Programme specification

1. Awarding Institution	2. Teaching Institution	3. Faculty/Department	4. UCAS Code:
Edexcel	North Kent College	Media	W616
5. Final Award	**6. Programme Title**		**7. Accredited by:**
BTEC HNC in Creative Media (Motion Graphics and Animation)	Creative Media Production (Motion Graphics and Animation)		Pearsons

8. Quality Assurance Agency (QAA) Benchmarking Group(s)

Communication, media, film and cultural studies
2008

9. Entry Requirements

Minimum requirements (students 18+ years old):
• 180 UCAS Points
• GCSE grade C or above in English
Desirable requirements (students 18+ years old):
• 240+ UCAS Points
Mature student requirements (students 21+ years old):
• If you don't have the UCAS point requirements, but have appropriate experience, specific knowledge or industry-based qualifications, then your application is welcomed

10. Educational Aims of the Programme and Potential Career Destinations of Graduates [Maximum 150 words]:

• To provide you with knowledge of production skills within both the Motion Graphic and Animation industries
• To enable you to develop practical skills in media production across both the Motion Graphic and Animation.
• To focus on the knowledge, skills and understanding required to support learning in a range of vocational settings

- To enable you opportunities to work within the creative media industry, applying the knowledge learnt within the programme, and demonstrating an ability to analyse and evaluate your work-based performance
- To enable you to develop the necessary professional and reflective skills through a variety of stimulating and varied learning environments that can be built on throughout your professional life
- To enhance self-reflection, critical thinking skills and independent learning
- To develop the personal, employability, critical and transferable skills to work effectively across the creative media industry
- To provide a suitable academic platform for progression to honours level study or further professional development

11. Summary of Skills Development for Students within the Programme [Maximum 150 words]:

Our course is specifically designed for the creative who has previously studied motion graphics and animation and those who would like to add this specialised area of work to their portfolio to enable them to progress to a higher level of study or enter a career in the creative media industry.

The programme concentrates on developing creative and technical skills using industry standard software professionally used in the creation of 2D, 3D and motion graphics animations linked to the creative media and gaming industries.

You will benefit from being able to apply your new skills and training with work supported by regular guidance from industry professionals.

Through regular guidance you will develop the following skills;

- Research skills
- Motion Graphics and Animation concepts
- Motion Graphics techniques
- 2D Animation techniques
- 3D Animation techniques
- 3D Modelling techniques
- Analysis and development skills
- Creative project management skills
- Production of visual and digital material
- Studio technical hardware and software skills
- Project management skills

12. The programme provides opportunities for you to achieve the following outcomes: *These are related to the benchmarking statements for the subject you are studying, described under 8 above.*	The following teaching, learning and assessment methods are used to enable you to achieve and demonstrate these outcomes:
A. Knowledge and understanding of: ⟶	**A. Teaching and learning methods:**
Learners of programmes in the motion graphics and animation fields will demonstrate knowledge and understanding drawn from the following: 1. Gain understanding of and competence in research for motion graphics and animation production including theory, techniques and procedures. 2. The ability to organise and manage self-directed projects 3. The understanding and competence in research, theory and techniques of motion graphics and animation. 4. Review and understand the developing and emerging technologies that affect and change the motion graphics and animation sector of the creative media industries. 5. The industry practices relevant to the chosen specialism, including health and safety practices 6. The understanding of employment opportunities, structures and terms of employment within the motion graphics and animation sector of the creative media industries	A variety of teaching and learning methods will be incorporated into the course in order to ensure you cover all learning outcomes. These could include lectures, seminars, live briefs, directed research, case studies, workshops, educational visits, visits from guest speakers, studio time and practice, tutorials A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules. During the course, you will be expected to become more responsible for your own learning; this is designed to encourage an independent approach to your studies. Individual autonomy is a feature of HE courses that has been identified both by the industry and The Quality Assurance Agency (QAA).
7. An understanding of the opportunities, working patterns and constraints of freelance work in the creative media industries 8. An understanding and appreciation of the legal, social and ethical considerations that constrain production within the creative media industries 9. The general personal and interpersonal skills needed to work in the creative team environment 10. The ability to reflect critically upon one's own work and relate it to current and past practice	**A. Assessment methods:**
	A range of assessment methods will be used to encourage and develop your skills during the course. These include but are not exclusively include the following; Peer review, taught/directed study, formal written assessment, workshop/practical observation, self-directed independent study, assessment of specific skills (for example software skills, production skills, research skills and skills of application).

B. Intellectual skills:	B. Teaching and learning methods:
Learners of programmes in the Media and Communication field will demonstrate intellectual knowledge and understanding drawn from the following: 1. Understand the forms of communication and media and how they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change. 2. Examine such forms critically with appropriate reference to the social and cultural change within contemporary society. 3. Gain an understanding of how different social groups make use of, and engage with media outlets as they have become more diverse socially and culturally. 4. Analyse closely, interpret and show the exercise of critical judgement in the understanding and, as appropriate, evaluation of these forms. 5. Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.	Development of intellectual skills is through lectures from tutors and visiting speakers, group discussion, seminars, case studies and audio- visual material, reinforced by work-based experiences and working with their designated mentor. A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules.
	B. Assessment methods:
	A range of assessment methods will be used to encourage and develop your skills during the course. These include but do not exclusively include the following; Short and long essays, analyses of practices reviews and reports, presentations (whether oral and/or technology-based), critical self and peer-evaluation, blogs, evaluations, individual or group portfolios of work (whether critical, creative, self-reflective, or the outcome of professional practice), Individual and group project reports, research exercises and external placement or work-based learning reports.

C. Subject practical skills: ———▶	**C. Teaching and learning methods:**
Learners of programmes in the Media and Communication field will demonstrate practical skills knowledge and understanding drawn from the following: 1. Produce work, which demonstrates the principals of professionalism and can be broadcast through audio and/or image outlets. 2. Demonstrate competences in their chosen field of practice. 3. Demonstrate the development of creative ideas and concepts based upon secure research strategies. 4. Understand the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them. 5. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices. 6. Manage time, personnel and resources effectively by drawing on planning, organisational, project management and leadership skills 7. Produce work ready for broadcast which demonstrates an understanding of media forms, structures and audiences specific content. 8. Produce work, which is factually correct and delivered.	Subject-specific practical skills are developed through a range of studio and outside based practical projects and assignments for both internal and external clients. Work placements will be encouraged to further expand and develop the learner's skills knowledge. A variety of teaching and learning methods will be incorporated into the course in order to ensure you cover all learning outcomes. These could include; • Live Briefs • Directed research • Workshops • Visits from guest speakers • Studio time and practice A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules.
	C. Assessment methods:
	A range of assessment methods will be used to assess and encourage the development of the learner's practical knowledge and skills. These include but are not exclusively include the following; Production documentation, production material, features and programmes produced, group and individually produced artefacts, including productions in sound, audio, visual or other media.

D. Transferable/key skills: →	D. Teaching and learning methods:
Learners of programmes in the Media and Communication field will demonstrate practical skills knowledge and understanding drawn from the following: 1. Communication and presentation skills 2. Independent study skills 3. Team work and interpersonal skills 4. Competency in problem solving 5. Development of skills to manage and develop contacts across many levels 6. Development of skills including self-management, independent working and organisation skills 7. Setting targets for personal, academic and career development 8. Developing an adaptable, flexible and effective approach to training and work	Development of transferable and key skills are developed through presentation and communication, teamwork, problem-solving and reflective practice, which are developed in a contextualised manner throughout the programme. All skills are enhanced in practical sessions, tutorials, workshops and internal/external projects. A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules. **D. Assessment methods:** Ranges of assessment methods are used to assess transferable skills. These include but are not exclusively include the following; presentations, pre & production documentation, meeting assignment deadlines, blogs and related reflective practices, feature development and production completion deadlines.

13. Programme Structure: Levels, Courses and Credits		*Awards, Credits and Progression of Learning Outcomes*
Level **4**	**Compulsory Courses** • Contextual Studies for Creative Media Production (15 credits) • Research Techniques for Creative Media Production (15 credits) • Practical Skills for Computer Games Animation (15 credits) • Computer Games Studies (15 credits) • Animation Techniques (15 credits) • Drawing Techniques for Computer Game Concept Art (15 credits) • 2D Digital Graphics for Computer Games (15 credits) • 2D Digital Animation for Computer Games (15 credits) You may be required to work on productions during half-terms, prior notice will be given.	Higher National Certificate