

**PROGRAMME SPECIFICATION AND CURRICULUM MAP  
FOR ANIMATION & INTERACTIVE MEDIA**



<b>1. Programme title</b>	Animation & Interactive Media
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	AKTO Art and Design (Athens & Thessalonica)
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	
<b>5. Final qualification</b>	BA (Hons) Degree
<b>6. Year of validation Year of amendment</b>	2019
<b>7. Language of study</b>	Greek
<b>8. Mode of study</b>	Full-time & Part time
<b>9. Criteria for admission to the Programme</b>	
<p>One can enroll in the course if they have creative thinking or a talent and have a love for the field. For their enrolment those interested in the course have to apply via a special AKTO form, they must have completed secondary education and they must attend an interview with the Head of the course. It is possible for one to enroll without having completed secondary education if they are judged to be an exceptional talent, provided that they have completed their 17<sup>th</sup> year of age. In all cases the interested party presents a portfolio to the Head of the course. In no case can one be enrolled in the course if they are not 17 years of age and they have not completed the 9-year compulsory education. As the programme is taught in Greek, Greek language requirements for foreign applicants are of a B2 level. There are no maximum age limit.</p>	
<b>10. Aims of the programme</b>	
<p>Learning in art and design, as per Subject benchmark statement, develops:</p> <ul style="list-style-type: none"> <li>• the capacity to be creative</li> <li>• an aesthetic sensibility</li> <li>• intellectual enquiry</li> <li>• skills in team working</li> <li>• an appreciation of diversity</li> <li>• the ability to conduct research in a variety of modes</li> <li>• the quality of reflecting on one's own learning and development</li> <li>• the capacity to work independently, determining one's own future learning needs.</li> </ul> <p>The programme aims at providing graduates with the theoretical and technical knowledge required for the creation of animated images, short films and interactive applications as well as the critical ability to understand the interrelation of Animation and Interactive Media with other forms of creativity and within its social context.</p> <p>Specifically, the programme instills Animation and interactive Media artists with knowledge of the history, principles, technological developments and current international trends in the industry, a high aesthetic perception and visual communication skills, an ability to creatively develop a comprehensive moving image production or interactive application.</p> <p>It also enhances your verbal and written communication skills, and your ability to present original solutions based on international animation practices, assist you in expanding ideas, evaluating and supervising various stages of a given project. A range of transferable skills is incorporated into the programme, so as to assist graduates in achieving a successful career and constantly develop as artists and professionals. Independence of thought, originality of ideas and professionalism, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.</p>	

**11. Programme outcomes - the programme offers opportunities for students to achieve and demonstrate the following learning outcomes.**

<p><b>A. Knowledge and understanding</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate knowledge and understanding of the Animation industry, as well as the principles techniques and applications of digital image processing.</li> <li>2. Evidence critical understanding of the principles of visual synthesis, Graphic Design and the visual animation language.</li> <li>3. Critically engage with the key historical developments in the evolution of Animation as well as the theoretical, creative and ergonomic aspects of interactive media.</li> <li>4. Evidence critical understanding of research principles, methodologies and models for Animation applications.</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students gain knowledge and understanding through their attendance, participation and engagement in: lectures; seminars; independent study, group debate - discussion and tutorials.</p> <p><b>Assessment</b></p> <p>Student's knowledge and understanding is assessed through creative coursework and written assignments.</p>
<p><b>B. Cognitive (thinking) skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an ability to analyse information and experiences, integrate theory and practice, and extend their learning in different contextual frameworks.</li> <li>2. Demonstrate proficiency in undertaking and presenting research, interpreting texts, recognizing problems, determining correlations and evaluating findings.</li> <li>3. Exhibit skills in generating concepts, setting design parameters and goals, determining action sequences, in response to set briefs and/or as self-initiated activity.</li> <li>4. Present evidence that demonstrates an ability to analyse and criticize completed work, benefit from critical judgements and contribute to relevant debates.</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students develop cognitive skills through participation in seminars, research projects, creative coursework, written assignments and peer critiques.</p> <p><b>Assessment</b></p> <p>Students' cognitive skills are assessed through creative coursework, interim presentations and written assignments.</p>
<p><b>C. Practical skills</b></p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Select and make appropriate use of subject specific software, to combine creatively all the elements which constitute a comprehensive moving image work.</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students develop practical skills through exercises, demonstrations, practical projects and workshops.</p> <p><b>Assessment</b></p> <p>Students' practical skills are assessed through creative coursework, creative projects and practical exercises.</p>

<ol style="list-style-type: none"> <li>2. Demonstrate an ability to create designs that lead to original Animation works and apply the required scriptwriting, directing and preproduction methods and techniques effectively.</li> <li>3. Apply appropriate Animation techniques and methods used for narrative and storytelling using multiple media, design interactive and multimedia applications.</li> <li>4. Select, apply and manage the appropriate research methodologies in order to investigate a topic and demonstrate skills related to professional practice.</li> </ol>	
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<p><b>D. Graduate Skills</b></p> <p>On completion of this programme the successful student will be able to demonstrate:</p> <ol style="list-style-type: none"> <li>1. Organisational and time management skills.</li> <li>2. Communication and presentation skills.</li> <li>3. Research and problem solving skills, working accurately with numbers and measurements.</li> <li>4. Information technology skills.</li> <li>5. Teamwork skills.</li> <li>6. Career development skills.</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students acquire graduate skills through their involvement in projects, individual and group exercises and their active participation in seminars.</p> <p><b>Assessment</b></p> <p>Students' graduate skills are assessed by both continuous and final assessment, through exercises, interim and final presentations and project work.</p>
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## 12. Programme structure (levels, modules, credits and progression requirements)

### 12.1 Overall structure of the programme

The course is studied over three years (6 semesters) full-time and study is undertaken in three levels (one for each year of study. A part-time mode is also offered, whereby students complete the course in 8 semesters (Level 4 is completed in the first year of studies, Level 5 is completed in the second year of studies and Level 6 is completed in the third and fourth year of studies). 100% of the course is College-based. The course is arranged in 15 week semesters. There are 13 study weeks per semester.

The course is divided into study units called modules. Each level has an equivalent of 120 credits.

FHEQ Levels 4 & 5 (Years 1 & 2): Each module has a credit value of 20 credits. Each 20-credit module represents approximately 200 hours of student learning, endeavor and assessment.

FHEQ Level 6 (Year 3): There are two modules with a credit value of 30 and 30 credits respectively in semester 5 and one module with a credit value of 60 in semester 6, which is the main project. Upon successful completion of the third level of studies, students receive the BA award.

Details of each module can be found in the module descriptors below.

<b>12.2 Levels and modules</b>		
<b>Level 4</b>		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take:  ANIM111 Computer Design I (20 credits) ANIM121 Drawing & Visual Communication I (20 credits) ANIM132 Digital Storytelling I (20 credits) ANIM112 Computer Design II (20 credits) ANIM122 Drawing & Visual Communication II (20 credits) ANIM132 Digital Storytelling II (20 credits)	-	120 credits are required for progression to the next level of study.
<b>Level 5</b>		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take:  ANIM213 Computer Design III (20 credits) ANIM223 Interactive Media I (20 credits) ANIM233 Creative Animation I (20 credits) ANIM214 Computer Design IV (20 credits) ANIM224 Interactive Media II (20 credits) ANIM234 Creative Animation II (20 credits)	-	120 credits are required for progression to the next level of study.
<b>Level 6</b>		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take:  ANIM315 Animation research Project (30 credits) ANIM325 Research Practices (30 credits) ANIM316 Main Project (60 credits)	-	120 credits are required for successful completion of the academic year and a total of 360 credits are required in order for students to graduate.
<b>12.3 Non-compensatable modules</b>		
Module level	Module code	
Compensation is not permitted in any module		
<b>13. A curriculum map relating learning outcomes to modules</b>		
See Curriculum Map attached.		
<b>14. Information about assessment regulations</b>		
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at <a href="http://www.mdx.ac.uk/regulations">www.mdx.ac.uk/regulations</a> ). In general, students must pass all components of each module, in order to complete the module successfully.		

**15. Placement opportunities, requirements and support**

Not applicable

**16. Future careers**

The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies contact it. By advising the student records and academic staff, it promotes, in line of priority, the most capable students. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. Graduates of this programme are employed in TV, film, video, music, multimedia and advertising industries, while they are also constantly gaining ground in publishing and even architecture for the representation of new constructions.

**17. Particular support for learning**

Both AKTO buildings (Athens and Thessalonica) are equipped with equivalent facilities and house a Library, Green room, post-production unit and Auditorium. The students use design and drawing studios, with adequate space and of course computer rooms which are equipped with all the relevant software and peripherals. The studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them. The college is equipped with a variety of projection facilities which are used at lessons and seminars.

The libraries of the college are equipped with computers, photocopying machines, internet stations and video room. The librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites (see section 'Library and learning Resources' for the opening hours of the libraries).

The sound studio and post-production facilities are also at the disposal of the students in order to develop their projects.

The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art & Design programmes, attend common activities and explore the common ground and applications of their disciplines and others.

AKTO has a strong tradition in establishing and maintaining strong links with the relevant industry, which creates opportunities for students to visit working areas such as publishing companies and printing workshops and, what's even more important, get assigned real projects by various companies while they study, thus gaining experience, participating in exhibitions outside the college, winning prizes and even seeing their work published while they still study.

The college also has a tradition in organizing various other activities that enrich student experience, such as educational excursions abroad, conferences, lectures by known professionals etc.

**18. JACS code (or other relevant coding system)**

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**19. Relevant QAA subject benchmark group(s)**

Art & Design

**20. Reference points**

1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2017)
2. Descriptors of the National Qualifications framework for Art & Design (2014)
3. Middlesex University regulations (2018-2019)
4. AKTO College mission statement (2013)
5. The framework for higher education qualifications [FHEQ] (2014)

**21. Other information****Students also benefit from:**

-Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies, undergraduate and/or postgraduate studies. All of them are practicing professionals with notable experience in the field.

-Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years.

-History and experience of the college: AKTO, which is the largest provider in the field of Art & Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992, the MA in Design course since 2003 as well as the MA in Photography & Visual language course and the MA in Fashion Brand Communication and Styling course since 2018. The college has a long-standing good reputation for the quality of its provision.

-The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards.

**The programme is evaluated and improved in the following ways:**

-Student feedback in surveys (end of first semester) and board of studies (once per semester).

-External Examiner arrangements: Future reports on the operation and standards of the BA Level will assist in the evaluation and improvement of the Programme.

-Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.

## Curriculum map for BA (Hons) Animation & Interactive Media

This map shows the main measurable learning outcomes of the programme and the modules in which they are assessed.

Y	Module	Code	Programme outcomes																			
			A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6		
1	Computer Design I	ANIM 111	x							x	x	x							x			
	Drawing & visual Communication I	ANIM 121		x			x						x			x						
	Digital Storytelling I	ANIM 131			x		x	x	x			x		x				x		x	x	
	Computer Design II	ANIM 112	x							x	x	x		x						x		
	Drawing & visual Communication II	ANIM 122		x		x					x		x			x						
	Digital Storytelling II	ANIM 132	x							x	x	x					x	x			x	x
2	Computer Design III	ANIM 213	x							x	x	x		x						x		
	Interactive Media I	ANIM 223								x	x	x		x		x				x		
	Creative Animation I	ANIM 233		x	x	x	x	x					x		x				x			
	Computer Design IV	ANIM 214	x							x	x	x		x							x	
	Interactive Media II	ANIM 224								x	x	x		x		x				x	x	x
	Creative Animation II	ANIM 234		x	x	x	x	x					x		x		x	x				
3	Animation Research Project	ANIM 315			x	x	x	x	x						x	x	x	x			x	x
	Research Practices	ANIM 325				x				x	x		x		x		x	x			x	x
	Main project	ANIM 316	x	x		x	x			x		x		x	x	x	x	x			x	x

## Programme Learning Outcomes

Knowledge and understanding		Practical skills	
A1	Demonstrate knowledge and understanding of the Animation industry, as well as the principles techniques and applications of digital image processing.	C1	Select and make appropriate use of subject specific software, to combine creatively all the elements which constitute a comprehensive moving image work.
A2	Evidence critical understanding of the principles of visual synthesis, Graphic Design and the visual animation language.	C2	Demonstrate an ability to create designs that lead to original Animation works and apply the required scriptwriting, directing and preproduction methods and techniques effectively.
A3	Critically engage with the key historical developments in the evolution of Animation as well as the theoretical, creative and ergonomic aspects of interactive media.	C3	Apply appropriate Animation techniques and methods used for narrative and storytelling using multiple media, design interactive and multimedia applications.
A4	Evidence critical understanding of research principles, methodologies and models for Animation applications.	C4	Select, apply and manage the appropriate research methodologies in order to investigate a topic and demonstrate skills related to professional practice.
Cognitive skills		Graduate Skills	
B1	Demonstrate an ability to analyse information and experiences, integrate theory and practice, and extend their learning in different contextual frameworks.	D1	Organisational and time management skills.
B2	Demonstrate proficiency in undertaking and presenting research, interpreting texts, recognizing problems, determining correlations and evaluating findings.	D2	Communication and presentation skills.
B3	Exhibit skills in generating concepts, setting design parameters and goals, determining action sequences, in response to set briefs and/or as self-initiated activity.	D3	Research and problem solving skills, working accurately with numbers and measurements.
B4	Present evidence that demonstrates an ability to analyse and criticize completed work, benefit from critical judgements and contribute to relevant debates.	D4	Information technology skills.
		D5	Teamwork skills.
		D6	Career development skills