

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Media and Communication
Final award(s), title(s) and credit BA (Hons) Computer Animation and Visual Effects (360 credits)	
Intermediate award(s), title(s) and credits Certificate of Higher Education in Computer Animation and Visual Effects (120 Credits) Diploma of Higher Education in Computer Animation and Visual Effects (240 Credits)	
UCAS Programme Code(s)	HECoS 100363 (100%)
External reference points Subject Benchmark Statement - Computing (including Master's) (qaa.ac.uk)	
Professional, Statutory and Regulatory Body (PSRB) links	
Places of delivery Talbot Campus	
Mode(s) of delivery Full-time Full-time sandwich	Language of delivery English
Typical duration 3 years full-time 4 years full-time with Sandwich placement	
Date of first intake September 2024	Expected start date September, January
Maximum student numbers 150	Placements Optional of a minimum 30 Weeks between Level 5 and Level 6
Partner(s) n/a	Partnership model n/a
Date of this Programme Specification October 2024	
Version number v1.1-0924	
Approval, review or modification reference numbers E232402 – Approval BU 2324 01, approved 16/10/2024 – previously v1.0	
Author Paula Callus	

Programme Specification – Section 1

PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Computer Animation and Visual Effects								
Year 1/Level 4								
Students must complete all core units. Units with more than 48 hours contact time will include Life Drawing.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Concept and Story	Core	20		100%		50	v1.0	100363
Image Manipulation for Animation and Visual Effects	Core	20		100%		48	v1.0	100363
Lighting and Look Development	Core	20		100%		48	v1.0	100363
Modelling and Texturing	Core	20		100%		56	v1.0	100363
Principles of 3D Animation	Core	20		100%		56	v1.0	100363
Procedural Content Creation	Core	20		100%		48	v1.0	100363
Progression requirements: 120 credits								
Exit qualification: Cert HE Computer Animation and Visual Effects								

Programme Specification – Section 1

Year 2/Level 5									
Students complete three core units and have a choice from three set pathways of optional units.									
Unit Name	Pathway	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
				Exam 1	Cwk 1	Cwk 2			
Group Project Research and Development (R&D)	n/a	Core	20		100%		48	v1.0	100363
Group Project	n/a	Core	20		100%		48	v1.0	100363
Professional Practice	n/a	Core	20		100%		48	v1.0	100363
Digital Matte Painting and Asset Integration	Pathway 1	Option	20		100%		48	v1.0	100363
Environment and Character Effects	Pathway 1	Option	20		100%		48	v1.0	100363
Advanced Modelling and Sculpting	Pathway 1	Option	20		100%		48	v1.0	100363
Environment and Character Design	Pathway 2	Option	20		100%		48	v1.0	100363
Character and Creature Animation	Pathway 2	Option	20		100%		48	v1.0	100363
Character and Creature Rigging	Pathway 2	Option	20		100%		44	v1.0	100363
Procedural Modelling and Rendering	Pathway 3	Option	20		100%		48	v1.0	100363
Programming Graphics	Pathway 3	Option	20		100%		48	v1.0	100363
Real-Time Graphics	Pathway 3	Option	20		100%		48	v1.0	100363
Progression requirements: 120 Credits									
Exit qualification: Dip HE Computer Animation and Visual Effects - (requires 120 credits at Level 4 and 120 credits at Level 5)									
Optional placement year in industry/business: - Progression requirements: - Requires satisfactory completion of a minimum 30-weeks of work in industry/business, the successful completion of an e-Portfolio summary. Students who do not choose to undertake the optional sandwich placement may progress directly from Level 5 to Level 6.									

Programme Specification – Section 1

Year 3/Level 6 Students will complete 4 core units and 1 option unit.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Moving Images of a Computerised Age	Option	20		100%		44	v1.0	100363
Computer Graphics for Sustainable Development	Option	20		100%		48	v1.0	100363
Emerging Trends	Core	20		100%		48	v1.0	100363
Final Major Project	Core	40		100%		30	v1.0	100363
Industry Brief	Core	20		100%		15	v1.0	100363
Major Project Research and Development (R&D)	Core	20		100%		42	v1.0	100363

Exit qualification: BA (Hons) Computer Animation and Visual Effects

Sandwich UG award: Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a placement.

Full-time UG award: Requires 120 credits at Level 4, 120 credits at Level 5 and 120 credits at Level 6.

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

The **BA(Hons) Computer Animation and Visual Effects** programme outlined here reflects the cross-disciplinary nature of the Animation, Games, and Visual Effects industries, where it is usual practice to have artists, animators, film directors, work together with a technical team of technical directors, engineers, and computer scientists in order to realise complex visual effects productions such as “Tenet”, “Avatar: The Way of Water” and “Dune”, games like “The Last of Us” and “Red Dead Redemption”, and animated films like “Encanto” and “Spider-Man: Into the Spider-Verse”. The document will define the aims, structure and outcomes for BA Computer Animation and Visual Effects detailed below.

This proposal outlined in this document is driven by the need to provide a comprehensive and versatile education in computer animation through enhanced collaboration and interdisciplinary skills. It presents a shift from previous offerings that saw students selecting a specialist field at entry. By offering a unified course program, we can create a more holistic learning experience for our students and better prepare them for the dynamic and competitive field of computer animation.

As outlined below, the programme moves from the broad-based foundational knowledge underpinned by production processes and practice using industry-standard software and tools in Level 4 towards opportunities for streamlining specialisms that align with specific roles in these industries in Level 5 and Level 6. The streamlined optionality enables students to develop proficiencies particular to each of the three areas – 3D Animation, Visual Effects, and CGI - or indeed to work across specialisms, reflecting a range of industry practices. This aligns with Bournemouth University’s 2025 Strategic Plan, that sets out to create interdisciplinary communities of collaboration.

The **BA (Hons) Computer Animation and Visual Effects** is designed with a primary focus on preparing graduates to excel in the fields of visual effects, computer animation, and computer games industries. Our overarching goal is to equip students with the expertise and proficiency required to thrive in these fields as creative leaders with a technical underpinning. The programme aims to impart sets of knowledge that make the student versatile in the professional environment. Upon completion of this program, students will be well-prepared to enter the dynamic landscapes of computer animation, computer games, and digital effects industries with a portfolio of skills that they can draw upon in a range of contexts. They will have a high level of technical proficiency in a range of industry-standard software and tools.

The programme aims to foster creativity and artistic expression. Students should be able to straddle creative processes such as the ability to conceptualize, storyboard, and design original animations and visual effects to engage and captivate audiences, whilst have an aptitude towards more technical facets of animation and visual effects production. Students should graduate with a strong portfolio that showcases their best work. This portfolio will be essential when seeking employment in the industry. For this reason, the programme includes career guidance, internships, and networking opportunities.

To stay current with industry trends and technologies, the programme provides students with opportunities to work on projects that simulate real-world challenges and scenarios. A responsible use of technology is emphasized, including the ethical considerations related to digital content creation. Furthermore, the programme has considered that as technology evolves, graduates should be prepared for lifelong learning and adaptation to new tools and techniques in the ever-changing field of computer animation and visual effects. To do so we encourage students to think critically and solve complex problems related to animation and visual effects, pushing the boundaries of creativity and innovation.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

BU's Strategic Plan for 2025 focuses upon 5 areas that the proposed course design responds to in different ways outlined below.

Fusion and investment – A stronger educational emphasis on interdisciplinary teaching with connections to ongoing research within the Department.

Leadership and impact – We have actively engaged with sustainability agendas, leading the way with new curriculum that promotes social responsibility in the field of CGI. This includes encouraging students to develop and create innovative and impactful research. We are championing innovation and creativity in students to align with the university's goal to encourage innovative thinking and creative problem-solving.

Digital Transformation – We stay at the forefront of technological advancements by regularly updating the program's curriculum to reflect the latest developments in the hardware and software solutions, as well as advances in both research and developments in the animation and visual effects industry.

Reputation and networks – The NCCA has always benefitted from a strong relationship with alumni in the industry. These networks are drawn upon in our educational delivery of content, student experience and professional development for graduates. We have established strong industry connections and collaborations, providing students with real-world experiences and exposure to the latest industry trends and technologies.

Performance and resilience – The course is designed to ensure high quality and performance by effectively managing resources and streamlining processes to allow for staff development in professional practice.

We have designed the programme to be adaptable to changing industry demands, ensuring that graduates are well-prepared for evolving roles in animation and visual effects. By incorporating the points outlined above from Bournemouth University's 2025 strategic plan, into the design of the Computer Animation and Visual Effects program, we set out a clear alignment with the university's overarching goals and priorities while providing students with a comprehensive and relevant education in this field.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit considers the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection). Across the programme the average learning contact time per 20 Credit Unit is approximately 48 hours, there may be some variation due to the practical nature of the workshops

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Level 6 Final Projects are distinct from other assessment types. The equivalent word count for these assignments is 5,000 words per 20 credits or equivalent, recognizing that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding The programme/level provides students with knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p>The programme/level provides students with knowledge and understanding of:</p> <p>A1 The principles and practice of computer animation and visual effects at an advanced level</p> <p>A2 Research methods and languages used to analyse the moving image in relation to art, science and technology</p> <p>A3 The visual aesthetic principles and practices for computer generated images at an advanced level</p> <p>A4 The connections between the research, design, context and implementation of computer-generated assets and tools within a production pipeline</p> <p>A5 Using the tools in CGI to develop independent ideas through to outcomes</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A4); • seminars (A1 – A4); • workshops (A5) • directed reading (A1, A4); • use of the VLE (A2 - A5); • independent research (A1 – A5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (A1 – A4); • presentations (A2, A3); • critical evaluation reports (A5) • portfolios (A5) • research exercises (A2).
<p>B: Intellectual skills This programme/level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level outcomes:</p>
<p>B1 Develop a critical analysis of work in the field of the computer graphics, animation and visual effects.</p> <p>B2 Contextualise the visual form and relate it to associated technology and practices at an advanced level.</p> <p>B3 Produce creative work that demonstrates an appropriate level of originality and professional quality</p> <p>B4 Develop creative and innovative approaches to computer animation, visual effects and computer graphics imagery.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1 – B5); • seminars (B1 – B5); • directed reading (B1,B2,B4,B5); • use of the VLE (B1,B2,B5); • independent research (for dissertation) (B1 - B5). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • critical evaluation reports (B1 - B5) • production diary/ journal (B1, B2) • presentations (B5).

Programme Specification - Section 2

B5	Demonstrate advanced problem-solving skills within the computer animation and visual effects pipeline	
C: Practical skills This programme/level provides opportunities for students to develop practical skills:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
C1	In the expert use of software and tools appropriate to the discipline	Learning and teaching strategies and methods: <ul style="list-style-type: none"> • lectures (C1 - C3); • coursework reports (C1 - C3, C5); • independent research (C1 – C2); • group exercises (C3 – C5); • practical experimentation (C1- C5).
C2	For selecting appropriate techniques for computer graphics and animation production pipeline that satisfy given specific aesthetic outcomes and production constraints	
C3	For producing and integrating assets of a high level of detail and complexity	Assessment strategies and methods: <ul style="list-style-type: none"> • coursework • creative outputs • portfolio/ showreel
C4	In the ability to effectively communicate a personal artistic style and intent	
C5	In the use of traditional media to support project planning and CGI productions	
D: Transferable skills This programme/level provides opportunities for students to:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
D1	Work effectively as a member of a team	Learning and teaching strategies and methods: <ul style="list-style-type: none"> • lectures (D1 - D4); • workshops (D1- D4); • use of the VLE (D1 – D4); • directed independent study (D2, D4)
D2	Plan and execute animation and/or VFX productions to a given time-scales	
D3	Communicate artistic and aesthetic intent with colleagues and clients	Assessment strategies and methods: <ul style="list-style-type: none"> • evaluation reports • showreel
D4	Work effectively in the planning and production of critical written reports	

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

A: Knowledge and understanding This level provides opportunities for students to develop and demonstrate knowledge and understanding of:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
A1	The principles and practice of computer animation and visual effects production	Learning and teaching strategies and methods: <ul style="list-style-type: none"> • lectures (A1 – A5); • seminars (A1 – A5); • workshops (A2, A4);

Programme Specification - Section 2

A2	Design and implementation of computer-generated assets and tools within a production pipeline	<ul style="list-style-type: none"> • directed reading (A1 – A3); • use of the VLE (A1 – A4); • feedback surgeries (A2).
A3	The research methods acquired through observation and investigation of artists and practitioners	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (A1, A2); • coursework essays (A1 – A5).
A4	The tools for computer generated imagery	
<p>B: Intellectual skills This level provides opportunities for students to:</p>		<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
B1	Develop a vocabulary of approaches to work in the field of computer animation and visual effects	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1 – B5); • seminars (B1 – B5); • Peer-to-peer learning (B1, B2) • directed reading (B1 – B5); • use of the VLE (B2 – B5) <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (B1, B3, B5); • coursework (B1 - B5); • portfolio (B2).
B2	Interpret and analyse creative work of artists and practitioners in the field	
B3	Understand a range of applied research methodologies in the context of computer animation and visual effects	
B4	Demonstrate the ability to construct algorithms by using appropriate computer graphics techniques	
<p>C: Practical skills This level provides opportunities for students to:</p>		<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
C1	Effectively use the software and tools appropriate to their discipline	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (C1 – C4); • coursework essays (C2 – C4); • workshops (C1, C2) • working in groups (C3). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • examinations (C2, C4); • coursework (C1 – C4); • showreel / portfolio (C3)
C2	Develop proficiency in the application of animation production techniques for specific aesthetic outcomes	
C3	Produce creative work that demonstrates an appropriate level of originality and communicates personal artistic style and intent	
C4	Develop and demonstrate an understanding of the advanced use of related technologies in the field of computer-generated imagery	
<p>D: Transferable skills This level provides opportunities for students to:</p>		<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>

Programme Specification - Section 2

D1	Work effectively as a member of a team.	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1 – D4); • seminars (D2, D3); • use of the VLE (D2 –D4); • directed reading (D1 – D4).
D2	Demonstrate the ability to work to specific project requirements and limitations.	
D3	Communicate artistic and aesthetic intent to colleagues and clients.	
D4	Work effectively within a production pipeline.	
D5	Demonstrate skills in communication and presentation through different visual and oral forms	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • coursework (D1 – D4); • presentations (D5).

LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>		<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
A1	The foundational language used to describe the moving image in the context of computer animation and effects production	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • workshops (A1 - A5); • seminars (A1 – A5); • directed reading (A1 – A5); • feedback surgeries (A1) • use of the VLE (A1 – A4). <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • practical coursework (A1 – A5) • portfolio (A1, A4)
A2	The principles of computer graphics, computer animation and visual effects algorithms and techniques	
A3	The practices of computer animation and visual effects production	
A4	The design and techniques necessary for the implementation of computer-generated assets and tools with a production pipeline	
A5	The principles of computer science techniques in the animation and visual effects pipeline	
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>		<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
B1	Develop the analysis of techniques in the field of the computer graphics and animation	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (B1 - B4); • seminars (B1 – B4); • directed reading (B1 – B4); • use of the VLE (B1, B4). <p>Assessment strategies and methods:</p>
B2	Make reasoned evaluation of appropriate processes in computer animation and visual effects	
B3	Place and connect personal work within aesthetic, technical and artistic contexts	

Programme Specification - Section 2

B4	Demonstrate a sound understanding of the theory that underpins computer graphics, 3D animation and visual effects	<ul style="list-style-type: none"> coursework essays (B1 – B4).
C: Practical skills This level provides opportunities for students to:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
C1	Demonstrate successful use of software and tools appropriate to their discipline	Learning and teaching strategies and methods: <ul style="list-style-type: none"> workshops (C1 – C4); peer to peer learning (C1 – C4). Assessment strategies and methods: <ul style="list-style-type: none"> coursework essays (C1 – C4).
C2	Develop proficiency in the application of animation production techniques	
C3	Identify and apply the correct techniques for computer graphics and animation production pipeline that satisfy an aesthetic style and production constraints	
C4	Produce creative work that demonstrates an appropriate level of skill and some originality	
D: Transferable skills This level provides opportunities for students to:		The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
D1	Plan and execute visual productions to a given timescale	Learning and teaching strategies and methods: <ul style="list-style-type: none"> lectures (D1 – D3); seminars (D1 – D3); use of the VLE (D2 – D4); directed reading (D1 – D4). Assessment strategies and methods: <ul style="list-style-type: none"> coursework (D1 – D3) reports production diaries
D2	Communicate artistic and aesthetic intent to colleagues and clients	
D3	Work effectively within a production pipeline	
D4	Learn independently and be able to solve problems in the relevant area	

Programme Specification - Section 2

Programme Skills Matrix

Programme Intended Learning Outcomes		A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5
L6	Applications of CGI for Sustainable Development		X		X	X	X	X		X		X	X			X		X		X	
L6	Emerging Trends		X		X		X	X		X	X		X						X	X	
L6	Final Major Project	X		X		X	X		X		X	X	X	X	X	X	X	X	X	X	
L6	Industry Brief	X				X			X			X						X	X		
L6	Major Project R&D	X	X		X			X		X	X	X						X		X	
L6	Moving Images of a Computerized Age		X	X	X			X		X			X			X			X		
L5	Advanced Modelling and Sculpting	X	X	X	X		X					X	X	X	X			X	X		
L5	Character and Creature Animation	X	X		X		X					X	X					X	X		X
L5	Character and Creature Rigging	X	X		X		X					X	X		X			X		X	
L5	Digital Matte Painting and Asset Integration	X	X	X	X		X					X	X	X	X			X	X		
L5	Environment and Character Design		X	X			X	X				X	X	X				X	X		X
L5	Environment and Character Effects	X	X	X	X		X		X			X	X	X	X			X			
L5	Group Project Pre-Production	X		X	X		X	X	X			X		X	X		X	X	X	X	X
L5	Group Project	X	X		X		X			X		X	X	X	X		X	X	X	X	
L5	Procedural Modelling and Rendering	X	X		X		X			X		X	X		X			X			
L5	Professional Practice	X		X			X	X	X	X			X	X	X			X	X		X
L5	Programming Graphics	X	X		X					X		X			X			X			
L5	Real-time Graphics	X	X				X			X		X	X	X	X			X	X		
L4	Concept and Story	X		X					X	X		X	X		X		X	X		X	
L4	Image Manipulation for Animation and Visual Effects	X	X	X	X		X	X		X		X	X	X			X		X	X	
L4	Lighting and Look Development		X	X			X	X		X		X	X	X			X		X	X	
L4	Modelling and Texturing		X	X	X		X	X	X	X		X	X	X	X		X	X	X	X	
L4	Principles of 3D Animation		X	X			X	X	X	X		X	X	X	X		X	X	X	X	
L4	Procedural Content Creation		X	X	X	X		X	X	X		X	X	X			X		X	X	

ADMISSION REGULATIONS

In addition to the portfolio provisions outlined below, please refer to the course website for further information regarding admission regulations for this programme: [Courses | Bournemouth University](#).

Portfolio Elements: Sketchbooks and works demonstrating self-motivated study and research. The portfolio should include **Observational Studies:** We value observational skills, these may involve still life, environments, lighting, colour, and anatomy studies; and **Life Drawing**, an essential component of the portfolio.

Portfolio Specifics: State your field of Interest (whether this is animation, concept art and design, visual effects or technical arts/ scripting) and then you can include the following:

- **Animation Art:** on 2D and 3D art forms, such as character design, environment design, illustration, graphic design, product design, media design, photography, and sculpture.
- **Technical Arts:** computer-generated graphics, visuals, or abstract compositions, potentially created using computer code, abstract 3D visuals and designs.
- **Visual Effects:** high-quality observational digital artwork, including digital painting and 3D renders of photorealistic CG assets. Highly stylized or abstract work is discouraged.

The submission should:

- **Demonstrate Creativity:** work that demonstrates creativity and proficiency in various aspects of art, including composition, form, structure, color, and design.
- **Show Interest in Moving Image/Animation/Visual Effects:** demonstrate a keen interest in areas related to moving image, animation, and visual effects in all three programs.

Portfolio Composition: The portfolio can be submitted via a link to a webpage with a gallery of your work or a digital document or slides that include pictures of your work.

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the [recognition register](#) for a full list of approved Recognition arrangements and agreed entry criteria.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Regulations

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Work-based learning within this program is structured across Level 5 and Level 6, with dedicated modules designed to directly engage students with professional working environments.

Level 5:

Group Project: This module involves the execution of a live-client brief, challenging students to produce deliverables for real-world clients. The emphasis here is on practical application, as students face authentic tasks encountered in their future professional careers. The module instills the ability to adapt to unforeseen challenges and hone problem-solving skills. Additionally, professional guest speakers contribute to the learning experience by helping students identify areas for improvement, fostering both personal and professional growth.

Professional Practice: Focusing on equipping students with the skills necessary for employment in the creative industries, this module is geared towards real-world readiness. It parallels the professional challenges students will face, providing a platform for them to cultivate essential skills and proficiencies.

Level 6:

Industry Brief: This unit introduces a problem-oriented scenario, set by five or more leading companies in the VFX, animation, and games sector. Here, students are presented with opportunities to explore professional studios, interact with industry mentors, and establish invaluable networks that are indispensable for securing future employment. This hands-on engagement with industry scenarios reinforces the program's commitment to work-based learning by immersing students in the real-world dynamics of their chosen fields.

The components at Levels 5 and 6 offer a structured approach to work-based learning, providing students with practical exposure to professional environments, problem-solving skills, and networking opportunities that directly contribute to their readiness for future employment in the creative industries.

The programme also incorporates an optional one-year (minimum 30 week) placement. Students are responsible for securing the placement and should successfully complete a one-year placement to be eligible to progress.

Students may undertake a 30-week 'sandwich' placement. The sandwich placement must take place between levels 5 and 6 and be in the broad area of Computer Graphics, Animation or Visual Effects.

To be allowed to proceed to the final year of study, students must:

- Complete a minimum of 30 weeks satisfactory work experience; ('sandwich placement' students)
- Complete the placement e-portfolio satisfactorily; this may include examples relating to the nature of their work and the organisation they are working in

It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops specialist knowledge for Final Major Project by utilising the context of the work experience as a basis and enhances students' prospects of future employment.