



Unit Title	Visual Narrative
FHEQ Level	Level 4
Unit Code	ANI18105
Credit Value	30 Credits
Unit Type	Subject (Compulsory)

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	125
Supervised access to resources		Preparation for Assessment	20
		Unsupervised Access to Resources	65
Total			300

Unit Description

With the knowledge and skills gained in the previous level 4 units, this unit is to complete your level 4 teaching by asking you to create a short narrative piece. Picking from a range of IP's, you will focus on developing either a 2D storyboard/animatic or a 3D pre-vis piece showing a sequence of shots that visually represents your chosen IP. The shots are to be staged and laid out to enable a character or subject to be animated to tell your story.

You will be encouraged to work professionally and creatively, in visualising your idea to inform or engage an audience that demonstrates your skills as a storyteller, utilising your animation and filmic language skills. Students can work either individually or with others from different disciplines such as Sound and Music or Games Design.

Students will also document their progress and research in the form of a blog throughout the unit, to help them reflect and evaluate their findings for final submission.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Interpreting ideas from a written form in to a visual narrative.
- Exploring a range of professional workflows and processes.
- To understand key themes within in a narrative.
- Professional development skills.
- Communicate information clearly to an audience.

Unit Aims

- Interpreting ideas from a written form in to a visual narrative.
- Developing ideas through a range of mediums and techniques.
- Applying appropriate processes and methods to demonstrate an understanding and development of skills.
- Effective communication skills across different platforms.
- Develop filmic language skills for animation.

Unit Learning Outcomes

(to be selected from the Mini Manual)

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that

inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

- Briefings (Unit leader)
- Seminars (Course team)
- Workshops (Course team and industry guests)
- Tutorials (One to one with tutors)
- Individual Presentations and Critiques (Yourself and peer to peer critiques)
- Self-Directed Study (Yourself)
- Online Activity (Students and Staff)

Assessment methods and tasks

Brief description of assessment methods

Formative assessment will be held half way into the unit. This will be either one to one session with your tutor discussing your progress or a presentation to your peers.

Summative assessment will be graded with written feedback on your final submission/s which will be uploaded using Moodle and Google drive.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
A development blog.	100% (all work marked holistically)
Final 2D or 3D narrative piece.	

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief. This should be

written in line with the Learning Outcomes, the purpose and aims of the unit.

- Research and evaluate ideas taken from a range of IP's to form the basis of your short narrative. (LO1)
- Demonstrate an understanding of mixed media techniques in both 2D and 3D workflows to demonstrate your creative process. (LO3)
- Identify your medium and show evidence of your processes to inform your final piece. (LO4)
- Communicate your idea/s effectively through an engaging visual piece of work, meeting a basic level of professionalism. (LO5)

Essential Reading list

1. Cobley, P. (2014) Narrative. New York, Routledge
2. Cinematography for 3D Animators. (2006). 3D World. pp.66-69.
3. McCloud, Scott. (1994) Understanding Comics: The Invisible Art. NY. HarperCollins Publishers.
4. McLean, F.(2011) The Art and Evolution of Animation Layout. San Francisco, Chronicle books.

Further reading and resources will be identified in your Project Brief