

BA (Hons) Animation

Programme Specification

1. Programme title	BA (Hons) Animation BA (Hons) Animation with Foundation Year
2. Awarding institution	Middlesex University
3a. Teaching institution 3b. Language of study	Hendon English
4a. Valid intake dates 4b. Mode of study 4c. Delivery method	September FT & PT <input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5. Professional / Statutory / Regulatory body	n/a
6. Apprenticeship Standard	n/a
7. Final qualifications available	Cert HE Animation DipHE Animation BA (Hons) Animation BA (Hons) Animation with Foundation Year
8. Year effective from	2024/25

9. Criteria for admission to the programme
<p>BA (Hons) Animation welcomes applicants with a wide range of backgrounds and interests, good communication skills and interesting, original ideas. Applicants should have a broad knowledge of contemporary and historical animation practice, but in addition we like students to have a passion for all forms of visual and performing art including drawing, painting, printmaking, sculpture, cinema, photography, theatre, music and dance. An interest in complementary subjects such as history, philosophy and psychology, politics, current affairs and even sport are also encouraged. Animation is not just about making things move, it is about storytelling so having an interest in all forms of literature including comics and graphic novels is also very important.</p> <p>Selection of students for all levels of the programme is based on evidence of ability demonstrated by a portfolio of art and design work at interview. Applicants' portfolios should aim to demonstrate originality, imagination and drawing ability and include as many sketchbooks, life drawings and observational drawings as possible. Also welcomed</p>

are examples of character and background design, visual and contextual research, conceptual and narrative work as well any sound design and music you might have produced.

In addition, it is recommended that students applying to join year one of the programme have completed a Foundation Course in art and design, or relevant BTEC National Diploma Course.

Flexible pathways for entry to the programme: The Foundation Year is an accessible pathway for individuals who may not meet the standard entry requirements for this course, providing a supportive starting point for all applicants.

We welcome applications from mature students with non-standard qualifications and diverse backgrounds, particularly welcoming those with non-traditional pathways to higher education. This includes industry practitioners in digital media, communications and cognate fields wishing to advance their skills and gain formal HE qualifications.

There are no restrictions to admission to the programme based on disability – and students with a disability/ies will be supported to undertake the programme (see 16 below).

The standard academic qualification for entry to level one of the programme is: At the time of publication, the entry requirements for the programs are as follows: 5 subjects must be passed at GCSE level (with Maths and English at grade C or above), along with a minimum of 2 subjects passed at A level, equivalent to 280 UCAS points. Similar qualifications with corresponding points are also acceptable.

Please consult the University regulations for precise details regarding the admission criteria for Middlesex University.

The standard academic qualification for direct entry into levels two or three should be:

A Higher National Diploma or Foundation Degree in an appropriate subject or a level one certificate from another BA programme in an appropriate subject. Applications from mature students, over 21 years of age at the time of admission, without formal qualifications or with relevant professional experience or non-standard qualifications are welcomed. Selection of students for all levels of the programme is based on evidence of ability demonstrated by a portfolio of art and design work. Relevant work and 'life' experience will also be taken into consideration. Applicants' CV and application materials, along with the pre-application discussion indicate the possible prior experiential / accredited learning that can be claimed as Recognition of Prior Learning (RPL). RPL is assessed at interview.

All applicants whose first language is not English will need to demonstrate appropriate language skills. The required standard is an IELTS grade of 6.00 or equivalent with no element less than 5.5 Where they do not meet these criteria, then they should attend a pre-sessional.

10. Aims of the programme

The programme aims to:

- Produce graduates who are first-rate, well-rounded creative and critical practitioners, emphasising the importance of exploration, experimentation and research in developing a thriving personal and professional animation practice.
- Promote an individual and critical approach to creative communication that uses animation as its primary means of expression coupled with an extensive knowledge and understanding of all aspects of contemporary professional animation practice.
- Facilitate the ability to identify and analyse animation and visual communication problems and use research and sound reasoning to deliver innovative and compelling solutions to such problems, encouraging renewable technical skills.
- Develop the ability to articulate complex ideas and processes through the use of argument, discussion and evaluation in creative and critical contexts.
- Develop an ability to manage time and work effectively independently or in a group, facilitating collaborative working practices across complementary creative disciplines.
- Promote an understanding of the historical and social context within which the professional animator works, supporting ethical working practices and an appreciation of social responsibilities related to animation practice.
- Develop a thorough understanding of, and ability to articulate in written form, the critical, historical, conceptual, economic, cultural, environmental and ethical contexts occupied by animation, encouraging intellectual curiosity and research habits that lead to lifelong learning.

11. Programme outcomes*	
<p>A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. the creative process of animation: definition, research, development of solutions, presentation and the evaluation of outcomes 2. the extent, diversity and ethics of contemporary professional practice and the employment opportunities 	<p>Teaching/learning methods Students gain knowledge and understanding through</p> <ul style="list-style-type: none"> • presentations by professional practitioners, practical group coursework assignments involving external visits and interviews with practitioners, originating and delivering presentations to peer groups with accompanying written synopsis

<p>available, the potential for and management of career development</p> <ol style="list-style-type: none"> 3. the relevance and significance of critical, historical, conceptual, economic, cultural, environmental and ethical contexts in which animation and computer animation operate, including the legacies of animation, film, media and cultural studies 4. a variety of production processes appropriate to the presentation of animation 	<ul style="list-style-type: none"> • Interactive sessions, seminars, individual research, critical essays and practical coursework assignments • demonstrations and practical coursework in studio and specialist workshops areas <p>Assessment methods Students' knowledge and understanding is assessed by</p> <ul style="list-style-type: none"> • presentations and crits, coursework essays for relevant modules • the quality of coursework projects, diaries, learning logs, crits. assessed at end of term exhibitions, showreel and portfolio presentations
<p>B. Skills On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. apply critical analysis and articulate animation challenges through discussion, critique and evaluation of their own and others' work 2. develop imaginative and individual creative solutions to communication assignments by use of a structured process 3. articulate in research and writing an understanding of the contexts occupied by animation and computer animation, including the legacy of animation, film, media and cultural studies 4. develop innovative and effective strategies, techniques, production processes and presentation skills 5. use sequential moving images to effectively and imaginatively communicate information, ideas and arguments 6. realise and prepare animation for presentation through a variety of processes to a professional level 7. use appropriate industry standard computer applications proficiently 8. operate safely, competently and effectively in specialist workshop areas and with technology: animation 	<p>Teaching/learning methods Students learn skills through</p> <ul style="list-style-type: none"> • presentations by professional practitioners, practical group coursework assignments involving external visits and interviews with practitioners, originating and delivering presentations to peer groups with accompanying written synopsis • Interactive session, seminars, tutorials, individual research, critical essays, research portfolios and practical coursework assignments • demonstrations and practical coursework in studio and specialist workshops areas • practical coursework assignments which are supported by small peer group seminars encouraging discussion and feedback of each stage in the development of solutions • introductory workshops focused on developing initial skills, to enable further self-directed learning through practical coursework assignments • inductions and demonstrations by technical and academic staff in specialist workshop areas

software and hardware, video and stills photography, sound recording editing and mixing	<p>Assessment methods Students' skills are assessed by</p> <ul style="list-style-type: none"> • practical coursework • presentation of outcomes to peer groups, written reports in support of practical work • written coursework and research portfolios • presentations and critiques used as formative assessment • evidence of participation at inductions and workshop demonstrations
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<p>12. Programme structure (levels, modules, credits and progression requirements)</p>
<p>12. 1 Overall structure of the programme</p>
<p>The Animation programme at Middlesex University is a three-year full-time or four years with the Foundation Year (optional part-time) course of study, at the end of which successful students are awarded a BA Honours Animation degree. The programme is normally studied over two terms per year. The undergraduate programme consists of a range of modules, the satisfactory completion of which enables students to accumulate the credit points required at each level in order gain an honours degree.</p> <p>The emphasis at Level 4 is on introducing the practical, historical and aesthetic diversity of the study area and the breadth of approaches to producing animation. The focus shifts at Level 5, to developing critical, research and practical skills, including more independent and experimental briefs. At Level 6, the work concentrates on researching, critically reflecting, producing and documenting work to high academic and professional standards.</p>
<p><u>Programme Structure Diagram – Foundation Year</u></p>
<ul style="list-style-type: none"> - ADM0001 Creative London, 30 Credits - ADM0002 Skills and the Creative Process – 30 Credits - ADM0003 Exploring Creative Directions – 30 Credits - ADM0004 Major Project and Portfolio – 30 Credits
<p><u>Programme Structure Diagram – Full Time</u></p>
<p>YEAR ONE (Level 4)</p> <ul style="list-style-type: none"> - Semester 1 – SOF1101 Techniques and Practices 1 – 30 Credits, SOF1102 Creation and Ideation – 30 Credits - Semester 2 – SOF1103 Techniques and Practices 2 – 30 Credits, SOF1104 Animation Production – 30 Credits
<p>Exit Award: CertHE Animation</p>

YEAR TWO (Level 5)

- **Semester 1** – ANI2010 Developing Characters and Narratives – 30 Credits, ANI2020 Expanded Animation Principles – 30 Credits
- **Semester 2** – ANI2030 Collaborative Animation Filmmaking – 30 Credits, ANI2040 Animation Industries – 30 Credits

Exit Award: DipHE Animation

YEAR THREE (Level 6)

- **Semester 1** – ANI3010 Professional Animation Production – 30 Credits, ANI3020 Critical Animation Research – 30 Credits
- **Semester 2** – ANI3030 Major Project – 30 Credits, ANI3040 Portfolio and Showreel Development – 30 Credits

Exit Award: BA (Hons) Animation

Indicative Programme Structure Diagram – Part Time**YEAR ONE (Level 4)**

Semester 1 – SOF1102 Creation and Ideation – 30 Credits

Semester 2 – SOF1104 Techniques and Practices 2 – 30 Credits

YEAR TWO (Level 4)

Semester 1 – SOF1101 Techniques and Practices 1 – 30 Credits

Semester 2 – SOF1103 Animation Production – 30 Credits

Exit Award: CertHE Animation

YEAR THREE (Level 5)

Semester 1 – ANI2010 Developing Characters and Narratives – 30 Credits

Semester 2 – ANI2040 Animation Industries – 30 Credits

YEAR FOUR (Level 5)

Semester 1 – ANI2020 Expanded Animation Principles – 30 Credits

Semester 2 – ANI2030 Collaborative Animation Filmmaking – 30 Credits

Exit Award: DipHE Animation

YEAR FIVE (Level 6)

Semester 1 – ANI3020 Critical Animation Research – 30 Credits

Semester 2 – ANI3040 Portfolio and Showreel Development – 30 Credits

YEAR SIX (Level 6)

Semester 1 – ANI3010 Professional Animation Production – 30 Credits

Semester 2 – ANI3040 Major Project – 30 Credits

Exit Award: BA (Hons) Animation

12.2 Levels and modules

Level 4		
COMPULSORY	OPTIONAL *	PROGRESSION REQUIREMENTS
Students must take all of the following: SOF1101 (30 credits) SOF1102 (30 credits) SOF1103 (30 credits) SOF1104 (30 credits)		Students must pass at least 90 credits to progress to Level 5. <i>To achieve Honours, failed credit will need to be repeated.</i>
Level 5		
COMPULSORY	OPTIONAL *	PROGRESSION REQUIREMENTS
Students must take all of the following: ANI2010 (30 credits) ANI2020 (30 credits) ANI2030 (30 credits) ANI2040 (30 credits)		Students must pass at least 210 credits to progress to Level 6. <i>To achieve Honours, failed credit will need to be repeated.</i>
Level 6		
COMPULSORY	OPTIONAL *	PROGRESSION REQUIREMENTS
Students must take all of the following: ANI3010 (30 credits) ANI3020 (30 credits) ANI3030 (30 credits) ANI3040 (30 credits)		

12.3 Non-compensatable modules	
Module level	Module code
6	ANI3030 Major Project

13. Information about assessment regulations
<p>This programme will run in line with general University Regulations, and especially the Code of Assessment Practices.</p> <p>Please refer to module narratives for additional information on the assessment strategy of each module and to section 12.1 for details of credit requirement for awards.</p>

14. Placement opportunities, requirements and support (if applicable)

In Years 2 and 3 of the programme considerable emphasis is placed on professionalism and employability. Students will receive guidance and support in undertaking professional/employer engagement.

The Professional Practice and Development project in Year 2 assists students in identifying and contacting industry professionals, which can lead to summer internships between Level 5 and 6.

Guidance in CV and portfolio preparation and interview technique is offered in conjunction with MDXWorks. Short work experience opportunities offered by outside animation companies and the National Film and Television School are matched to suitable students where possible by programme staff.

15. Future careers / progression

The programme supports graduates' future career development through the attainment of professional practice and academic research skills, attendance at professional interactive lectures and presentations, the opportunity to work on 'live' briefs and enter animation competitions, animation festivals, work experience, the production of a website, showreel and professional portfolio and participation in the graduate degree show.

BA Animation is an outstanding programme with BAFTA award-winning staff who are animation directors and scholars in their own rights. BA Animation at Middlesex has very strong links with industry, including Aardman Animation, Tiger Aspect and Lupus Films, with a high percentage of graduates in work six months after graduating. Many of our graduates go on to do freelance work, which depends heavily on positive word of mouth recommendations. The programme has a reputation for the high calibre of its graduates (e.g., two recent BA Animation graduates received nominations for a Best British Short Animation BAFTA in 2021 and 2022), with London-based studios like Lupus Film making BA Animation at Middlesex their first port of call when seeking animators for productions. Students have also gone on to study Animation at MA level at the RCA, UAL, NFTS, with a few pursuing practice-based PhDs in Animation.

Our graduates have had their student films screened at international festivals and events like the Annie Awards USA, San Diego Comic-Con, the Los Angeles International Children's Film Festival, Nature & Culture International Poetry Film Festival in Denmark, Piccolo Festival d'Animazione, Ortometraggi and Sguardi Film Festivals in Italy, Animasyros International Animation Festival in Greece, MUMVI, Multidisciplinary Dance Exhibition, Mexico, International 2 Sides Short Film Festival Turkey, Animateka in Slovenia and others; our alumni work in creative industries around the world. BA Animation has screened retrospectives at Holland Animation Festival, Animateka International Animation Festival in Ljubljana, Slovenia, Monstra Animation Festival in Lisbon, Portugal and Internationales Trickfilm-Festival Stuttgart.

With our approach to developing students' skillsets holistically, our recent graduates are equipped to find careers in many areas of the animation industry, e.g., as animation directors, 2D animators, producers, storyboard artists, stop motion animators, model or

puppet makers, layout artists, background artists, character designers, After Effects designers, motion graphic designers or CGI animators, as well as also students who are more interested in exploring animation research, scholarship and festival curation. Graduates are equally prepared to pursue expanded, experimental and artist animation trajectories (e.g., artists' moving image work, gallery installations, animation and live performance, etc.).

16. Particular support for learning (if applicable)

- Academic advising scheme
- Induction/orientation programmes and starter packs
- Programme-dedicated resource rooms: 1 dedicated animation studio, 1 shared studio and 6 stop motion studios
- Dedicated teaching by award-winning, practicing animation professionals and expert animation studies academics
- Direct communication with tutors and technicians via E-mail and multimedia platforms (e.g., Discord)
- Access to virtual learning environment & learning support platform (My Learning) to support tutor/learner interaction, including Turnitin for submission of work.
- Technical staff and dedicated workshops
- Relevant IT and software training
- Up to four Student Learning Assistants provide additional support to both students and academics.
- Live projects set by creative industry professionals
- Programmes of visiting external speakers from global animation industry
- Graduate exhibition and faculty-wide 'Creative Graduates' website
- Tickets to select screenings at London International Animation Festival (LIAF)

In addition to the academic and technical staff within the programme, students are supported in their learning by staff in Library Resources.

- Library Resources, e.g., specialist books, journals, videos, DVDs, slides, special collections (including electronic versions)
- Online reading lists for each module accessible via My Learning
- Subject-dedicated librarian
- Special induction sessions provided by the Library Resources
- Learning Enhancement team for support with academic research and writing skills

Learning and teaching in the programme will be supported by the [Learning Enhancement Team](#), [Disability and Dyslexia Support](#) service, visiting external presenters and collaboration with [MDX Works](#).

The Learning Enhancement Team support students and colleagues across the University to develop advanced Maths Statistics and Numeracy skills and Academic Writing and Language skills which are fundamental to success in assignments and to future life, work, and studies. Support for these skills are integrated into the curriculum of core programmes, and additional opportunities can be accessed on a one-to-one or group basis here: [Learning Enhancement | UniHub \(mdx.ac.uk\)](#)

These additional support opportunities will ensure that all students enjoy equality of opportunity during their studies at Middlesex, in an inclusive, supportive and diverse learning context that breaks down any barriers which might prevent students with disabilities from actively participating in student life.

17. HECos code(s) 100057 (Animation)

18. Relevant QAA subject benchmark(s) Art and Design, History of Art, Architecture and Design

19. Reference points

The following reference points were used in designing the programme:

- Middlesex University Regulations 2023-24
- QAA Subject Benchmark Statements for Art and Design, History of Art, Architecture and Design
- QAA Framework for Higher Education Qualifications (FHEQ)
- Middlesex University Learning and Teaching Policy and Strategy
- Knowledge into Action, Middlesex University Strategy 2031
- Learning and Quality Enhancement Handbook (LQEH)

20. Other information

Scholarly Societies

Society for Animation Studies (SAS)

British Association of Film, Television & Screen Studies (BAFTSS)

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for BA (Hons) Animation

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding	
A1	the creative process of animation: definition, research, development of solutions, presentation and the evaluation of outcomes
A2	the extent, diversity and ethics of contemporary professional practice and the employment opportunities available, the potential for and management of career development
A3	the relevance and significance of critical, historical, conceptual, economic, cultural, environmental and ethical contexts in which animation and computer animation operate, including the legacies of animation, film, media and cultural studies
A4	a variety of production processes appropriate to the presentation of animation
Skills	
B1	apply critical analysis and articulate animation challenges through discussion, critique and evaluation of their own and others' work
B2	develop imaginative and individual creative solutions to communication assignments by use of a structured process
B3	articulate in research and writing an understanding of the contexts occupied by animation and computer animation, including the legacy of animation, film, media and cultural studies
B4	develop innovative and effective strategies, techniques, production processes and presentation skills
B5	use sequential moving images to effectively and imaginatively communicate information, ideas and arguments
B6	realise and prepare animation for presentation through a variety of processes to a professional level
B7	use appropriate industry standard computer applications proficiently
B8	operate safely, competently and effectively in specialist workshop areas and with technology: animation software and hardware, video and stills photography, sound recording editing and mixing

Programme outcomes											
A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8
Highest level achieved by all graduates											
6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8
Techniques and Practices 1	SOF1101	X			X	X	X		X	X	X	X	X
Creation and Ideation	SOF1102	X	X	X	X	X	X	X	X	X	X		X
Techniques and Practices 2	SOF1103	X			X	X	X		X	X	X	X	X
Animation Production	SOF1104	X	X	X	X	X	X	X	X	X	X	X	X
Developing Characters & Narratives	ANI2010	X			X	X	X		X	X	X	X	X
Expanded Animation Principles	ANI2020	X	X	X	X	X	X	X	X	X		X	X
Collaborative Animation Filmmaking	ANI2030	X	X		X	X	X		X	X	X	X	X
Animation Industries	ANI2040		X	X				X	X				

Professional Animation Production	ANI3010	X	X		X	X	X		X	X	X	X	X
Critical Animation Research	ANI3020		X	X				X	X				
Major Project	ANI3030	X			X	X	X		X	X	X	X	X
Portfolio & Showreel Development	ANI3040		X		X		X		X		X	X	