



Faculty of Arts and Humanities

Manchester School of Art

BA (Hons) Illustration with Animation

Programme Specification

This document provides a concise summary of the main features of the course(s) & associated award(s) offered through this Programme Specification, and includes the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities provided. More detailed information on the learning outcomes, curriculum content, teaching/learning, assessment methods for each unit and on the Programme's relationship to QAA Subject Benchmark Statements may be found in the dedicated student handbook for the Programme. The accuracy of the information in this document is reviewed periodically by the University and may be subject to verification by the Quality Assurance Agency for Higher Education

Versioning of Programme Specification

This programme specification is valid for the period of approval confirmed at the time of the approval/last review event and relates to provision approved at that point. Programme specifications are updated on an annual basis to include modifications approved through the University’s quality assurance processes.

This version provides a description of the programme as approved for the academic session indicated in section 3 of the following table.

1	Date of initial Approval or last review:	29 January 2013
2	Effective date of Approved/Reviewed Programme Specification:	1 September 2013 – 31 August 2019
3	This Version effective from:	September 2018
4	Version number:	2013/Version 6

Students who commenced their study on awards within this programme specification prior to September 2013 should refer to the previous version of the programme specification published on the CASQE website. <http://www.mmu.ac.uk/academic/casqe/specs/index.php>

Cross Referencing of Programme Specifications

The following elements of provision included in this document is/ are also included in the following programme specifications	Award	Programme Specification
	N/A	
Amendments made to provision listed in this table, must also be reflected in the relevant programme specifications listed above		

School-wide Units

All units are offered at every level of study unless indicated otherwise.

Unit	Home Programme Specification	Also located in the following Programme Specifications
Contextualising Practice 1G4Z9901 1G5Z9901 1G6Z9901	UG Programmes in Art Theory and Practice	BA (Hons) Acting, BA (Hons) Animation, BA (Hons) Creative Multimedia, BA (Hons) Fashion, BA (Hons) Fashion Art Direction, BA (Hons) Filmmaking, BA (Hons) Fine Art, BA (Hons) Graphic Design, BA (Hons) Illustration with Animation, BA (Hons) Interactive Arts, BA (Hons) Interior Design, BA (Hons) Photography, BA (Hons) Textiles in Practice, BA (Hons) Three Dimensional Design
Contextualising Practice – 15 credits 1H4Z9902 1G5Z9902 1G6Z9902	UG Programmes in Art Theory and Practice	BA (Hons) Animation, BA (Hons) Creative Multimedia, BA (Hons) Fashion, BA (Hons) Fashion Art Direction, BA (Hons) Filmmaking, BA (Hons) Fine Art, BA (Hons) Graphic Design, BA (Hons) Illustration with Animation, BA (Hons) Interactive Arts, BA (Hons) Interior Design, BA (Hons) Photography, BA (Hons) Textiles in Practice, BA (Hons) Three Dimensional Design
Unit X 1B4Z9801 1B5Z9801 1B6Z9801	BA (Hons) Three Dimensional Design	BA (Hons) Animation – LEVELS 4 & 5 ONLY, BA (Hons) Creative Multimedia, BA (Hons) Fashion, BA (Hons) Fashion Art Direction, BA (Hons) Film and Media Studies, BA (Hons) Filmmaking, BA (Hons) Fine Art, BA (Hons) Graphic Design, BA (Hons) Illustration with Animation, BA (Hons) Interactive Arts, BA (Hons) Interior Design, BA (Hons) Photography, BA (Hons) Textiles in Practice, UG Programmes in Art Theory and Practice
Placement (120 credits) Placement (60 credits) Overseas Study (120 credits) Overseas Study (60 credits)	BA (Hons) Interactive Arts	BA (Hons) Fashion, BA (Hons) Fashion Art Direction, BA (Hons) Fine Art, BA (Hons) Graphic Design, BA (Hons) Illustration with Animation, BA (Hons) Interactive Arts, BA (Hons) Interior Design, BA (Hons) Textiles in Practice, BA (Hons) Three Dimensional Design, UG Programmes in Art Theory and Practice

PROGRAMME SPECIFICATION

0	Brief Overview
<p>(i) <u>Brief Descriptive Summary</u></p> <p>The Programme offers the opportunity to exploit the potential of the interchange between Illustration and Animation, producing graduates who see themselves as visual communicators, at home in a wide range of professional contexts – i.e. anywhere where creative interpretation may be used as a means of visual communication. With the emphasis on the building of an individual visual language, the programme encourages and enables students to define the critical framework of their own practice.</p> <p>Students learn how the quality of their imagination, can be developed, made concrete and made public, through visual means, whether in the context of their own concepts and interests or through the communication of ideas on behalf of others.</p> <p>The programme encourages students to experiment, to be ambitious, curious and reflective.</p> <p>Additionally students can opt for the 4 year ‘with Placement Year’, ‘with Overseas Study Year’ or ‘with Placement and Overseas Study’ award comprised of either an exchange (Overseas Study) or placement year, or a combination of exchange and placement (Placement and Overseas Study) . This year will take place after two years of study at MMU, and then will be followed by a final year of Study at MMU.</p> <p>(ii) <u>Articulation of Graduate Prospects</u></p> <p>Students have gone on to study at Postgraduate level in Institutions such as The Royal College of Art, The National Film School, The Universities of Brighton, Kingston and Anglia Ruskin, Cambridge.</p> <p>Graduates have become Freelance Illustrators, Animators/ Directors, Story boarders, Designers, Print-makers, Events managers, Artist’s Book Makers and teachers.</p> <p>Graduate Employment Market Statistics from the 2009/10 survey reveal that the proportion of graduates that had secured employment or further study was 93.3%</p> <p>Those in both work and further study – 25%</p> <p>In further study only 15.6%</p>	

General Information

1	Overarching Programme Specification Title	BA (Hons) Illustration with Animation
2	Final award(s)/title(s)	BA (Hons) Illustration with Animation BA (Hons) Illustration with Animation with Placement Year BA (Hons) Illustration with Animation with Overseas Study Year BA (Hons) Illustration with Animation with Placement and Overseas Study
3	Combined Honours Subject(s) offered through the programme specification together with associated final award(s) (where relevant)	None
4	Interim exit award(s)/title(s)	CertHE in Illustration with Animation

	<i>(including Combined Honours interim exit awards)</i>	DipHE in Illustration with Animation DipHE in Illustration with Animation with Placement Year DipHE in Illustration with Animation with Overseas Study Year DipHE in Illustration with Animation with Placement and Overseas Study
5	Mode(s) <i>(only include duration where there is a PSRB requirement for limited duration)</i>	Full Time, 3 years
6	FHEQ position of final award(s)	BA Honours (Level 6)
7	Awarding institution	Manchester Metropolitan University
8	Teaching institution(s)	Manchester Metropolitan University
9	Relationship with Foundation Year	None

Administrative Details

10	Home Department/ School/ Institute	Manchester School of Art - Department of Design
11	Home Faculty	Faculty of Arts and Humanities
12	UCAS code(s)	W217

Collaborative Arrangements (where relevant)

13	Approved Collaborative partner(s)	Partner Name	Type of Collaborative Partnership
		N/A	
14	Other Approved Academic Partnership(s)	Partner Name	Type of Academic Partnership
		N/A	

Approval Status

15	Date and Period of approval of most recent MMU review/ approval	<p>(i) Latest review/approval January 2013 6 years September 2013 – August 2019</p> <p>(ii) Major Modifications to Programme Specification November 2016 – Introduction of Placement Year / Overseas Study Year / Placement and Overseas Study</p>
16	Next Scheduled Review Date:	2018/19
17	PS/1 effective date:	September 2013

External References/Relationships

18	QAA Benchmark Statement(s)	Art and Design
19	PSRB(s) associated with final award of any route within the programme specification <i>(ie those which offer professional status/membership/license to practise as result of successful completion of the final award as included in the University PSRB database)</i>	N/A
20	Date, Outcome and Period of approval of last PSRB approval(s)	N/A

Programme Information

21	University and Programme Educational Aims
<p>(i) <u>University Educational Aims</u></p> <ul style="list-style-type: none">• To develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students.• To provide a supportive and inclusive learning environment which will enable success for all learners• To encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes.• To establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the University's vision and strategic objectives.• To provide a learning experience that is informed by research, scholarship, reflective practice and engagement with industry and the professions. <p>(ii) <u>Programme Educational Aims</u></p> <p>The Programme aims to provide a supportive learning environment where students are encouraged and enabled to:</p> <ul style="list-style-type: none">▪ Recognise themselves as illustrators and or animators capable of working in the context of visual communication practise or in related professional contexts;▪ Develop a range of critical and creative technical and professional skills capable of supporting the development of practice up to and beyond graduation;▪ Arrive at an individual interpretation of the discipline of Illustration and animation through observation, analysis, reflection, and conceptual development;▪ Apply working and thinking methodologies which embrace speculation, investigation, production and reflection within a framework of aesthetic, artistic, social and ethical values, and within a culture of change;▪ Generate ideas through critical reflection, analysis, and an awareness of relationships between intention and ambition, and production and outcome; and to show a willingness to take risks and constructively explore and exploit theoretical and practical ambiguities;▪ Think independently, exercise judgement with integrity, and contribute to collaborative learning in visual communication;▪ Reach an understanding of illustration and animation practice incrementally, from an initial broad-based awareness of the territory of visual communication, through to a more individual perspective, which is informed by current research and emerging positions in art and design and related areas.	

22	Final Learning Outcomes
<p><u>MMU Educational Outcomes</u></p> <p>On successful completion of their course of study MMU graduates will be able to:</p> <ul style="list-style-type: none">• apply skills of critical analysis to real world situations within a defined range of contexts• demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self management• express ideas effectively and communicate information appropriately and accurately using a range of media including ICT,• develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives	

- manage their professional development reflecting on progress and taking appropriate action
- find, evaluate, synthesise and use information from a variety of sources
- articulate an awareness of the social and community contexts within their disciplinary field

Programme Specific Outcomes

- Challenge, evaluate and adapt learning strategies appropriate to the realisation of personal and collective goals
- Develop and apply research strategies that identify appropriate knowledge, resources and expertise
- Debate and communicate effectively ideas and issues in an appropriate media form to a range of audiences, and evaluate and react to the outcome
- Independently manage workloads to meet deadlines
- Negotiate and manage access to and utilisation of resources required
- React, plan and adapt to changing circumstances to achieve goals
- Open-mindedly formulate informed responses to support their practise and position on issues relevant to photography
- Show critical awareness of the theories and debates that inform their personal development and the development of Illustration and Animation related practise
- Critically evaluate their own practise and development in relation to personal goals and the demands of Illustration and Animation practise
- Collaborate effectively with others in a range of academic and professional situations
- Openly engage with the unfamiliar and ambiguous in a reflective and professional manner
- Exercise judgement in the selection and use of communication and information technologies as appropriate to Illustration and Animation
- Evaluate personal strengths in relation to personal and professional development

(i) Final Award Learning Outcomes

Successful students will be able to

- Generate ideas imaginatively in response to a given or self-generated brief
- Use creative thinking and inquiry to extend and develop ideas and problem solve
- Use visual languages to investigate, analyse, interpret, develop and articulate ideas and information
- Choose, test and use materials and processes that are appropriate to the brief or individual practice
- Take ideas through to a final conclusion
- Manage the creative process from initial intentions to final outcome
- Take a resourceful approach to practice
- Comply with all health and safety requirements or guidelines

Additional Learning Outcomes for ‘with Placement Year’, ‘with Overseas Study Year’ and ‘with Placement and Overseas Study’ routes:

Placement units:

- Apply enhanced interpersonal and employability skills in a workplace situation, in order to respond appropriately to an organisation’s needs and expectations
- Integrate and consolidate learning from the academic programme with the requirements of professional practice.

Overseas Study units:

- Use diverse cultural frames of reference, and alternate perspectives to think critically and

- solve problems
- Critique differences in the way their academic disciplines are viewed and practised between their host country and the UK.

(ii) **Combined Honours Learning Outcomes**

N/A

(iii) **Pass Degree Learning Outcomes**

Students who do not qualify for the award of a Bachelor's degree with honours may be eligible for the award of a Pass degree. Criteria for the award of a Pass degree are detailed within the University's [Assessment Regulations for Undergraduate Programmes of Study](#).

23

Interim Award Learning Outcomes

*eg for BA/BSc (Hons) – include Level 4 and 5 but **NOT** Level 6; for Level 7- PGCert & PGDip but **NOT** MA/MSc*

DipHE in Illustration with Animation(2nd year / Level 5)

Successful students will be able to have attained or demonstrated an ability to

Knowledge and understanding

- locate and analyse a diverse range of research material that acknowledges unconventional and experimental approaches to visual communication problems in Illustration and/or Animation
- locate and analyse a diverse range of research material that acknowledges constraints that may be encountered within Illustration and/or Animation practice (locate and analyse a diverse range of relevant research materials (knowledge and understanding)

Conceptual development

- formulate a variety of creative approaches in the development of visual communication ideas in Illustration and/or Animation
- formulate a variety of creative strategies in response to a given brief

Applied practice

- produce and present a variety of relevant outcomes in response to visual communication problems

Critical engagement

- analyse and evaluate their creative responses in the context of using unconventional approaches to realise their ideas
- analyse and evaluate their creative responses in the context of using specified constraints to realise their ideas
- analyse and evaluate their creative responses within the context of acknowledging a professional agenda and individual career aspirations

Generic skills and studentship

- develop relevant technical skills independently
- be pro-active in response to critique
- interact and negotiate with others (when appropriate) on collaborative activity

Cert HE in Illustration with Animation(1st year / Level 4)

Successful students will be able to have attained or demonstrated an ability to

Knowledge and understanding

- locate and analyse a diverse range of research material

Conceptual development

- formulate a variety of creative approaches in the development of visual communication ideas in Illustration and/or Animation
- formulate a variety of creative strategies in response to a given brief

Applied practice

- produce and present a variety of relevant outcomes in response to visual communication problems

Critical engagement

- analyse and evaluate their creative responses in the context of using specified constraints to realise their ideas
- analyse and evaluate their creative responses within the context of acknowledging the development of a personal visual language

Generic skills and studentship

- develop relevant technical skills independently
- be pro-active in response to critique
- interact and negotiate with others (when appropriate) on collaborative activity

24	Teaching/Learning and Assessment Strategy
-----------	--

(i) Curriculum Design

Teaching

The teaching strategy for the programme is focused on providing students with the knowledge, skills and resources to achieve the intended subject-specific and generic learning outcomes. Delivery of the taught part of the programme takes place through a range of methods including

- practical workshops and demonstrations
- supervised studio work
- lectures, seminars and tutorials

Project briefs are designed to challenge students' conceptual and contextual understanding of Illustration and Animation practice; to provide generic methodologies and to encourage original and individual solutions.

Exposure to external practice is organised through visiting lecturers and speakers, field visits, and involvement in external competitions and exhibitions.

Learning

Students are encouraged to develop their learning skills, and to become independent learners, through self-evaluation and reflection. Induction courses during the first stage of the programme introduce different aspects of learning, and draw attention to the Learner

Development Service available from tutors, from programme material and resources, from the MMU libraries and Learner Development Service.

Year groups are organised around tutor groups and/or pathway groups in order to foster opportunities for more on-going dialogue about students' progress amongst staff and their peer group.

2nd year (Level 5) considers specific approaches to Illustration and Animation and their inherent problems. This is to encourage students to understand the strengths and weaknesses of their individual visual language and its' application in a variety of situations and, through experience, make informed choices about the focus and direction of their work in the 3rd year (Level 6).

Tutorial group discussions provide the opportunity for students to discuss their own and others' work and the learning that has taken place.

Individual tutorials offer bespoke advice.

Negotiated projects allow students to develop and synthesise their creative, intellectual and practical abilities on a theme that is personal to them, and that will assist in defining individual strengths in, and approaches to, Illustration and Animation practice.

At specific points in Year 2 and throughout Year 3, Learning agreements are used to encourage and enable students to take control of their individual outputs.

Reflective journals are used to encourage students to plan, reflect upon, and evaluate their progress through all stages of the programme.

When appropriate, the programme has liaised with industry with a view to directing specific opportunities for 'real-world' project feedback and/or work experience.

Option Units

Option units listed in the curriculum structures (section 25) are all approved for delivery, but may not all run in any one academic session.

Student mobility

Students on this scheme will study the same curriculum as MMU home students. Where appropriate, 15 credit unit specifications have been developed to accommodate students studying at MMU for less than a full academic year. The content of the 15 credit units will be a truncated version of the existing unit.

Placement Year / Overseas Study Year / Placement and Overseas Study

Students have the opportunity to apply for a part year International or Erasmus Exchange to partner Universities in Europe and further afield. Additionally where appropriate students have the opportunity to undertake a Placement/ Overseas Study year between L5 and L6 of the course, comprising of purely work Placement, purely Overseas Study or a combination of the two, before returning for their final year at MMU. On successful completion these students will receive the award of BA (Hons) Illustration with Animation with Placement Year, BA (Hons) Illustration with Animation with Overseas Study Year or BA (Hons) Illustration with Animation with Placement and Overseas Study.

Students undertaking the 'with Placement Year', 'with Overseas Study Year' and 'with Placement and Overseas Study' award have enhanced networking and applied learning opportunities through the Overseas Study and Placement units. These students will develop increased experience, confidence and adaptability with a consequent increase in employability and entrepreneurship.

Assessment

Formative assessment is used on completion of projects to provide opportunities for feedback

and discussion on student progress with course work. Methods include self assessment/evaluation, peer assessment and tutor assessment.

Summative assessment occurs at the end of each unit where tutors formally mark and grade course work to indicate student achievement.

2nd and 3rd year marks are moderated by an external examiner before being considered by the Assessment Board.

Students receive written feedback following every summative assessment point.

The evidence on which assessment is based includes:

- portfolio presentations and /or DVDs
- sketchbooks, worksheets, preparatory work, prototypes and other relevant material
- essay, reports and other written material
- reflective journals
- learning agreement, project evaluation, self-assessment and evaluative statement

Placement Year / Overseas Study Year / Placement and Overseas Study

Practice units for the above awards will be assessed as follows-

Overseas Study – these units will be assessed pass / fail by the host University as negotiated through the Learning Agreement

Placement – This will be assessed pass/ fail by Programme staff with reference to feedback from Placement hosts.

Student mobility

Students following the 15 credit units must be assessed via types of assessment other than formal written examinations. Where students complete their assessment outside the standard timescale for consideration by Board of Examiners, Chair's Action will be taken to confirm the outcome of their assessment.

25	Programme Structure
(i)	<u>Engagement with the University-wide Provision</u> Languages are offered to students at all levels of study.
(ii)	<u>Structures, levels, credits, awards, curriculum map of all units (identifying core/option status, credits, pre or co-requisites) potential entry/exit points and progression/award requirements</u>
OPTION UNITS Option units listed in the following curriculum structures are all approved for delivery but may not all run in any one academic session.	
BA (Hons) Illustration with Animation BA (Hons) Illustration with Animation with Placement Year BA (Hons) Illustration with Animation with Overseas Study Year BA (Hons) Illustration with Animation with Placement and Overseas Study	
<u>Level 4</u>	

Core Units			
Code	Status	Unit Title	No of credits
1B4Z0701	Core	Introduction to Illustration with Animation	30
1B4Z0702	Core	Concepts and Strategies in Illustration with Animation	30
1B4Z9801	Core	Unit X	30
Option Units			
<i>Choose 1 from options listed</i>			
1G4Z9901	Option	Contextualising Practice 1 OR	30
1H4Z9902 See Uniwide Documentation	Option	Contextualising Practice – 15 credits (Level 4) & Uniwide Language	15 15

Optional Resit Unit			
(Can be offered to students in place of a resit in Uniwide Language if deemed appropriate)			
1B4Z9907	Option	Uniwide Language Alternative Assessment 1	15

On successful completion of Level 4 – interim exit award: CertHE Illustration with Animation

Level 5

Core Units			
Code	Status <i>(if applicable)</i> ie - Pre/Co-requisites - Excluded units	Unit Title	No of credits
1B5Z0702	Core	Experiment 1	30
1B5Z0701	Core	Experiment 2	30
1B5Z9801	Core	Unit X	30
Option Units			
<i>Choose 1 from options listed</i>			
1G5Z9901	Option	Contextualising Practice 2 OR	30
1G5Z9902 See Uniwide	Option	Contextualising Practice – 15 credits (Level 5) & Uniwide Language	15 15
Optional Resit Unit			
(Can be offered to students in place of a resit in Uniwide Language if deemed appropriate)			
1B5Z9805	Option	Uniwide Language Alternative Assessment 2	15

On successful completion of Levels 4 & 5 – interim exit award: DipHE Illustration with Animation

Student Mobility

The following 15 credit unit is available for incoming students attending MMU for less than a full academic year:

Code	Status	Unit Title	No of credits
1B5Z0703		Experiment 2 (Student Mobility)	15

Students will take one of the following: 120- Practice credit units, or combined 60 + 60 Practice credit units between Levels 5 and 6 of their programme of studies:

Overseas Study (120 credit)

Core Unit

Code	Status	Unit Title	No of credits
		Overseas Study *	120

Overseas Study units will be negotiated with the individual student on the basis of units of study available at their overseas university and will be assessed on a pass/fail basis. The learning outcomes of the programme of study at the overseas university are normally closely matched to the learning outcomes of the appropriate programme of study at MMU. The exchange programme of study is organized by the Exchange Coordinator, in collaboration with MMU International staff and students.

While on exchange, supervision is provided by the overseas institution, and monitoring by the University is undertaken by the Exchange Coordinator and MMU International staff. A student is required to satisfactorily complete the 120 credit Overseas Study unit for an award title 'with Overseas Study Year', or the 60 credit Overseas Study unit in combination with the 60 credit Placement unit for an award title, 'with Placement and Overseas Study'. Students are required to pass Level 5 of the route in the summer Examination Board in order to be eligible to take up Overseas Study.

* For the 120 credit Overseas Study Unit there is a prerequisite to study the appropriate 15 credit Uniwide Language Unit at Level 5 where English (or the student's mother tongue) is not accommodated at the host University.

Placement (120 credit)

Core Unit			
Code	Status	Unit Title	No of credits
		Placement	120

The work placement period will normally be not less than 36 weeks of full time placement or 18 weeks in full time placement in an organisation that provides work experience, skills application and skills acquisition appropriate to a student's degree discipline. Placements are organised by the Placement Tutor in collaboration with students. Prerequisite workshops and tutorials supported by online resources are used to prepare for the placement and there are also sessions to provide feedback on the experience.

While on placement, supervision is provided by a designated workplace supervisor and monitoring by the University is undertaken by the Placement Tutor and other specified tutors. Placement units will be assessed on a pass/fail basis. A student is required to satisfactorily complete the 120 credit Placement unit for an award title 'with Placement Year', or the 60 credit Placement unit in combination with the 60 credit Overseas Study unit for an award title, 'with Placement and Overseas Study'. Students are required to pass Level 5 of the route in the summer Examination Board in order to be eligible to take up Placement units

Placement and Overseas Study (60 + 60 credit)

Core Units			
Code	Status	Unit Title	No of credits
		Overseas Study	60

	Placement	60
--	-----------	----

See above for Unit rationales.

Interim exit award:

DipHE in Illustration with Animation with Placement Year

DipHE in Illustration with Animation with Overseas Study Year

DipHE in Illustration with Animation with Placement and Overseas Study

Level 6

Core Units			
Code	Status (if applicable) - Pre/Co-requisites - Excluded units	Unit Title	No of credits
1B6Z0701	Core	Illustration with Animation Authorship	60
1B6Z9801	Core	Unit X	30
Option Units			
<i>Choose 1 from options listed</i>			
1G6Z9901	Option	Contextualising Practice 3 OR	30
1G6Z9902 See Uniwide Documentation	Option	Contextualising Practice – 15 credits (level 6) & Uniwide Language	15 15
Optional Resit Unit			
<i>(Can be offered to students in place of a resit in Uniwide Language if deemed appropriate)</i>			
1B6Z9913	Option	Uniwide Language Alternative Assessment 3	15

On successful completion of Level 6 – Final exit award:

BA (Hons) Illustration with Animation

BA (Hons) Illustration with Animation with Placement Year

BA (Hons) Illustration with Animation with Overseas Study Year

BA (Hons) Illustration with Animation with Placement and Overseas Study

Unit Map : Level 4

Introduction to Illustration with Animation <i>30 credits</i>	Concepts and Strategies in Illustration with Animation <i>30 credits</i>	Unit X <i>30 credits</i>
Contextualising Practice 1 30 credits OR		
Contextualising Practice – 15 credits (Level 4) & Uniwide Language (30 credits)		

Unit Map : Level 5

Experiment 1	Experiment 2	Unit X
---------------------	---------------------	---------------

30 credits

30 credits

30 credits

Contextualising Practice 2 30 credits **OR**

Contextualising Practice – 15 credits (Level 5) & Uniwide Language (30 credits)

Unit Map : Level 6

**Illustration with Animation
Authorship**

Unit X

60 credits

30 credits

Contextualising Practice 3 30 credits **OR**

Contextualising Practice – 15 credits (Level 6) & Uniwide Language (30 credits)

In addition to learning and teaching activities other activities such as induction, assessment, contact with academic tutors and feedback creates a rhythm within the year. A cycle of preparation, learning, generation of work, reflection, assessment and feedback contributes to individual personal development planning.

The programme conforms to the Manchester School of Art's PDP Framework, whereby PDP is viewed as a process that is embedded within the curriculum.

PDP is located in the Contextualising Practice (CP) units at each level and is made up of three elements.

In part one is the ongoing process of students reflecting on their development as learners and on their aspirations for their future learning and practice – often recorded through a journal/sketchbook or equivalent.

In part two students are provided with an Individual Development Tutorial. Students will prepare themselves for this tutorial through an overarching, reflective survey of material gathered in part one, supported and guided by a set of questions that will act as prompts in the process of determining a student driven agenda for the tutorial. The number and pattern of these tutorials is at the discretion of the programme but there should be at least one for each stage offered to each student.

The third part is the Documentation File which takes the form of a compilation of the materials produced in support of the two elements outlined above.

27 Placement and/or Work-based Learning Activities

As a participating programme in Unit X at Level 5, students will have the opportunity to opt to join one of the “colleges” that offers a work based learning experience which directly contributes to assessment grades.

The programme maintains good links with the profession. A small number of projects are developed in liaison with industry with a view to directing specific opportunities for work experience to appropriately interested students.

The programme complies with the Institutional Code of Practice for all study activities that students conduct off-campus that are deemed to be required for successful completion of the programme's units.

If students, as part of a learning agreement, undertake to have some contact or involvement with external organisations, risk assessments are conducted as appropriate. In these situations students will be allocated to a tutor with whom they can liaise and from whom they can seek guidance.

The ‘with Placement Year’, ‘with Overseas Study Year’ and ‘with Placement and Overseas Study’ routes offer the opportunity for an additional full year of either work placement or overseas study or a combination of the two. These extended situations provide excellent opportunities for in depth experience and understanding of work based and alternative learning environments coupled with enhanced professional skills and personal growth.

28 Programme Specific Admission Requirements

In addition to Standard University Admission Requirements:

Candidates are required to submit an “e-portfolio” and are selected for a personal interview with their portfolio and supporting work.

Students from the Edexcel BTEC Foundation Diploma in Art and Design may be considered for direct progression to this programme, following submission of a portfolio for scrutiny by the Foundation Team.

Progression for students from Manchester INTO

Students who have successfully completed the Certificate of Achievement (International Foundation Programme in Art and Design) at Manchester INTO may apply to enter Level 4 of the BA (Hons) Illustration with Animation programme.

The grade required for successful guaranteed acceptance will be 50% average in the studio units, and 50% in the English unit (the latter being deemed to be equivalent to CEFR B2 - IELTS 6.0 or equivalent).

These progression arrangements are detailed in the formal agreement between MMU and Manchester INTO.

BA (Hons) Interactive Arts with Placement Year, BA (Hons) Interactive Arts with Overseas Study Year and BA (Hons) Interactive Arts with Placement and Overseas Study, 4 year routes

Students will apply to the core 3 year programme, having been made aware of the possibility of the 4 year 'with Placement Year', 'with Overseas Study Year' and 'with Placement and Overseas Study' routes. In the course of Level 4, following appropriate introductory presentations and research, students can apply to 'transfer' to the 4 year route. Programme, Faculty and where appropriate MMU International Staff, will be involved in approval of applications. Selection will be based on level of attainment, independence and character suitability. Successful students will use Level 5 to further research the options for their Placement / Overseas Study year, applying to partner Universities and or Placement providers. Final enrolment on the 'with Placement Year', 'with Overseas Study Year' or 'with Placement and Overseas Study' awards will take place on passing Level 5 and Placement and / or Overseas Study place(s) are confirmed.

If studying 120 credits abroad on a non English (or student's mother tongue) accommodating Programme then it is expected that the student will study 15 credits of the appropriate Uniwide language at Level 5 (preferably following Level 4 Uniwide Language study).

29	Approved Variations/Exemptions from University Regulations
None	
30	Programme Management Arrangements <i>Indicate any additional responsibilities over and above those outlined in the Programme Management Section of the Academic Regulations and Procedures Handbook – in particular how any approved collaborative partner arrangements will feed into the home MMU programme management arrangements.</i>
As outlined in the Management of Programme Delivery document:.	

31	Staff Responsibilities <i>indicate additional responsibilities over and above those outlined in the Programme Management Section of the Academic Regulations and Procedures Handbook – in particular include details of responsibilities relating to any approved collaborative partner associated with the MMU home programme.</i>
Specific roles have been identified and allocated for the management of programme delivery in line with guidance provided in the Management of Programme Delivery document.	
To support the Placement / Overseas Study year, additional roles have been identified: Student Mobility coordinator (Exchange coordinator) Placement Tutor	

32	Student Support Strategy
Students are able to access support through a dedicated full time student support officer and the Student Hub. Students are also allocated academic tutors at the start of each year who guide them through the PDP process and offer support where needed.	
Academic Counselling Students are allocated an academic tutor, who looks after their academic welfare. PDP Tutorials take place where the student's progress on the programme is discussed. Tutorials are recorded and logged in the student's file with a copy to be contained in the student's personal file. There is at least one PDP tutorial for each student per academic year.	

Pastoral Care

Unit leaders are the main source for students' pastoral care. Normally, they are the first approached if students need advice or help with personal problems, or any other matters that may be adversely affecting their ability to undertake the degree programme. If for any reason students prefer to talk to another member of staff they are encouraged to feel free to approach them.

Tutorials

Tutorials are regularly carried out, either on a one to one, staff to student basis, or in a group situation. Tutorials provide a valuable opportunity for students to have an in-depth discussion on their work. The student or the relevant tutor(s) conducting the tutorial make a record of tutorials. These records are kept in the student file for reference and to assist in the recording of student progress. The student will keep a copy for their own PDP files, students may have access to their own records on request.

Proctoring

This describes the activity of student's informally teaching, demonstrating and exchanging information with each other. Although this is done informally, students may wish to set up their own activities such as workshops and/or study groups.

Faculty Student Support

If a member of the staff team cannot help, or the student wishes to talk to someone outside the programme the Faculty Student Support Officer is a first point of contact if students have any questions about studying at MMU or living in Manchester. They can advise students on a range of issues related to university life and can also signpost students to other relevant sources of information and advice around the campus and the city, as appropriate.

The following is a list of ways that the Student Support Officer can help students:

- finding their way around campus and Manchester
- managing their time
- presentation skills
- reflective journals
- research
- essay writing
- exam tips
- dealing with stress
- getting the best from their course
- anything else they would like to talk about

The Student Support Officer is available to meet with students by appointment on a one-to-one basis, in confidence, and also runs study skills workshops throughout the year. All students are introduced to the Support Officer at Induction.

Exceptional Factors

The University recognises that illnesses and difficult or distressing life events do occur. The University has therefore developed an exceptional factors policy so that students can make formal submission for consideration of any exceptional factors that they consider have affected their performance in assessment. Tutors or the Student Support Officer can guide students through this process where applicable.

Disabled Students

Students who have a disability or a Specific Learning Difficulty, such as dyslexia, and might need support with their studies are encouraged to seek advice from the Disability Service at the earliest opportunity. The Disability Service provides a comprehensive advisory, assessment and support service to students with disabilities.

Students who find they need some extra help when faced with the demands of Higher Education will be helped

by a Disability Adviser who will use medical evidence and an initial assessment to identify needs and suggest strategies which may prove helpful. The adviser will produce a Personal Learning Plan (PLP) with the student, which identifies to teaching staff his/her support needs and advises them of any reasonable adjustments they may need to make. The PLP is then sent to the Programme Leader or Administrative Officer (with the student's permission).

Once the student's needs have been assessed it may be possible to apply for Disabled Students Allowance (DSA) from the student's Local Education Authority. DSA funds can provide study related human support such as a dyslexia tutor, library assistant or (British Sign Language) BSL interpreter. They can also cover the costs of any specialist equipment or technology support the student may need. The Disability Service can advise students on this and the process for receiving support via the DSA.

Dyslexia Guidelines

Dyslexia, dyspraxia, dyscalculia, Attention Deficit Hyperactivity Disorder (ADHD), and other Specific Learning Difficulties (SpLDs) are all considered to be disabilities in the context of Higher Education, and students with any of these difficulties are eligible to apply for Disabled Students' Allowances (DSA). Students with dyslexia will need an Educational Psychologist's report carried out after the age of 16. If students only have a report carried out before they were 16, or have never had a formal assessment, they can contact the Disability Service for advice. Where students already have a full diagnostic report carried out by an Educational Psychologist when over the age of 16 they can use this as medical evidence when applying for Disabled Students Allowances.

33 Student Evaluation

Students complete a unit evaluation at the end of every unit, these are then analysed and any issues included in annual monitoring and evaluation. The students also have regular opportunity to feed back into the course via the student reps and through student staff consultative meetings and programme committees.

34 Engagement with Employers

The first year of the programme places most emphasis on encouraging students to develop their personal visual language and individual creative strategies.

In the 2nd year (Level 5) students begin to encounter a range of problems which generically match those that they may encounter in the professional world and they are expected to be able to place their personal practice within a more professional context. This includes engaging with the parameters of national book design or film competitions. The programme has invited a professional practitioner to set a project based on their own practice and offer feedback and, in some instances, the opportunity for a short placement or other work experience.

The Programme frequently receives requests for work and the team will pass these opportunities on to students if appropriate and relevant. Most notably, in recent years, the Animation Leader liaised with the BBC and the students produced films which were broadcast to coincide with the Labour Party Conference in Manchester.

During 3rd year (Level 6) there are opportunities for portfolio surgeries with a range of professional practitioners and for the last five years the Programme have exhibited in a London gallery, giving the students the experience of organising a show in a commercial space for an industry based audience.

The staff team maintain a dialogue with a range of potential employers and professional practitioners.

The 'with Placement Year' and 'with Placement and Overseas Study' awards gained through Placement units represent a real opportunity to develop a working relationship with employers both for the Individual student, but also for the Programme and the University. This is both a 'home' and International opportunity.

This Programme Specification provides a concise summary of the main features of a Programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he take full advantage of the learning opportunities provided. More detailed information on the learning outcomes, curriculum content, teaching/learning, assessment methods for each unit and on the Programme's relationship to QAA Subject Benchmark Statements may be found in the student handbook for the Programme. The accuracy of the information in this document is reviewed periodically by the University and may be subject to verification by the Quality Assurance Agency for Higher Education.