

**Programme Specification for Undergraduate Programme Leading to:
BSc (Hons) Visual Effects and Motion Graphics
BSc (Hons) Visual Effects and Motion Graphics with Placement**

Applicable for all undergraduate students **starting at FHEQ Level 4** on or after 1st September 2021

<u>Version No.</u>	<u>Date</u>	<u>Notes – QA USE ONLY</u>	<u>QAM/O</u>
2021-22 v1	6 August 2021	Programme ready for entrants in September 2021.	JP

Undergraduate Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college / department / division / associated institution	College of Engineering, Design and Physical Sciences/Brunel Design School/Digital Media
4. Contributing college / department / division / associated institution	BPC for Foundation Year (see section 25).
5. Programme accredited by	ScreenSkills.
6. Final award(s) and FHEQ Level of Award	BSc (Hons) Visual Effects and Motion Graphics (FHEQ level 6) BSc (Hons) Visual Effects and Motion Graphics with Placement (FHEQ level 6)
7. Programme title	BSc Visual Effects and Motion Graphics
8. Programme type (Single honours/joint/major minor)	Single
9. Normal length of programme for each mode of study	3yrs (FT), 4yrs (SW)
10. Maximum period of registration for each mode of study	3yrs (FT)/4yrs (SW) min & 5yrs (FT)/6yrs (SW) max
11. Variation(s) to September start	None
12. Modes of study	Full Time (FT)/ Thick Sandwich (SW)
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	CertHE Visual Effects and Motion Graphics (FHEQ level 4) DipHE Visual Effects and Motion Graphics (FHEQ level 5) BSc Visual Effects and Motion Graphics (Ord) (FHEQ level 6) DipHE Visual Effects and Motion Graphics with Placement (FHEQ level 5) BSc (Ord) Visual Effects and Motion Graphics in Placement (FHEQ level 6)
15. UCAS code	HW62 (Full time), HW6F (Thick S/W)
16. HECoS Code	100363 (10%), 101214 (10%), 100182 (80%)
17. Route Code	W600UVIEFMOG
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	UK Quality Code for Higher Education QAA Subject Benchmark Statements : Art and Design, Computing Brunel University London 2030 Placement Learning Policy
19. Admission Requirements	Details of entry requirements are provided on the University's and College website. Levels of English for non-native speakers are outlined on Brunel International's language requirements pages.

20. Other relevant information (e.g. study abroad, additional information on placements)	To qualify for the award of the degree “with Placement”, students are expected to undertake a work placement for not less than 44 weeks in total (may be in more than one company/organisation), or if the placement is unpaid, 30 weeks, and to pass the placement module which normally requires that a student must have completed at least 24 weeks in placement. Students have the opportunity to pursue their work placement overseas. Students entering the programme in one mode can change to the other mode during Levels 4 and 5. The University Careers & Placement service gives assistance in preparation and application for industrial training placements.
21. Programme regulations not specified in Senate Regulation 2. Any departure from regulations specified in Senate Regulation 2 must be stated here and approved by Senate.	Where a student has failed the module DX3601 Major Visual Effects and Motion Graphics Project (60 credits) an exception to Senate Regulation 2 regarding the maximum amount of reassessment at level 6 is allowed. The student will be permitted up to 60 credits of reassessment which will be applied to module DX3601 Major Visual Effects and Motion Graphics Project only. In all other cases the maximum amount of reassessment remains at 40 credits.
22. Further information about the programme is available from the College website.	BSc (Hons) Visual Effects and Motion Graphics

23. EDUCATIONAL AIMS OF THE PROGRAMME

The aim of this programme is to prepare individuals for professional careers as VFX specialists/generalists and/or Motion Designers able to creatively use a range of state-of-the-art digital technologies to instigate, design and develop high-quality digital media artefacts for film, TV, the Web, games and other creative outlets. The programme aims to provide the necessary wide range of conceptual, technical and professional skills required to exploit this dynamic and rapidly expanding area of the creative industries through a coherent and highly interactive curriculum.

24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
4					
	K	Underlying principles and design approaches for Visual Effects and CGI.			DX1601 DX1602 DX1604
	K	Underlying principles and design approaches for Motion Design	ALL	ALL	DX1604
	K	Key concepts and limitations of creative technologies	DX1802	DX1702	DX1600 DX1604
	K	The professional and commercial context of a VFX and/or Motion Designer within the Creative Industries and wider society	DX1801	DX1702	DX1603 DX1602
	C	Collect, summarise and present information from a variety of sources	ALL	ALL	ALL

		verbally and visually using a range of appropriate techniques			
	C	Employ both convergent and divergent thinking in the solution of digital media problems	ALL	ALL	NA
	C, S	Apply knowledge and understanding of VFX, CGI & Motion Design principles to produce creative outcomes	DX1802	DX1703	DX1601 DX1602 DX1604
	C, S	Apply interpersonal, social and negotiation skills in interaction with others as a member of a team	DX1802	DX1701	DX1604
	C, S	Present information to audiences	DX1802	DX1701	DX1604
	S	Effectively use enabling digital media tools and equipment to produce a range of digital media assets and artefacts	ALL	ALL	ALL
	S	Work effectively and exhibit basic professional conduct by taking personal responsibility for learning	ALL	ALL	ALL
	S	Ability to use professional studio facilities	NA	NA	DX1601 DX1602 DX1604
	S	Prepare basic VFX and Motion Design portfolios	ALL	ALL	ALL
5					
	K	Critical understanding of VFX and CGI principles and techniques	DX2800	DX2700 DX2701	DX2602 DX2606
	K	Critical understanding of Motion design principles and techniques	NA	NA	DX2603 DX2604 DX2605
	K, C	Critically evaluate the appropriateness of various creative technologies for a range of problems and opportunities	NA	NA	DX2604 DX2607
	C, S	Apply knowledge and understanding of Motion Design principles and techniques to critically evaluate, select and produce design solutions to problems, including industry relevant briefs	NA	NA	DX2604 DX2603 DX2605
	C, S	Apply knowledge and understanding of VFX and CGI Principles and techniques to critically evaluate, select and produce appropriate design solutions to problems, including industry relevant briefs	DX2800	DX2700 DX2701	DX2602 DX2606
	C, S	Effectively present information, arguments and analysis verbally, visually, and through a range of other techniques to audiences.	DX2800	DX2700 DX2701	DX2604 DX2603
	S	Prepare and refine elaborate VFX, CGI and Motion Design Portfolios	ALL	ALL	ALL
	S	Work effectively and exhibit heightened professional conduct by taking personal responsibility and initiative in the learning process	ALL	ALL	ALL
	S, C	Develop and apply existing knowledge and skills to new situations	ALL	ALL	ALL

6					
	K	Historical, cultural, political, legal, business, economic and technological contexts in which VFX and Motion Designers operate	NA	NA	DX3601 DX3602
	K	The relationship of VFX and Motion Designers with clients, markets, users and collaborators in other professions	NA	NA	DX3601 DX3602
	K	Detailed knowledge of experiences, effects animation, motion capture and design and creative technologies, and standards and methods for achieving creative design solutions	NA	NA	ALL
	K, C, S	Plan, research, design and implement a substantial screen based VFX/CGI or motion graphic piece or a set of smaller related pieces.	NA	NA	DX3601
	K, C, S	Demonstrate systemic use of relevant motion-centric disciplines and techniques to inform the research, design and evaluation of self-initiated or set briefs.	NA	NA	DX3601 DX3604 DX3605
	C	Critically negotiate, assess, define and evaluate requirements for VFX, CGI and motion graphic projects and briefs;	NA	NA	ALL
	C	Critically and constructively evaluate digital media in terms of their intention, process, outcome, context, technology and modes of communication	NA	NA	ALL
	C	Develop and apply existing knowledge and skills to new situations and explore new knowledge and skills as appropriate	NA	NA	ALL
	C, S	Confidently present information, ideas, problems and solutions verbally, visually, and through a range of other techniques to audiences, both specialist and non-specialist.	NA	NA	DX3602 DX3601
	S	Work effectively and exhibit comprehensive professional conduct by demonstrating initiative, personal responsibility, and the ability to undertake independent learning	NA	NA	ALL
	S	Enquire into their discipline, their place within it, and the motivation to advance it	NA	NA	ALL
	S, C	Gather, critically analyse and synthesise information from a wide range of sources	NA	NA	ALL

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

The learning outcomes are developed in study/module blocks that involve a range of teaching and learning methods including external visits, industrial led seminars, case studies, group and personal work, presentations, lectures & seminars, and project work. Lectures are supported by application of the knowledge and understanding by practical workshops and demonstrations, coursework assignments and project work using the green room and specialist lab facilities.

In weeks 0 and 1 of Level 4, ASK introduce students to group work and presentation and a formative assessment is conducted with new students in their tutor groups to design a visual artefact as a team which they submit before the start of week 2. This helps induct students to their personal tutor, group work, the assignment submission and feedback processes and also presentation and communication of their work to a

wider audience. For both Levels 5 and 6 week 1 of Term 1 is induction week with the L5 focus being on Placement, i.e. preparing for work placement, whereas with the L6 the focus is on graduate employability, i.e. preparing for employment after graduation. For all levels week 1 of Term 2 is exhibition week; L6 will give their (summative) FYP interim presentations, and levels 4 and 5 will exhibit their work and present their personal portfolios to members of the External Advisory Panel as well as academic staff for receiving formative feedback.

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

The learning outcomes are assessed by student reporting, demonstration and presentation throughout the programme, but particularly in the individual and group assignments at all levels. A number of short fixed length practical assignments will be set to mirror the professional working environment. All assessment is through individual and group assignments, coursework, presentations, and the individual Level 6 project. Assessed coursework, seminar work, group work, and project work tests the students understanding of the knowledge in an application context.

25. Programme Structure, progression and award requirements

Foundation Year

The Foundation Year available to international students is specified in document "Validated Programme Element Specification for BPC Foundation Year in Design". These documents also specify the admission and progression requirements.

Level 4

Compulsory assessment block codes, titles and credit DX1801 Creative Digital Design (20 credits) DX1802 Digital Media Portfolio (30 credits)	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume DX1701 Digital Graphic Design (20 credits) DX1702 Creativity for Digital Media Design (20 credits) DX1703 Introduction to Motion Design (10 credits)	Optional Study block codes, titles and credit volume
Compulsory modular block codes, titles and credits DX1600 Foundations of Interactive Digital Media Development (10 credits) DX1601 Acquisition for VFX (10 credits) DX1602 3D CGI Foundations (20 credits) DX1603 Introduction to Professional Practice in the Creative Industries (10 credits) DX1604 Video Production and Digital Photography (20 credits)	Optional modular block codes, titles and credits

Level 4 Progression and Award Requirements

As per [Senate Regulation 2](#)

CertHE in Visual Effects and Motion Graphics 120 credits – FHEQ level 4

Level 5

Compulsory assessment block codes, titles and credits DX2800 VFX Portfolio (40 credits)	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume DX2700 Visual Effects Compositing (20 credits) DX2701 Advanced 3D CGI (20 credits)	Optional Study block codes, titles and credit volume

Compulsory modular block codes, titles and credits DX2602 3D Animation (10 credits) DX2603 Motion Graphics Design (10 credits) DX2604 Applied Media Aesthetics (20 credits) DX2605 Motion Graphics Applications (10 Credits) DX2606 Programming for the Moving Image (10 credits) DX2607 Immersive Mixed Reality Design (20 Credits)	Optional modular block codes, titles and credits
Level 5 Progression and Award Requirements As per Senate Regulation 2 DipHE in Visual Effects and Motion Graphics 240 credits – FHEQ level 5	

Level 5 – Sandwich Placement	
Compulsory assessment block codes, titles and credits	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume	Optional study block codes, titles and credit volume
Compulsory modular block codes, titles and credits DX2555 Work placement (120 credits)	Optional modular block codes, titles and credits
Level 5 Placement Progression and Award Requirements As per Senate Regulation 2 For BSc in Visual Effects and Motion Graphics with Placement, DX2555 will contribute 25% of the Level 5 profile and 8.33% of the overall degree calculation	

Level 6	
Compulsory assessment block codes, titles and credits	Optional assessment block codes, titles and credits
Compulsory study block codes, titles and credit volume	Optional study block codes, titles and credit volume
Compulsory modular block codes, titles and credits DX3601 Major Visual Effects and Motion Graphics Project (60 credits) Core: Block DX3602 Working in the Digital Creative Industries (20 credits)	Optional modular block codes, titles and credits <i>Normally at least one from DX3604 AND DX3605</i> DX3603 Digital Experiences (20 credits) DX3604 Advanced 3D Animation (20 credits) DX3605 Advanced Digital Graphics and Motion Design (20 credits) DX3606 Designing with Creative Technologies (Artificial Intelligence and Games) (20 Credits)

Level 6 Progression and Award Requirements

As per [Senate Regulation 2](#) except where the following specific rule applies:

Where a student has failed the module DX3601 Major Visual Effects and Motion Graphics Project (60 credits) an exception to Senate Regulation 2 regarding the maximum amount of reassessment at level 6 is allowed. The student will be permitted up to 60 credits of reassessment which will be applied to module DX3601 Major Visual Effects and Motion Graphics Project only. In all other cases the maximum amount of reassessment remains at 40 credits.

For BSc (Hons) Visual Effects and Motion Graphics with Placement (DX2555) will contribute 8.33% of the overall degree calculation

BSc (Hons) in Visual Effects and Motion Graphics 360 credits – FHEQ level 6

BSc (Ord) in Visual Effects and Motion Graphics 300 credits – FHEQ level 6

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.