation studio. However, collaborations of this kind will likely depend on ad-hoc arrangements between students as and when opportunities arise.

Assessment and industry

The assessment methods employed in this programme have been developed to mirror industry practice as far as possible. We balance feedback from tutors and industry experts. It is crucial that students learn how to accept and work with feedback from their superiors and peers, as this will be the norm when they work in industry. They also need to develop a keen self-critical eye. To be able to step back from their work and see what they could improve, and to have the ability look at themselves and their working practices, and make changes where necessary.

Graduates of the programme will be ready for work. They will have a deep technical knowledge of their craft and will have the ability to work collaboratively with people in adjacent roles and fields.

20.3 **Personal Profile**

Applicants should exhibit:

- A passion for the animation industry
- An intellectual interest in the history, theory and practice the animation industry
- The ability to adapt and change with varying circumstances
- A thirst for knowledge and a desire to solve complex problems
- Enthusiasm for collaborative and team working
- A desire to shape the future of 3D animation

21 **Methods for Evaluating and Enhancing the Quality and Standards of Teaching and Learning**

21.1 **Mechanisms for review and evaluation of teaching, learning, assessment, the curriculum and outcome standards**

- Student module evaluations and feedback questionnaires
- Annual programme and module monitoring reports, see http://www.kent.ac.uk/teaching/qa/codes/taught/annexe.html
- External Examiners system, see http://www.kent.ac.uk/teaching/qa/codes/taught/annexk.html

- Periodic programme review, http://www.kent.ac.uk/teaching/qa/codes/taught/annexf.html
- Annual staff appraisal
- Peer observation
- Quality Assurance Framework, http://www.kent.ac.uk/teaching/qa/codes/index.html
- QAA Higher Education Review, see http://www.qaa.ac.uk/InstitutionReports/types-of-review/higher-education-review/Pages/default.aspx

21.2 **Committees with responsibility for monitoring and evaluating quality and standards**

Committees at the University of Kent include:

- School Graduate Studies Committee
- Faculty Graduate Studies Committee
- Graduate School Board
- Faculty Board
- Board of Examiners

Committees at Pearson College London include:

- Staff-Student Liaison Committee
- Progression and Retention Committee
- Review and Enhancement Committee
- Academic Board

21.3 **Mechanisms for gaining student feedback on the quality of teaching and their learning experience**

- Staff-Student Liaison Committee
- Postgraduate Taught Experience Survey (PTES)
- Student module evaluations

21.4 **Staff Development priorities include:**

- Annual Appraisals
- Institutional Level Staff Development Programme
- Study Leave
- Industry contact and experience
- Academic Practice Provision (PGCHE, ATAP and other development opportunities)
- PGCHE requirements
- HEA (associate) fellowship membership
- Professional body membership and requirements
- Programme team meetings
- Research seminars

22 **Indicators of Quality and Standards**
• PCL QAA Higher Education Review Plus report May 2014 (http://www.qaa.ac.uk/en/ReviewsAndReports/Documents/Pearson%20College/Pearson-College-HER-Plus-14.pdf) • QAA Educational Oversight Report May 2015 (http://www.qaa.ac.uk/en/ReviewsAndReports/Documents/Pearson%20College/Pearson%20College-EO-AM-15.pdf) Future indicators after the commencement of the programmes will include: • Annual External Examiner reports • Annual programme and module monitoring reports (UoK and PCL) • Result of PCL periodic review • Result of University of Kent Periodic Review
22.1 The following reference points were used in creating these specifications:
• QAA UK Quality Code for Higher Education http://www.qaa.ac.uk/assuring-standards-and-quality • Pearson College London

23 **Inclusive Programme Design**
Pearson College London recognises and has embedded the expectations of current equality legislation, by ensuring that the programme is as accessible as possible by design. Additional alternative arrangements for students with Additional Learning Plans (ALPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

Template last updated November 2017

UNIVERSITY OF KENT

MA 3D Animation

Programme Learning Outcomes		Stage One Modules				Stage Two Modules
		Animation 1 Locomotion & Mechanics	Animation 2 Character Performance	Animation 3 Animals & Creatures	Animation 4 Studio Project	Animation 5 Production Project
Stage One	**Knowledge and Understanding**					
	A1	8.1	8.1			
	A2	8.1	8.1	8.1	8.1	8.1
	Intellectual Skills					
	B1	8.2	8.2			
	B2			8.2	8.2	
	Subject-specific Skills					
	C1	8.4	8.3, 8.4			
	C2	8.3				
	C3			8.3, 8.4		
	Transferrable Skills					
	D1	9.1	9.1	9.1		
	D2	9.2	9.2	9.2	9.2	
	D3				8.3, 9.1	
Stage Two	**Knowledge and Understanding**					
	A3					8.1
	Intellectual Skills					
	B3					8.1
	B4					8.2, 8.3
	Subject-specific Skills					
	C4					8.4
	C5					8.4, 9.1
	Transferrable Skills					
	D4					9.1
	D5					9.2
	D6					9.3