UNDERGRADUATE
PROGRAMME SPECIFICATION

Programme Title: **Games Art and Animation**

Awarding Body: **Staffordshire University**

Teaching Institution: **LMA**

Final Awards: **BA [Hons] Games Art and Animation**

Intermediate Awards: **BA; Dip HE; Cert HE**

Mode of Study: **Full Time**

UCAS Codes: **I630**

QAA Subject Benchmarks: **Art and Design 2017**

Date of Production: **March 2019**

Date of Revision: **April 2020**

If you require this document in a larger text or a different medium please contact us

EDUCATIONAL AIMS OF THE PROGRAMME

This course is designed for you to explore and develop skills to meet the needs of the Computer Games industry. You will gain practical skills and the associated knowledge and expertise to succeed in the sector. As such, the aims of the programme are to:

1. Provide a creative and facilitative environment with advanced knowledge and skills building through which you will develop high-level discipline expertise, and become proficient in the use of techniques and resources associated with the Computer Games industry.

2. Enable you to evaluate defined aspects of games art and animation in historical, social, theoretical and professional contexts.

3. Enable you to appreciate, explore, interrogate and challenge current and historic practice through independent and collaborative enquiry, whilst recognising ethical boundaries.

4. Create an environment that enables speculation and innovation grounded in subject knowledge, leading to the generation of new ideas and products that respond to current Computer Games industry needs.

5. Develop your professional practice knowledge, working abilities and confidence to support effective entry into the Computer Games industry, particularly in the areas of games art and animation.

6. Develop a broad technical and creative skill set, and transferable skills, making you adaptable and flexible in order to support effective transition across disciplines and advancement through the Computer Games industry.

7. Develop approaches to organisation and communication necessary for effective management of project briefs, and for sustaining a presence in the Computer Games industry.

8. Enable your experience of business responsibility, including team working and leadership; and foster your skills of enterprise and entrepreneurship within a games art and animation environment.

9. Develop understanding of own strengths and limitations and responsibility for the attainment of skills suited to personal lifelong learning, career development and/or progress to future education, including postgraduate level study.

WHAT IS DISTINCTIVE ABOUT THIS PROGRAMME?

This Staffordshire University BA [Hons] Games Art and Animation programme is approved for delivery at LMA and has been developed collaboratively by industry practitioners and academics. It takes into account guidance from the Sector Skills Council, Creative Skillset and will equip you with the appropriate range of artistic and business skills needed to succeed in the rapidly evolving games art and animation industry today and in the future. Learning on this course extends across a range of genres, roles and media; it is both creative and technical, and is supported by the development of professional knowledge, enterprise, networking and communication skills.

The course, which encourages experimentation and creative risk taking, will quickly enhance your skills, leading to a professional approach in the formation of your own original games art and animation work. Through workshops, tutorials, specialist visits and trips, master classes and guest speakers, you will gain a greater understanding of what it means to be a part of this industry.

Our tutors come from different creative backgrounds, with knowledge and experience of a large range of skills and techniques gained from working in the computer games and animation industries. They will enable you to work on industry-focused briefs that support your skills development through challenging, exciting and relevant assignments.

From the outset, through experimentation and the development of your own original ideas, you will create 2D and 3D game assets and animations. You will be working with industry-standard creative software and game engines used by developers throughout the world.

Through independent and collaborative assignments you will be developing functioning and creative game products to a high standard, and you will explore and develop your creative abilities to their full potential.

Your course will provide excellent value for money featuring high contact hours with the tutors, which will help to instil the discipline, training and professional standards and expectations that the industry demands.

You will be expected to be highly motivated and self-disciplined, cultivating an independent approach and the willingness to try new techniques and explore new ways of working. By embracing the stimulating environment offered at LMA you will be able to enter the industry and establish yourself as an original and innovative professional.

THE STAFFORDSHIRE GRADUATE

This degree in Games Art and Animation fulfils the Staffordshire Graduate pledge by drawing on the extensive professional backgrounds of the delivery team and by providing a mature and flexible learning environment with accessible specialist resources reflective of the industry. Continued exposure to practitioners within the computer games and related industries gives students access to the calibre of artists and designers, creative and technical directors, programmers, producers and managers as expected of a media academy, particularly at this level of education and training. Working alongside such practitioners enables students to gain hands-on professional practice; providing valuable networking opportunities that can prove essential within this challenging global industry.

The Staffordshire Graduate represents a set of qualities that the University passionately believes is necessary for success in the 21st century. A Staffordshire Graduate is a reflective and critical learner with a global perspective, prepared to contribute in the world of work. In partnership with Staffordshire University, this course will produce rounded, articulate and highly employable graduates with the skill set, knowledge base and personal attributes very much in line with industry demands. The course addresses the attributes of employability, entrepreneurship and enterprise, with modules developing confidence, team working skills, industry knowledge and continual personal and professional development [PPD]. It provides students with opportunities for industry exposure to creative and technical professionals alongside their study, as well as continued education and training in the correct professional settings with the appropriate hands-on tools.

For the duration of this BA [Hons] Games Art and Animation programme, we aim to provide our graduates with **discipline expertise**. We instil a critical knowledge of the discipline that is underpinned by the experience, research and industry expertise of the academic staff and which strives to reflect the key issues that affect the world in which we live.

This course falls into the creative and cultural industries sector, which comprises a wide range of businesses and companies, many small and individual. Core to the success of these businesses is the ability to work innovatively and with an enterprising and entrepreneurial approach. As part of our commitment to ensuring that graduates demonstrate the necessary **professionalism**, we expect that students will engage throughout the course with the world of work, and become **enterprising** and **entrepreneurial** by nature. This is achieved through practical work, live briefs, industry practice and independent and self-managed projects to develop and refine the transferable skills [and the confidence and proficiencies that such skills endow] that create graduates with the abilities that employers seek, not only in the field of games art and animation but also in wider employment contexts. This means that the skills you develop will have a usefulness outside the acting profession and you will be able to recognise their relevance as valuable life skills which are not subject specific and will support you as you navigate your way through what is likely to be a varied and changing career.

In order to capitalise on the knowledge and understanding that the degree aims to develop, **effective communication** and an ability to work in teams and with diverse stakeholders are seen as essential attributes of our graduates. The development of communication, **presentation** and **team working** skills lie at the heart of this BA [Hons] Games Art and Animation programme and are nurtured through practical briefs that

require organisation and cooperation to achieve common goals in the context of creative work for different audiences and partners.

Employers also value **independence of thought** and a **creative** ability to find solutions. This BA [Hons] Games Art and Animation programme enables students to take ownership of their learning – whether individually or in groups. It encourages independence of thought and **problem-solving** across a spectrum of activities, in the conduct of work-related briefs through modules such as Practical Skills for Computer Games and Major Production for Games Art and Animation.

Some modules within the course have specific focus on work practice, particularly the modules of Understanding the Computer Games Industry and Industry Investigation through which students develop an understanding of the current industry environment and employment opportunities. Your Promotional Portfolio module requires students to prepare an appropriate industry facing portfolio, while the Industry Pitch module puts students in direct contact with industry practitioners.

Students will carry out critical reading and writing, for example in modules such as Computer Games Studies and Advanced Computer Games Studies, and this will in part inform development in tutorial discussions, and presentations to peers and other identified target audiences. These are essential attributes of the **critical**, **reflective** and **lifelong learners** that Staffordshire Graduates are expected to become. Throughout each programme, students are expected to demonstrate their understanding through critical reflection and debate; to question different views and perspectives and to use both generic and specialist skills to recognise and resolve problems.

Increasingly those problems are set in a global context, and globalisation and **global citizenship** are central to the way that creative and cultural industries professionals engage with the world. Students will explore the local, national and international context of their chosen subject genre and consider how current practice has been influenced by national and international trends through the investigation of the work of others. Students will be expected to access information from diverse sources including via the internet and will learn how to use a range of electronic platforms as routes to a global audience.

COURSE SPECIFIC LEARNING OUTCOMES

The course specific learning outcomes below describe what the course will teach you to do. These outcomes are informed by the QAA benchmark statement for the art and design sectors and therefore are representative of the attributes and capabilities that employers would expect you to demonstrate once you have achieved your qualification.

Level 6	
Knowledge & Understanding *[Art and Design Benchmark Statement 2017: 4.1, 4.2, 4.3, 4.4]*	Demonstrate a systematic understanding of the key aspects of games art and animation, including acquisition of coherent and detailed knowledge of the industry, informed by both enquiry, and creative and technical practice.
Learning *[Art and Design Benchmark Statement 2017: 4.1, 4.2, 4.3, 4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]*	Consider critically your own qualities and transferable skills with reference to the evaluation of your own learning, learning ability and the exercising of initiative and personal responsibility. Think critically about the real working environment of the games art and animation industries and how you relate to them, demonstrating insights into your own skills in the context of the sector.
Enquiry *[Art and Design Benchmark Statement 2017: 4.1, 4.2, 4.3, 4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]*	Deploy effective techniques of analysis and enquiry, demonstrating a professional approach to research and information gathering. Evaluate the ethical implications and appropriateness of information within your work and that of others.
Analysis *[Art and Design Benchmark Statement 2018] 4.1, 4.2, 4.3, 4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]*	Examine and critically evaluate the complex aspects of games art and animation – theory and practice. Evaluate own abilities and limitations in order to identify personal and professional development needs. Question the effectiveness of creative and technical processes in terms of producing work that meets industry expectations.
Problem Solving *[Art and Design Benchmark Statement 2017] 4.1, 4.2, 4.3, 4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]*	Develop appropriate methods to solve creative and technical problems. Make decisions informed by a systematic understanding of the key aspects of games art and animation. Investigate, engage with and challenge conventional and alternative ways of interpreting and presenting ideas, creative content and technical approaches.
Communication *[Art and Design Benchmark Statement 2017] 4.1, 4.2, 4.3, 4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]*	Communicate interpersonally using effective forms of written and oral expression. Analyse information and convey complex or abstract information, ideas, concepts and solutions to both specialist and public audiences.
Application *[Art and Design Benchmark Statement 2017] 4.1, 4.2, 4.3, 4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]*	Apply, at a professional level, appropriate skills and abilities to the games art and animation production process and other related contexts, including the development of practical, technical and written projects, considering theories and principles.
Reflection *[Art and Design Benchmark Statement 2017] 4.1, 4.2, 4.3,*	Manage your own learning, exercising initiative and personal responsibility. Demonstrate qualities and transferable skills

4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]	necessary for employment and present in a professional manner appropriate to entering the computer games industry.
Working with Others *[Art and Design Benchmark Statement 2017] 4.1, 4.2, 4.3, 4.4,5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11,, 5.12, 5.13]*	Develop the communication and interpersonal skills necessary to become a Leader, by heading management and/or technical production teams. Motivate and engage team members and peers when working to a common goal, positively supporting the achievement of agreed outcomes.

PROGRAMME STRUCTURE, MODULES AND CREDITS

BA [Hons] Games Art and Animation

L E V E L 4	**Teaching Block 1**	**CORE LMAC40200 Toolkit for Success [15]**	**CORE LMAC40214 Drawing Skills for Concept Art [15]**	**CORE LMAC40217 2D Animation Production [15]**	**CORE LMAC40215 Practical Skills for Computer Games** **[30]**
	Teaching Block 2	**CORE LMAC40216 Computer Games Studies [15]**			**CORE LMAC40218 3D Modelling for Computer Games [30]**

L E V E L 5	**Teaching Block 1**	**CORE LMAC50219 Understanding the Computer Games Industry [15]**	**CORE LMAC50220 3D Character Modelling and Animation [30]**	**CORE LMAC50221 3D Games Environments [30]**
	Teaching Block 2	**CORE LMAC50222 Advanced Computer Games Studies [15]**		**CORE LMAC50223 Game Level Production [30]**

L E V E L 6	**Teaching Block 1**	**CORE CCIF60427 Industry Investigation [15]**	**CORE LMAC60210 Industry Pitch [15]**	**CORE LMAC60224 Games Production Live Brief [30]**
	Teaching Block 2	**CORE LMAC60212 Your Promotional Portfolio [30]**		**CORE LMAC60225 Major Production in Games Art and Animation [30]**

MAPPING MODULES TO LEARNING OUTCOMES

The table below shows how each of the learning outcomes relate to your modules and how they are covered throughout the 3 years of the course.

	Level 4 Modules						Level 5 Modules					Level 6 Modules				
	Toolkit for Success [15]	Drawing Skills for Concept Art [15]	Practical Skills for Computer Games[30]	Computer Games Studies [15]	2D Animation [15]	3D Modelling for Computer Games[30]	Understanding the Computer Games Industry [15]	3D Character Modelling and Animation [30]	Advanced Computer Games Studies [15]	3D Games Environments [30]	Game Level Production [30]	Industry Investigation [30]	Industry Pitch [15]	Games Production Live Brief [30]	Your Promotional Portfolio [30]	Major Production in Games Art and Animation [30]
Knowledge & Understanding			X	X	X	X	X		X	X		X			X	X
Learning	X	X						X		X			X	X		
Enquiry	X	X					X			X				X		X
Analysis		X		X						X		X			X	X
Problem Solving					X	X			X	X	X	X		X		X
Communication	X	X		X	X		X		X	X		X	X		X	X
Application	X		X			X	X				X		X		X	X
Reflection			X			X		X	X			X		X	X	X
Working with Others						X		X		X		X	X			X

HOW WILL I BE TAUGHT AND ASSESSED?

Learning and Teaching

Through this course you will learn about the fundamental principles of working in the computer games industry and be encouraged to reflect on how this learning supports a sound base of skills and professional practice. The curriculum is designed to enable you to appreciate the scope and complexity of games art and animation and the professional demands associated with this. You will learn to adopt a mature and informed approach to personal and career development, and to question, discuss and debate professional practice, theoretical premise and areas of social and cultural interest.

Teaching is designed to support this process and includes lectures, workshops, production meetings, project work and directed independent study. All modules will be supported by the Academy's virtual learning environment, which will not only function as a repository for module resources and information but will also encourage and support independent and flexible study and reinforce the inclusive intentions for learning and teaching on this course. The breadth and range of teaching modes is intended to provide a relevant and stimulating learning experience by supporting the development of essential specific and transferable skills [including communication, reflective practice and team working] in addition to critical understanding of key concepts and theories in a framework that maximises opportunities for student success.

This course is highly vocational with links to industry playing an important part throughout, and with several modules making a positive contribution to the development of a professional portfolio suited to a career within the computer games industry. Additionally, there are specific modules linking directly to industry through live briefs and the opportunity to present yourself and your work to an industry panel. Learning on this course will be enhanced by visiting lectures and masterclasses delivered by industry professionals.The course combines independent games art and animation production with group production projects, typically reflecting industry practice. Public distribution and exhibition of your products is encouraged throughout the course, allowing for feedback from public audiences as well as from peers and professionals. The opportunity for synergies with other creative areas enable networks to be formed and provides prospects for collaboration.

Alongside the largely practical design of the modules, self-reflective journals and evaluations add ongoing self-assessment and critique in order to monitor and measure progress and identify strategies for future development.

The course is underpinned by theoretical modules. Through these, an appreciation of the mediums of games art and animation, analysis of computer games and a realisation of stylistic approaches to products are gained. These act as a basis for theory to be trialled in practice, whilst reinforcing knowledge and understanding. An important feature of the course is the diversity of modules which allows for broad ranging learning opportunities and scope to contextualise trends, expectations, demands and opportunities within these industries. There are definite opportunities for creative individualism and specialism as the course progresses.

Students on this course will expect, and be expected, to take responsibility for their own learning and development and self-directed study. This is equally relevant to work undertaken when completing individual or collaborative assignments, whether working individually or as part of a team.

Learning and Teaching strategies include:

Work-based practice: Throughout the course you will relate your training to professionally recognised work activities. You may work across subject areas in a variety of roles, or you may prefer, as the course progresses, to focus your practice on a particular aspect of games art and animation. The modules are designed to progressively emphasise professional responsibility and actual experience, which will require you to work increasingly independently whilst enhancing your games art and animation skills. Work-based practice is embedded in the modules throughout this course and is supported through the Academy's film and television industry links.

Lectures: Formal lectures enable tutors and visiting speakers to impart ideas and information to groups of students, whilst creating the opportunity to stimulate discussions and bring forward areas that students find challenging. Students can be brought together for lectures across courses; this improves group dynamics, encourages appreciation for the interrelationship between disciplines across the wider creative and cultural industries, supports the HE experience and increases networking opportunities.

Seminars: In groups you will be able to express your ideas and discuss your learning experience. Seminars will enable you to focus and discuss in depth subjects arising both from your formal lectures and work-based practice. Communication skills will be applied through presentations, justification and discussion, requiring listening and responding skills as well as expressive ability.

Technical Demonstrations **and Masterclasses:** You will gain many of your skills through participating in demonstrations and masterclasses delivered by experienced practitioners from within the Academy and also external experts from the field. Health and safety will be an important aspect of this training. You will be expected to keep a record of technical guidance in the form of handouts and personal notes; these will serve as useful prompts in the future. Evidence of your experimentation with materials and techniques should also be saved alongside your handouts and notes in a Process Journal.

Projects: You will build portfolios of work demonstrating your learning, largely through the undertaking of projects. As you progress through the course the projects will increase in their remit, responsibility and in their work related evidence.

Research: Research is crucial to the success of those working in the Games Art and Animation industry – to keep abreast of changes, to market to audiences, monitor competition and generate new ideas. Research methods are taught formally, and research workshops are included throughout the programme, enabling you to identify appropriate methods and evaluate findings.

Independent practice: Throughout the course you will be expected to study independently, to inform your activities in timetabled sessions and to enhance your work-based practice. As entrepreneurship is one of the key attributes of Staffordshire Graduate students, you will be expected to plan your learning to become increasingly independent in your approach and forward planning.

Reflective Practice: Throughout the course you will learn how to use frameworks of reflection to consider critically the actions that you have taken and those that you may face in the future in order to improve your progress and achieve goals. Critical reflection will allow you to demonstrate your understanding; to question different theories and viewpoints; to examine your own practice and that of others; to resolve problems and to speculate about the future. Such reflection may take place through discussion with others and through

independent practice. A learning journal, which you will keep throughout the course, will be a tool to record your reflective practice in writing.

Tutorials: As you gain experience in the studio and engage with industry practitioners and clients through live briefs, tutorials become an increasingly important part of the learning strategy. Tutorials can help you to reflect upon your progress – either as part of a group or on a one-to-one basis - and are an opportunity to be presented with formative feedback.

Group Critiques: Being able to assimilate new information, draw upon knowledge to discuss and argue points of view, and reflect and respond to others' viewpoints is central to being successful in the workplace. Group critiques allow you to exercise these skills in a safe environment, developing communication techniques that will enhance your future performance.

Study Visits: Widening your knowledge of practitioners, including historic and contemporary subjects and the challenges of different working environments, supports your learning by stimulating and inspiring, as well as creating opportunities for group discussion, networking and bonding.

Teamwork: Understanding the benefits and challenges of working in teams by undertaking projects, including short and long-term activities, will strengthen your workplace skills. Through collaborative work you will learn to appreciate the pros and cons of combining skill sets, and the skills required to communicate and manage independent and team responsibilities.

Progression
In order to facilitate progression through your preferred route, whether academic or industry based, you will be guided on the management of your learning in order to tailor your experience and ensure a smooth transition.

Assessment

The assessment strategy is designed to both develop and evaluate your knowledge and skills throughout the course. A variety of academically rigorous assessment tasks, activities and formats will be used to suit different learning styles and situations. All the assessments on this course are designed to prepare you for industry practice.

Assessments are designed to be interesting, relevant and contemporary, with the aim of enhancing personal and professional development, while also evaluating performance. Assessments are designed to meet the learning outcomes within each module and the overall pattern of assessment matches the overarching learning outcomes of the full programme.

Summative assessment takes place on completion of a module through methods such as practical work, pitches, presentations, essays, journals, research projects and reports that require you to demonstrate an in-depth and increasingly critical understanding of key theoretical concepts and practical ability. It is provided in the form of a percentage mark at the end of a module, and is accompanied by written feedback from the module tutor to each individual student, relating his/her achievement to the learning outcomes of the module. The percentage mark is linked, within the Undergraduate Modular Framework Regulations, to a set of general assessment criteria which distinguish attainment at particular levels. In the case of collaborative projects where you will be working in teams, peer assessment along with tutors' observation reports will be used to determine your contribution to the production of the final project and to inform overall grading of the module.

Formative Assessment, which is not graded, is carried out in tutorial and critique situations and feedback is usually provided to you orally, or may be in the form of written feedback on draft pieces submitted. Formative assessment is also sometimes produced as the result of peer or self-assessment exercises. All forms of formative assessment offer you the opportunity to consider your work and take steps to improve and respond to external points of view.

Self-assessment through reflection on the grades and feedback is a valuable way of checking your progress and helping you understand the criteria tutors use to measure progress. If you aspire to achieve higher grades you can read the grading statements to understand what you need to be doing in order to improve.

Assessment feedback is provided to you in two main ways: orally, in tutorial and critique situations and in writing, using a "fast feedback form" that indicates performance against the learning outcomes of the module.

Typical assessment activities that you will be graded may consist of one or a combination of the following:

Creative outputs professionally presented in the format required by the brief, such as original 2D and 3D games assets, animations, functioning games levels, etc.

A reflective journal, discussing your learning journey throughout the module and utilising appropriate reflective theory and frameworks

An essay, report, case study or project plan, written and illustrated to given guidelines and word counts

Pitches to clients and presentation of ideas using professional techniques, such as an exhibition, mini-pitch, slide presentation, electronic/printed publicity material

Self-assessment, peer review and studio critiques

ADDITIONAL INFORMATION

Entry Requirements [including IELTS score]

What qualifications would I need to join this programme?

The entry requirements for the course are normally:

- 64 UCAS point
- Successful portfolio interview
- Related Work experience
- Mature students welcome by participation in practical workshop, interview and pitch

IELTS 6 [no less than 5.5 in any element]

We welcome applications from mature students and students with non-standard academic qualifications, and the interview allows us to counsel such students as to their best options, an interview would identify the best way forward for such students.

Students may be considered for Recognition of Prior Learning on the basis of credit achieved in prior study; work based experience, substantial employment or other experiential learning. This will be considered in accordance with the RPL Handbook. Evaluation is delegated to the Faculty, which is required to assess each application according to the specified procedure. Information about the availability of RPL can be found at:
https://www.staffs.ac.uk/legal/policies/recognition-of-prior-learning.jsp

Disability Statement
Staffordshire University operates a policy of inclusive teaching and learning to ensure that all students have an equal opportunity to fulfil their educational potential. Details about how to apply to have your needs assessed can be found at:
http://www.staffs.ac.uk/study/disabled/index.jsp

COURSE SPECIFIC INFORMATION

Employment Context
This course is delivered at LMA Liverpool Campus. As reported by the Liverpool Echo Newspaper "Liverpool's gaming industry is riding on a new wave of confidence with a host of studios enhancing the city's growing reputation for creating popular games. Liverpool is a digital technology hub, its games industry is one of the fastest growing areas outside of the capital.' With potential employment prospects on the rise, the BA [Hons] Games Art and Animation programme has been developed taking into account the opportunities across the sector within the region.

The modules are designed to enable students to fulfil the course requirements through their professional experience. This will include working across a multitude of genres, across a variety of games engines and with a range of software to ensure our students are as employable, skilled and adaptable as they can be to enter the computer games industry.

Extra Costs
Students on this course are also encouraged to take every opportunity to extend their learning through enrichment activities such as educational visits and networking activities. This programme incorporates a range of subject relevant educational visits. The cost of these visits is subsidised by LMA but students who wish to take advantage of these are required to make a contribution. This cost would typically add up to no more than £100 per student per year. This enrichment will not be compulsory and will always be discussed well in advance.

Progression to Higher Education
Students choosing to continue down an academic route may wish to progress to a post graduate course; students may apply to appropriate postgraduate courses at Staffordshire University, although they may apply to other institutions as well.

Further information about the course can be found in the Course Handbook and on the University Website. This includes information about learning outcomes at levels below honours, student support, and academic regulation

The Staffordshire Graduate

The Staffordshire Graduate represents a set of qualities that the University passionately believes is necessary for success in the 21st century. The Staffordshire Graduate is a reflective and critical learner with a global perspective, prepared to contribute in the world of work.

The table below indicates where, within your award, these characteristics are addressed:

AWARD TITLE: BA [Hons] Games Art and Animation		
Characteristic	**Award Module[s] including level and number of credits**	**Method of Assessment**
Work-ready and employable	Drawing Skills for Concept Art Level 4 [15 Credits]	PORTFOLIO weighted at 100%
	Practical Skills for Computer Games Level 4 [30 Credits]	PORTFOLIO weighted at 100%
	Understanding the Computer Games Industry Level 5 [15 Credits]	CASE STUDY weighted at 100%
	Industry Pitch Level 6 [15 Credits]	WRITTEN PROPOSAL AND PITCH weighted at 100%
	Your Promotional Portfolio Level 6 [30 Credits]	ONLINE PORTFOLIO weighted at 80% REFLECTIVE JOURNAL weighted at 20%
Understanding of enterprise and entrepreneurship	Practical Skills for Computer Games Level 4 [30 Credits]	PORTFOLIO weighted at 100%
	Understanding the Computer Games Industry Level 5 [15 Credits]	CASE STUDY weighted at 100%
	Industry Pitch Level 6 [15 Credits]	WRITTEN PROPOSAL AND PITCH weighted at 100%
	Games Production Live Brief Level 6 [30 Credits]	CLIENT-LED PRODUCTION weighted at 100%
	Advanced Computer Games Studies Level 5 [15 Credits]	PRESENTATION weighted at 100%
Understanding of global issues and their place in the global economy	Understanding the Computer Games Industry Level 5 [15 Credits]	CASE STUDY weighted at 100%
	Industry Investigation Level 6 [15 Credits]	WRITTEN STUDY weighted 100%
	Toolkit for Success Level 4 [15 Credits]	PROJECT PLAN weighted at 20% REPORT weighted at 30% PRESENTATION weighted at 50%
Communication skills	3D Modelling for Computer Games Level 4 [30 Credits]	PRODUCTION weighted at 80% CRITICAL EVALUATION weighted at 20%
	3D Games Environments Level 5 [30 credits]	PRODUCTION PORTFOLIO weighted at 100%
	Game Level Production Level 5 [30 Credits]	PRODUCTION PORTFOLIO weighted at 100%
	Industry Pitch Level 6 [15 Credits]	WRITTEN PROPOSAL AND PITCH weighted at 100%
	Your Promotional Portfolio Level 6 [30 Credits]	ONLINE PORTFOLIO weighted at 80% REFLECTIVE JOURNAL weighted at 20%
	Toolkit for Success Level 4 [15 Credits]	PROJECT PLAN weighted at 20% REPORT weighted at 30% PRESENTATION weighted at 50%
Presentation skills	Advanced Computer Games Studies Level 5 [15 Credits]	PRESENTATION weighted at 100%

	Industry Pitch Level 6 [15 Credits]	WRITTEN PROPOSAL AND PITCH weighted at 100%
	Your Promotional Portfolio Level 6 [30 Credits]	ONLINE PORTFOLIO weighted at 80% REFLECTIVE JOURNAL weighted at 20%
	Major Production in Games Art and Animation Level 6 [30 Credits]	MAJOR PRODUCTION weighted at 100%
	3D Modelling for Computer Games Level 4 [30 Credits]	PRODUCTION weighted at 80% CRITICAL EVALUATION weighted at 20%
The ability to interact confidently with colleagues	3D Character Modelling and Animation Level 5 [30 Credits]	PRODUCTION PORTFOLIO weighted at 100%
	3D Games Environments Level 5 [30 credits]	PRODUCTION PORTFOLIO weighted at 100%
	Game Level Production Level 5 [30 Credits]	PRODUCTION PORTFOLIO weighted at 100%
	Games Production Live Brief Level 6 [30 Credits]	CLIENT-LED PRODUCTION weighted at 100%
	Major Production in Games Art and Animation Level 6 [30 Credits]	MAJOR PRODUCTION weighted at 100%
	2D Animation Production Level 4 [15 Credits]	PRACTICAL PROJECT weighted at 100%
Independence of thought	Computer Games Studies Level 4 [15 Credits]	ESSAY weighted at 100%
	Industry Investigation Level 6 [15 Credits]	WRITTEN STUDY weighted at 100%
	Advanced Computer Games Studies Level 5 [15 Credits]	PRESENTATION weighted at 100%
	Industry Pitch Level 6 [15 Credits]	WRITTEN PROPOSAL AND PITCH weighted at 100%
	3D Modelling for Computer Games Level 4 [30 Credits]	PRODUCTION weighted at 80% CRITICAL EVALUATION weighted at 20%
Skills of team working	3D Character Modelling and Animation Level 5 [30 Credits]	PRODUCTION PORTFOLIO weighted at 100%
	3D Games Environments Level 5 [30 credits]	PRODUCTION PORTFOLIO weighted at 100%
	Game Level Production Level 5 [30 Credits]	PRODUCTION PORTFOLIO weighted at 100%
	Games Production Live Brief Level 6 [30 Credits]	CLIENT-LED PRODUCTION weighted at 100%
	Major Production in Games Art and Animation Level 6 [30 Credits]	MAJOR PRODUCTION weighted at 100%
	Computer Games Studies Level 4 [15 Credits]	ESSAY weighted at 100%
Ability to carry out inquiry-based learning and critical analysis	Advanced Computer Games Studies Level 5 [15 Credits]	PRESENTATION weighted at 100%
	Understanding the Computer Games Industry Level 5 [15 Credits]	CASE STUDY weighted at 100%
	Industry Investigation Level 6 [15 Credits]	WRITTEN STUDY weighted at 100%
	2D Animation Production Level 4 [15 Credits]	PRACTICAL PROJECT weighted at 100%
Skills of problem solving and creation of opportunities	3D Modelling for Computer Games Level 4 [30 Credits]	PRODUCTION weighted at 80% CRITICAL EVALUATION weighted at 20%

	3D Games Environments Level 5 [30 credits]	PRODUCTION PORTFOLIO weighted at 100%
	Game Level Production Level 5 [30 Credits]	PRODUCTION PORTFOLIO weighted at 100%
	Games Production Live Brief Level 6 [30 Credits]	CLIENT-LED PRODUCTION weighted at 100%
	Major Production in Games Art and Animation Level 6 [30 Credits]	MAJOR PRODUCTION weighted at 100%
	Practical Skills for Computer Games Level 4 [30 Credits]	PORTFOLIO weighted at 100%
Technologically, digitally and information literate	2D Animation Production Level 4 [15 Credits]	PRACTICAL PROJECT weighted at 100%
	3D Character Modelling and Animation Level 5 [30 Credits]	PRODUCTION PORTFOLIO weighted at 100%
	Advanced Computer Games Studies Level 5 [15 Credits]	PRESENTATION weighted at 100%
	Industry Pitch Level 6 [15 Credits]	WRITTEN PROPOSAL AND PITCH weighted at 100%
	Games Production Live Brief Level 6 [30 Credits]	CLIENT-LED PRODUCTION weighted at 100%
	Your Promotional Portfolio Level 6 [30 Credits]	ONLINE PORTFOLIO weighted at 80% REFLECTIVE JOURNAL weighted at 20%
	Toolkit for Success Level 4 [15 Credits]	PROJECT PLAN weighted at 20% REPORT weighted at 30% PRESENTATION weighted at 50%
Able to apply Staffordshire Graduate attributes to a range of life experiences to facilitate life-long learning	Understanding the Computer Games Industry Level 5 [15 Credits]	CASE STUDY weighted at 100%
	Your Promotional Portfolio Level 6 [30 Credits]	ONLINE PORTFOLIO weighted at 80% REFLECTIVE JOURNAL weighted at 20%
	Major Production in Games Art and Animation Level 6 [30 Credits]	MAJOR PRODUCTION weighted at 100%

ADDENDUM FOR DELIVERY AT A PARTNER INSTITUTION

Name and location of partner	LMA Liverpool
Partnership Context	This is one of a suite of BA Hons degrees for the Creative and Cultural Industries delivered by Staffordshire University partner colleges supported by the Faculty of Arts and Creative technologies
Courses to be offered at partner	BA Hons Games Art and Animation
Aims / Learning Outcomes	As in Programme Specification
Curricula	As in the Course Handbook. Delivery will be appropriate to LMA's calendar
Teaching and Learning	As in Course Handbook
Assessment	As in Course Handbook
Admissions Criteria	64 UCAS Points
Specific Regulations	None
Date of completion	Students will enrol full-time for 3 years