UNIVERSITY OF WOLVERHAMPTON

Course Specification

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Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Creative Industries		
Course Code(s):	DM020H01UM DM020H31UM	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Animation		
Hierarchy of Awards:	Bachelor of Arts with Honours Animation Bachelor of Arts Animation Diploma of Higher Education Animation Certificate of Higher Education Animation University Statement of Credit Animation		
Language of Study:	English		
Date of DAG approval:	15/Sep/2025		
Last Review:	2017/8		
Course Specification valid from:	2025/6		
Course Specification valid to:	2030/1		

Academic Staff

Course Leader:	Mr Paul Hale
Head of Department:	Mr Ross Winning

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership - Standard Provision
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Applicants will apply through UCAS and will be required to hold either:

- Typical entry requirement: 96 UCAS points
- A Levels - grades CCC / BCD
- BTEC L3 Extended Diploma or OCR Cambridge L3 Technical Extended Diploma - grades MMM
- BTEC L3 Diploma - grades DD
- Access to HE Diploma: 45 L3 credits at Merit
- AAT Level 3 Accounting

Part-time students should apply directly to the University's centralised admissions unit. For international students, competency in English Language with a minimum of IELTS 6 or equivalent where first language is not English.

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve a portfolio interview as part of the process.

All applicants will be processed through the university's centralised admissions units, with any UK non-standard applicants being referred to the Faculty Student Office. Students may apply for RPL and receive credit, subject to the guidelines set out in the University of Wolverhampton RPL guidelines.

Distinctive Features of the Course:

Our BA (Hons) Animation course is a fusion of story-driven creativity supported by cutting-edge technology and traditional workflows. You'll master industry-relevant software, building the skills to craft advanced visuals and bring your imagination and character to life.

By researching the groundbreaking work of animation pioneers and exploring the latest innovations in digital animation processes, you'll gain an understanding and appreciation of animation's evolution and global cultural impact. In your final year, you'll collaborate on live client projects, tackling real-world challenges and gaining firsthand experience working in a professional studio environment or on live briefs for real clients.

Collaboration is at the heart of the course, with group projects mirroring the teamwork of the animation industry. You'll also connect with industry leaders through industry informed activities, gaining insider knowledge, invaluable advice, and networking opportunities that will inspire and shape your career.

You will be equipped with a wide range of skills, from traditional drawing approaches to creating advanced digital animations and creating impactful stories. You'll have access to exceptional facilities and the ability to use them outside of taught classes, including stop-motion studios, high-end computer suites, and a professional-grade 3D motion capture and virtual studio.

Your journey culminates in a final major project, where you'll manage an entire production pipeline and showcase your creativity, technical expertise, and problem-solving skills, ready for your graduate show. By the end of the course, you'll have a professional portfolio and showreel to present to employers and launch your career in the animation and creative industries.

Educational Aims of the Course:

Our BA (Hons) Animation course blends creative and technical skills, designed to empower you to thrive in the animation industry. From mastering advanced 2D, 3D, and stop-motion techniques to understanding and using storytelling principles, you will learn how to engage audiences with compelling narratives and original characters, all of which are directly applicable to real-world animation projects.

We'll help you sharpen your critical eye, teaching you how to analyse and critically comment on animation works, including your own and peers, to refine your craft continuously. By exploring animation's history and diverse global cultural influences, you'll develop your unique creative voice that celebrates your cultural background, interests and lived experience.

Employability is not just a component of our course , it's the backbone of it. We understand that your ultimate goal is a successful career in the animation industry. That's why we focus on teaching you to tackle real-world challenges, understand ethical practices, and make thoughtful and contextual creative decisions that resonate with audiences and your clients. With us you'll be well-prepared for the professional world of animation.

You will breathe life into your unique animations by engaging with research, ideas, development, and experimentation. Our course celebrates hands-on experience and independent thinking, tackling technical challenges and creative management of animation projects from initial concept to completion. It is designed to tune the application of essential creative skills from development, problem-solving, production, and organisation. It allows you to build your confidence for entering the creative industries, equipping you with practical skills for real-world application.

We ensure students are adaptable and agile in an industry that is constantly evolving with new trends and technologies. We equip our students with solid foundations that enable them to move as technology evolves, keeping you at the forefront of animation throughout your professional journey.

Our course also embraces the latest advancements in technology, including the use of artificial intelligence (AI) in the animation industry. Far from replacing human creativity, AI is revolutionising animation by streamlining workflows, enhancing creativity, and enabling the creation of more complex and realistic animations. By integrating AI tools and techniques into our curriculum, we ensure that our students are well-versed in cutting-edge technologies, preparing them to lead and innovate in the ever-evolving animation landscape.

Our Animation course is designed to support all students and help them succeed. We offer personalised support through academic coaches, university bursaries, peer- mentoring and library resources. This creates a respectful environment where everyone feels valued and empowered, enhancing creativity and learning.

We encourage collaboration and group work to ensure diverse voices are heard and understood. Our projects address global and societal issues, including underrepresented groups. Our projects cater for diverse audiences, backgrounds, gender/sexual identities, disabilities, ethnicities, age groups, etc – with a keen interest in social and educational mobility.

Intakes:

September

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00
2021/2	H	Full Time / Sandwich	£9250.00
2021/2	Overseas	Full Time / Sandwich	£12950.00
2021/2	H	Part Time	£3100.00
2022/3	H	Full Time / Sandwich	£9250.00
2022/3	Overseas	Full Time / Sandwich	£13450.00
2022/3	H	Part Time	£3120.00
2023/4	H	Full Time / Sandwich	£9250.00
2023/4	Overseas	Full Time / Sandwich	£14450.00
2023/4	H	Part Time	£4625
2024/5	H	Full Time / Sandwich	£9250.00
2024/5	Overseas	Full Time / Sandwich	£14950.00
2024/5	H	Part Time	£4625.00
2025/6	H	Full Time / Sandwich	£9535.00
2025/6	Overseas	Full Time / Sandwich	£15995.00
2025/6	H	Part Time	£4768.00

PSRB:

None

Course Structure:

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4DM064	Characters and Environments for Animation	30	SEM1	Core
4DM065	Animation Filmmaking 101	30	SEM2	Core
4DM063	Animation Fundamentals	30	SEM1	Core
4GK013	Ways of Seeing	30	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
5DM066	Process and Innovation in Animation	30	SEM1	Core
5DM067	Animation Production and Development	30	SEM1	Core
5DM068	Visual Communications	30	SEM2	Core
5GK017	Ways of Being	30	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
6DM044	Professional Practice in the Animation Industry	30	SEM1	Core
6DM046	Animation Proposal and Planning	30	SEM1	Core
6DM045	Animation Production	30	SEM2	Core
6GK010	Ways of Working	30	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act (2010)

Overview of Assessment:

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the concepts and principles associated with animation and an ability to evaluate and interpret these within the context of animation	4DM063 Animation Fundamentals 4DM065 Animation Filmmaking 101
CERTHE02 Demonstrate an ability to present, evaluate and interpret research, to develop arguments and make sound judgements in accordance with basic theories and principles of animation	4DM063 Animation Fundamentals 4DM064 Characters and Environments for Animation 4GK013 Ways of Seeing

Learning Outcomes	Modules
CERTHE03 Evaluate and communicate the appropriateness of different and inclusive approaches to solving problems related to your work in a structured, coherent and accurate way	4DM063 Animation Fundamentals 4DM064 Characters and Environments for Animation 4DM065 Animation Filmmaking 101 4GK013 Ways of Seeing
CERTHE04 Demonstrate the qualities and transferable skills necessary for employment requiring some personal responsibility and knowledge of contemporary employment trends and practices	4DM064 Characters and Environments for Animation 4DM065 Animation Filmmaking 101
DIPHE01 Demonstrate knowledge and critical understanding of the established principles of animation and how those principles have developed, recognising the impact of knowledge limitations upon analysis and interpretation	5DM066 Process and Innovation in Animation 5DM068 Visual Communications
DIPHE02 Demonstrate the application of concepts and principles outside the context in which they were first studies, including within an industry and employment context.	5DM066 Process and Innovation in Animation 5DM067 Animation Production and Development 5GK017 Ways of Being
DIPHE03 Demonstrate knowledge of the main methods of enquiry in animation and ability to evaluate critically different approaches to motion inclusively using a range of techniques to undertake critical analysis of information.	5DM066 Process and Innovation in Animation 5DM067 Animation Production and Development 5DM068 Visual Communications
DIPHE04 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, deploying key techniques of animation effectively.	5DM066 Process and Innovation in Animation 5DM067 Animation Production and Development 5DM068 Visual Communications 5GK017 Ways of Being
DIPHE05 Demonstrate the qualities and transferable skills necessary for employment (e.g. undertake further training, developing existing skills, acquire new competences) allowing you to assume significant advantage within modern industry requirements.	5DM067 Animation Production and Development 5DM068 Visual Communications 5GK017 Ways of Being
BHONSN01 Demonstrate a systematic understanding of key aspects of animation including acquisition of coherent and detailed knowledge. At least some of this should be informed by the forefront of defined aspects of animation with an appreciation of the uncertainty, ambiguity and limits of knowledge.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production 6DM046 Animation Proposal and Planning 6GK010 Ways of Working
BHONSN02 Demonstrate an ability to deploy established techniques of analysis and enquiry within animation and apply these techniques to review, consolidate and extend your knowledge and understanding, where relevant, towards project-based work.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production 6DM046 Animation Proposal and Planning 6GK010 Ways of Working
BHONSN03 Demonstrate conceptual understanding that enables you to devise and sustain arguments, and to solve problems using ideas and techniques which are at the forefront of animation and inclusivity. You will also be required to articulate and evaluate key aspects of current research in animation.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production
BHONSN04 Demonstrate the ability to manage your own learning and to make use of scholarly sources (e.g. refereed research articles and/or original materials appropriate to animation and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production 6DM046 Animation Proposal and Planning

Learning Outcomes	Modules
BHONSN05 Critically evaluate arguments, assumptions, abstract concepts and research to make judgements and to frame appropriate questions to achieve a range of solutions to a problem.	6DM045 Animation Production
BHONSN06 Demonstrate the qualities and transferable skills necessary for employment including taking initiative, personal responsibility and decision-making in complex and unpredictable contexts. You should be able to identify appropriate further training of a professional or equivalent nature based upon industry trends, workflows and entrepreneurialism.	6DM045 Animation Production 6DM046 Animation Proposal and Planning 6GK010 Ways of Working
BHONS01 Demonstrate a systematic understanding of key aspects of animation including acquisition of coherent and detailed knowledge. At least some of this should be informed by the forefront of defined aspects of animation with an appreciation of the uncertainty, ambiguity and limits of knowledge.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production 6DM046 Animation Proposal and Planning
BHONS02 Demonstrate an ability to deploy established techniques of analysis and enquiry within animation and apply these techniques to review, consolidate and extend your knowledge and understanding, where relevant, towards practical project-based work.	6DM044 Professional Practice in the Animation Industry 6DM046 Animation Proposal and Planning 6GK010 Ways of Working
BHONS03 Demonstrate conceptual understanding that enables you to devise and sustain arguments, and to solve problems using ideas and techniques, some of which are at the forefront of animation and inclusivity. You will also articulate and evaluate key aspects of current research, or equivalent advanced scholarship in animation.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production
BHONS04 Demonstrate the ability to manage your own learning and to make use of scholarly sources (e.g. refereed research articles and/or original materials appropriate to animation and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production 6DM046 Animation Proposal and Planning
BHONS05 Critically evaluate arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate questions to achieve a detailed range of solutions to a problem.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production 6GK010 Ways of Working
BHONS06 Demonstrate the qualities and transferable skills necessary for employment requiring you to show initiative and evidence personal responsibility in decision-making regarding complex and unpredictable contexts. You will identify appropriate further training of a professional or equivalent nature based upon industry trends, workflows and/or entrepreneurialism.	6DM044 Professional Practice in the Animation Industry 6DM045 Animation Production 6DM046 Animation Proposal and Planning 6GK010 Ways of Working

Teaching, Learning and Assessment:

Teaching and Learning Activities

Students will engage with Industry relevant software, this is essential for professional animation work and will be delivered via modules throughout the course. The course curriculum covers many skills, from traditional drawing and animation techniques to advanced digital methods. We aim to ensure students develop a comprehensive skill set that is highly valued in the industry.

Students will collaborate on real-world projects with industry clients. This will provide practical experience and professional feedback and help students understand the professional workflow and client expectations. Industry informed activities offer students not only insight into industry trends and practices but also provide core networking skills. Our aim is to ensure students remain adaptable and up-to-date with industry changes. Group projects are a core course element, building essential teamwork and collaboration skills.

Students will engage with real-world issues and engage with ethical practices in their work. This includes making inclusive, creative choices that resonate with audiences and clients. In-depth study and application of various research methodologies are encouraged. Students will learn how to push the boundaries of

animation by bringing innovative ideas to life through their projects.

The course includes training on self-employment, business setup, copyright, legalities, project pitching, and future employment orientation. This prepares students for the business aspects of a freelance career in animation.

Assessment Activities

By the end of the course, students will have developed a polished portfolio and showreel to be published on relevant streaming platforms (e.g. YouTube and Vimeo). Assessments will be project-based, allowing students to showcase their skills and creativity.

Students will complete research assignments analysing animation techniques, industry trends, and their own work. This will help them communicate and justify their creative decisions. Regular presentations and project pitches will be part of the module assessment, enhancing students' communication skills and their ability to present ideas clearly and confidently.

Students will engage in peer and self-assessment exercises, encouraging reflective practice and helping them develop a critical eye for their own work and that of others. Collaborative projects will foster teamwork and the ability to work effectively in a group setting.

The course will cover traditional techniques, such as hand-drawn animation. Students will learn about the history and evolution of traditional animation, from its dominance in the 20th century to its influence on modern techniques. They will explore stages like storyboarding, environment and character design, through to post-production techniques and editing.

Additionally, the course will explore emerging technologies in animation. This includes 3D and virtual production techniques, which offer immersive and interactive storytelling experiences. Sustainable animation practices will also be discussed, promoting environmentally friendly production methods. These trends will be explored in-depth, ensuring students are well-versed in both traditional and modern animation techniques.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

General University support:

The University Library is the key source of academic information for students. The Library provides access to a wide range of online information sources, including e-books, e-journals and subject databases as well as printed material. Study spaces are available in each of our libraries, including social, quiet and silent areas. In addition to our day to day 'on campus' support, please use our 24/7 online chat service Library Assist.

The University Library also provides students with academic skills support via the Skills for Learning programme. Students can attend workshops or ask for one-to-one help with topics such as academic writing and referencing. This support is available both on campus and online from Skills for Learning.

More guidance is available here:

Library Support for Curriculum Planning and Development - University of Wolverhampton

The University also has a host of other services to support you, please take a look at the Student Support website: www.wlv.ac.uk/current-students/student-support/ . If you have any questions, need help or advice then ASK@WLV is there for you: www.wlv.ac.uk/current-students/askwlv/.

Course Specific Support

Tutorials, workshops, seminars, and course committee meetings are your main chances to chat with staff about modules, skills, and industry insights. All your course documents—module guides, assessment briefs, presentations, handouts, reading lists, links to online resources, and examples of work—are available on our Virtual Learning Environment (VLE).

Look out for masterclasses and field trips organised by academic staff across the School of Creative Industries. You can access top-notch facilities like motion capture suites, stop-motion booths, sound edit suites, foley recording rooms, Wacom Cintiqs, and custom-built PCs. Plus, there's a specialist equipment store for borrowing cameras, rigging, lighting, sound recording equipment, and more.

You'll have an Academic Coach to help you settle in in your first year. From Level 5 onwards, a personal tutor will keep in touch (virtually or face-to-face) to support your progress and connect you with other staff and services. The course leader ensures the course runs smoothly and supports you individually and as a group.

ASK@WLV is your first stop for any queries. They'll guide you through the various services available. The Faculty Enabling Tutor works with Student Support to meet your individual needs. Access mental health and wellbeing support, including self-care resources, workshops, and drop-in sessions. University wellbeing champions are on hand to promote self-care and deliver health activities.

New or returning, our library team is ready to help. Use Library Search to find books, journal articles, and other resources. Library ASSIST offers 24/7 live chat support, FAQs, and a web form for questions. The Skills for Learning team is on hand to help you with academic writing, research, and referencing workshops. They also provide other useful information, such as managing your time and supplying various study guides to help you on your learning journey with us.

Module tutors handle in-class assessments and ensure that any special arrangements for students with learning requirements are fair and in accordance with the University's Equal Opportunities policy.

Employability in the Curriculum:

Employability is core to the ethos of the School of Creative Industries learning and teaching, our BA (Hons) Animation course will equip you with the skills and experiences needed to thrive in the global animation industry. You will be taught industry-informed software and learn many highly valued skills, from traditional drawing to advanced digital techniques.

You will collaborate on live client projects, gaining practical experience alongside professionals. Connect with the animation and games industry, gain invaluable advice, and build your communication skills. By the end of the course, you'll have a polished portfolio and showreel to present to potential employers. Group projects will also help you develop essential collaboration skills, giving you the skills required in the animation industry.

You will learn to stay adaptable in an industry evolving with new trends and technologies.

You will engage with real-world challenges and adopt ethical practices to make creative decisions to connect with audiences and clients.

You will engage with in-depth study and apply various methodologies to your projects, pushing the boundaries of animation and bringing your ideas to life. You will learn the fundamentals of self-employment and business setup, copyright and practice legalities, real-world project pitching, and future employment orientation.

