

KEY PROGRAMME INFORMATION										
Originating institution(s) Bournemouth University		Faculty responsible for the programme Faculty of Media & Communication								
Final award(s), title(s) and credits MA 3D Computer Animation (180 UK credits, 90 ECTS credits)										
Intermediate award(s), title(s) and credits PG Diploma 3D Computer Animation (120 UK credits, 60 ECTS credits) PG Certificate 3D Computer Animation (60 UK credits, 30 ECTS credits)										
UCAS Programme Code(s)		HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100363								
 External reference points The revised UK Quality Code for Hig Expectations and practices fr Advice and Guidance publish QAA Art & Design UG Benchmarks QAA Computing UG Benchmarks, 2 ScreenSkills Course Accreditation Guidelines National Occupational Standards for 	 External reference points The revised UK Quality Code for Higher Education published May 2018 including: Expectations and practices for standards and for quality. Advice and Guidance published in November 2018 QAA Art & Design UG Benchmarks, 2016 QAA Computing UG Benchmarks, 2016 ScreenSkills Course Accreditation Guidelines National Occurational Standards for Animation 2012 									
Professional, Statutory and Regula None	atory Body (I	PSRB) links								
Places of delivery Bournemouth University, Talbot Cam	ipus									
Mode(s) of delivery Full Time On-Campus	Mode(s) of deliveryLanguage of deliveryFull Time On-CampusEnglish									
Typical duration 12 months										
Date of first intake September 2021	Expected s September	start dates								
Maximum student numbers N/A	Maximum student numbers Placements N/A Masters Portfolio with optional placement with duration up to 3 months. It is the student's responsibility for arranging the placement, and it will need to be discussed with and approved by the programme / unit leader									
Partner(s) N/A		Partnership model N/A								
Date of this Programme Specification March 2025										
Version number v1.3-0925										
Approval, review or modification re E2021 27 FMC 2223 01, approved 22/09/2022, FMC 2324 02, approved 09/05/2024, FMC 2425 22, approved 19/03/2025,	eference nur previously v previously v previous ver	nbers 1.0-0922 1.1-0922 sion 1.2 -0925								
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PROGRAMME STRUCTURE

Programme Award and Title:

Stage 1/Level 7									
Unit Name	Core/ Option	No. of Credits	Assess Weight	sment E ings	lement	Expected Contact hours per	Unit Version No.	HECoS Code (plus balanced or major/ minor load)	
			Exam 1	Cwk 1	Cwk 2	unit			
Core Production Principles	Core	20		40%	60%	54	1.1	100363	
Core Production Techniques	Core	20		50%	50%	68	1.0	100363	
Visual and Critical Studies	Core	20		100%		44	1.0	100363	
Group Project and Industry Brief	Core	20		100%		48	1.1	100363	
Research and Development	Core	20		100%		41	1.1	100363	
Production Development	Core	20		100%		48	1.1	100363	

Progression requirements: Students are required to successfully complete 120 level 7 Credits to proceed to the Masters Portfolio unit

Exit qualification:

PG Diploma 3D Computer Animation requires 120 credits PG Certificate 3D Computer Animation requires 60 credits

Stage 2/Level 7										
Unit Name	Core/ Option	No. of Credits	Assess Weight	sment E ings	lement	Expected Contact hours per	Unit Version No.	HECoS Code (plus		
			Exam 1	Cwk 1	Cwk 2	unit		balanced or major/ minor load)		
Masters Portfolio	Core	60		100%		60	1.2	100363		
Exit qualification: MA 3D Computer Animation requires 180 credits										

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 MA 3D Computer Animation programme is designed to equip graduates with the skills to become high-level creative practitioners in Computer Animation; with a critical, analytical eye for the judgement of high-end aesthetics and the technical processes involved in generating Computer Generated Images for film, games and television productions. The MA 3D Computer Animation programme intends to produce graduates who can flourish within the broader Computer Animation production industry, and as independent creative practitioners in their own right, going on to originate and direct their own content. In time our graduates will go on to become successful industry leaders, as well as pertinent critical thinkers and lifelong learners. These industry roles include Character Animators, Riggers, Modellers, Environment Artists, Pre-visualisation Artists and Lighters.

The primary focus of the programme is Animation for games, film and TV; however, the skills and experiences students acquire can equally be applied to Visual Effects, Television Commercials, Music Promos, Architectural Visualisation or Fine Art / Experimental filmmaking.

There is a strong emphasis on narrative and storytelling on the programme. Typically, from the *Production Development* unit onwards students will start to specialize. This specialism falls under two broad themes 'Character' and 'Environment'. Obviously 'Character' is strongly connected with performance and communication of a narrative, so development of storytelling skills is an underpinning of teaching and development in this area. With 'environment' the connection with narrative and communication is less obvious, but still very important. The students need to consider how this environment is presented, and they will draw upon narrative and communication skills to develop a compelling and imaginative presentation of this environment. The development of these skills reaches their denouement in the *Masters Portfolio* unit.

As well as the core skills in 3D Computer Animation design and production, the programme will develop a broad range of valuable skills, including problem solving, collaborative working, production scheduling, personal time management and a thorough understanding of the IT infrastructure that supports modern Computer Animation studios.

The MA 3D Computer Animation programme runs in parallel with the MA Digital Effects and MSc Computer Animation and Visual Effects programmes. Where possible MA 3D Computer Animation students are encouraged to collaborate on projects, to emulate contemporary studio practice.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

MA 3D Computer Animation pursues Excellence, Inclusivity, Creativity and Responsibility throughout each step of the programme. Whether it is our investment in our teaching, the structure and flow of the programme, the types of assessments we set the students, or our focus on an innovative and engaging student experience; every aspect of the student journey is reflective of BU's Strategic Plan.

Typically, the majority of each year's cohort is international, originating from countries all around the world. The programme education practice provides an environment in which students from many cultures and backgrounds can mix with one another, learn from one another and collaborate on project work. Many graduates and alumni have described their time on the programme as a life-changing experience.

Our curriculum content actively embraces Technology Enhanced Learning; Employability and Professional Practice; Research Informed Education; Student Engagement; Innovation, Entrepreneurship and Creativity; International Perspectives and Mobility; Cultural Awareness and Diversity; Personal and Professional Development. The core mantra of our department is the fusion of Art and Science.

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 should consider 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).

Assessment per 20 credit unit will normally consist of work equivalent to 3,000 words of researched and referenced academic essay. Final Masters projects are distinct from other assessment types. These 60 credit assessments are equivalent to 5,000 words per 20 credits, recognizing that undertaking an indepth piece of original production work as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and departmental researchers.

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

MA 3D COMPUTER ANIMATION (LEVEL 7) INTENDED PROGRAMME / LEVEL / STAGE OUTCOMES

A: Subject knowledge and understanding This Programme provides opportunities for students to	The following learning and teaching and assessment strategies and methods enable students to achieve and to
develop and demonstrate knowledge and understanding of:	demonstrate the Programme learning outcomes:
A1 the strategic fusion of Art and Science languages appropriate for Computer Animation praxis.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):
A2 design, research and observational techniques.	• lectures $(A1 - A6)$;
A3 the theoretical and practical application of Computer Animation to their own practice and associated disciplines.	 workshops (A1 - A6); seminars (A1 - A6); tutorials (A2, A4);
A4 the creation of qualitative and original work informed by the forefront of Computer Animation praxis.	 directed research (A2, A3); use of the VLE (A1, A2, A5); independent research (A3, A6);
A5 the generation and implementation of tools and assets within a Computer Animation production pipeline.	group exercises (A3 – A6).
A6 the fundamentals of Computer Graphics.	 Coursework (A1 - A6); Essays (A1, A3, A4); Proposals (A3 - A4); Mediations (A5); Presentations (A3, A4).
B: Intellectual skills This Programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme outcomes:
B1 critically contextualize personal practice.	Learning and teaching strategies and methods:
B2 analyse, synthesise and communicate Computer Animation praxis.	 lectures (B1 – B5); workshops (B1 – B5);
B3 independently manage and generate critical and effective research.	 seminars (B1 – B5); tutorials (B3); directed research (B1 B2 B4);
B4 theorise and practice Computer Animation production and studio pipelines.	 use of the VLE (B3 - B5); independent research (B1 - B5); group exercises (B2, B4, B5).
B5 clearly communicate ideas through a subject-specific medium.	Assessment strategies and methods:
	 Coursework (B1 – B5); Essays (B1, B2, B4, B5); Proposals (B1, B4); Mediations (B1, B2, B5);

	• Presentations (B1 - B5).
C: Practical skills This Programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme learning outcomes:
C1 expertly use software and tools appropriate to their discipline.	Learning and teaching strategies and methods:
 C2 contextually mediate Computer Animation practice through written, spoken or visual artefacts. C3 design and implement projects conceptually appropriate for Computer Animation. C4 generate new Computer Animation techniques and praxis. C5 demonstrate mastery of Computer Animation. 	 lectures (C1, C3); workshops (C1, C3 – C5) seminars (C2, C3); tutorials (C2, C3); directed research (C1, C3, C4); use of the VLE (C1); independent research (C1, C3, C4, C5); group exercises (C1 – C5). Assessment strategies and methods: Coursework (C1 – C5); Essays (C2, C5); Proposals (C3, C4); Mediations (C2 – C4).
D: Transferable skills This Programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the Programme learning outcomes:
D1 plan and organise production projects to a given time-scale.	Learning and teaching strategies and methods:
 D2 work effectively as a team, communicating with peers, supervisors and others. D3 engage in personally motivated research, independent learning and problem solving required for continuing professional development. D4 plan and produce critical reports, proposals and presentations. D5 understand and implement the underlying technology of Computer Animation praxis. 	 lectures (D5); workshops (D5); seminars (D1-D5); tutorials (D2 – D5); directed research (D1 - D5); use of the VLE (D2, D3); independent research (D1 – D5); group exercises (D1 - D2). Assessment strategies and methods: Coursework (D1 – D3, D5); Essays (D1, D3 – D5); Proposals (D1, D2 – D5); Mediations (D1 – D5); Presentations (D2 – D5).

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations <u>https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.pdf</u> – with the following approved exceptions:

- The programme will not operate a January start, and will have a single start in September.
- The programme will require a portfolio review as part of the selection / recruitment process. Where necessary the portfolio review may be followed up with an interview to discuss the content of the portfolio in more depth. A portfolio review and/or interview is a PSRB requirement.
- For applicants for whom English is not their first language, there is a requirement of IELTS (Academic) 6.5 or equivalent. Applicants must achieve an overall score of 6.5, with at least 6.0 in the writing, speaking, listening and reading components.

PROGRESSION ROUTES

Articulation & Internal Progression

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 Postgraduate Assessment Regulations.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

The placement is option during the master project in the semester 3 with duration up to 3 month. It is the student's responsibility for arranging the placement, and it will need to be discussed with and approved by the course / unit leader.

Programme Skills Matrix

Units	Programme Intended Learning Outcomes	A 1	A 2	A 3	A 4	A 5	A 6	В 1	В 2	В 3	В 4	В 5	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5
L7	Core Production Principles	*	*	*		*	*		*		*		*				*	*				*
L7	Core Production Techniques	*	*	*		*	*	*	*		*	*	*	*			*	*			*	*
L7	Visual and Critical Studies	*	*	*					*			*		*						*	*	
L7	Group Project and Industry Brief	*	*	*	*	*	*		*			*			*			*	*		*	
L7	Production Development	*	*	*	*	*	*	*	*	*	*	*	*		*	*	*	*		*	*	*
L7	Research and Development	*	*	*				*	*	*		*		*		*				*	*	
L7	Masters Portfolio	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*