



1. General Information

Award	Programme Title	Duration	Mode of Study
MA (RCA)	Animation	2 Years	Full-time

Awarding Institution	Royal College of Art
Teaching Institution	Royal College of Art
Professional Accreditation	n/a
Qualifications Framework Level	M
Credit Value	240 UK credits
Date of most recent validation	March 2017
Programme Specification Date	2017/8

2. Philosophy of the Programme

MA Animation is a full-time, two-year Master’s that offers students an opportunity to explore the boundaries and parameters of the language, grammar and material processes of animation. Animation itself is an ‘indiscipline’ that synthesises all other art forms. It is the place where drawing, painting and sculpture meet poetry, puppetry, dance, photography, literature, philosophy, drama, film, architecture, kinetic, light and sound art.

The programme aims to support you to create innovative work of the highest standard. The curriculum is structured around practice, research, experimentation and critique with particular emphasis on developing the content, through research and writing, as well as on structure, sound and editing. The three pathways – Documentary Animation, Narrative and Experimental – offer you a specialist focus, but fluidity between the pathways is encouraged. You are encouraged to deepen your own specialist understanding of animation and to develop your own personal style, but also to challenge yourself with new ideas and broaden your perspective. Throughout your studies you will benefit from the multi-disciplinary environment of the School of Communication and you are encouraged to make contacts with other programmes, both within the College and outside. This has led to fruitful collaborations, particularly in the areas of sound design, music and cinematography.



Our ambition is to develop artists and directors who are able to take risks, lead on creative projects and influence the future of the subject. This continues a tradition of over 30 years, in which our graduates have won multiple top international awards and gone on to prominent creative roles in industry.

3. Educational Aims of the Programme

The MA Animation Programme aims to:

- develop students’ distinctive voices as animation directors and designers, and encourage an individual response to the challenges of practical animated filmmaking and study;
- develop the professional and intellectual skills of students;
- provide a centre of excellence for students to become skilled animation directors who improve their knowledge of direction, writing, animation, design, sound-design and editing;
- broaden and deepen the study of animation through research by students who extend the boundaries of the discipline;
- encourage new solutions to the creative challenges of animation to extend and inform the practice and to keep the art and industry vital;
- improve students confidence and oral communication skills through team work and regular presentations to a variety of informed and knowledgeable groups.

4. Intended Learning Outcomes of the Programme

Able to:	A. Intellectual Engagement
A1.	Initiate and develop innovative moving image projects, specifying the creative and technical challenges involved.
A2.	Demonstrate originality in the application of new knowledge and techniques to a creative problem.
A3.	Integrate primary and secondary research in the development of his or her written or film projects.
A4.	Place his or own work within a wider field of contemporary and historical debate.
A5.	Demonstrate a sensitivity to the responsibility of the filmmaker to his or her audience and to the subject being represented.
A6.	Effectively communicate your intentions and knowledge, by oral, written



Able to:	A. Intellectual Engagement
	and/of visual means.
A7.	Demonstrate a strong understanding of structure with considered sound and image juxtaposition.

Able to:	B. Technical Skills
B1.	Produce work at an advanced level that integrates thought, creativity and technique.
B2.	Experiment in the use of materials, processes and environments in order to translate ideas into moving image practice.
B3.	Identify and acquire the specialist skills required in the production, display and documentation of a moving image project.
B4:	Take responsibility for archiving your own media in preparation for screening and exhibition to a professional standard.

Able to:	C. Professionalism
C1.	Work responsibly and effectively with performers, and other contributors to his or her project.
C2.	Engage in constructive discussion with tutors and peers on his or her own work, and contribute to the wider debates in animation, film and related fields.
C3.	Reflect on, articulate and document his or her progress throughout the programme.
C4.	Demonstrate the self-motivation, initiative and discipline necessary to deliver creative projects within budget and schedule.
C5.	Studentship: Contribution to the course and peers support.



5. Programme Structure and Curriculum

Programme Units and Credit Ratings

1. Critical and Historical Studies, 40 credits
2. SoC Electives, 20 credits
3. Systems of Practice, 60 credits
4. Development and Prototyping, 60 credits
5. Independent Research Project, 60 credits

Programme Curriculum Map

Unit 2. SoC Electives	Unit 3. Systems of Practice	
Unit 1. CHS		

Unit 4. Development and Prototyping		Unit 5. Independent Research Project		Degree Show
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6. Learning and Teaching Methods

Personal Tutorials

- **Individual Tutorials** are scheduled with your Personal Tutor, and there are also opportunities to sign up for one-to-one tutorials with other Animation tutors, Visiting Lecturers and specialist professionals. It is also possible to arrange tutorials with staff from other RCA Programmes. You should expect to have a minimum of two tutorials per term with your Personal Tutor. It is important that you come prepared for your tutorials and take a pro-active role. It is good practice to make a list of action points following each tutorial and check these with your tutor if necessary.
- A **Professional Feedback Session**, will allow you to get very specific feedback and careers advice from a group of professionals from a range of backgrounds following a screening of your Graduation Project.
- **Exit Tutorials** enable your Personal Tutor to give you advice on your future trajectory before you graduate.



Group and Joint Tutorials
<ul style="list-style-type: none"> • Tutorial Groups are timetabled at key points throughout the year, encouraging peer review in a small group setting with the student’s Personal Tutor. • Workshop Crits enable workshop tutors to offer critical feedback during and at the end of each workshop. • Work-in-Progress Forums offer an informal setting in which you can show your research and work-in-progress to your peers for support and discussion. You are expected to take an active role in providing feedback to your fellow students. • Progress Review Crits involve presenting your work to your fellow students, staff and invited guests for a more formal critique.
Workshops
Workshops offer an intensive learning experience focused on a particular topic or technique. A range of specialist subjects will be covered that include creative writing, sound, animation techniques, movement, directing voice and film language.
Electives
The School of Communication offers a series of multi-disciplinary Electives. Animation students choose one of these in the first term. This is optional in the second term as your main focus will be on your First Year Project.
Master classes
Visiting artists and professionals show their work and give an insight into their techniques and thought processes.
Visits
Organised field trips led by tutors can include visits to animation studios, exhibitions, museums and archives.

7. Assessment

General
Regulations for assessment and progression can be found in the College Regulations, sections 2.7 – 2.10.
Your progress through the course is reviewed informally through tutorials on a continuous basis. All MA students in the College have two formal examinations, Interim (Year 1) and Final (Year 2).



Pre-Assessment
To help you prepare for examination, a Pre-Assessment is arranged as a rehearsal and valuable feedback session approximately two weeks prior to the Interim and Final Examinations. Staff, students and invited guests will respond to your work. By this stage, all animation should be completed and in the form of a rough edit with indicative sound.
Interim Examination
<p>The Interim Examination usually takes place near the start of the third term of the first year. Prior to this, you are asked to submit a Statement of Outcome (approx. 500 words), in which you reflect on your progress so far.</p> <p>At the Interim Examination you present a selection of key work from workshops and electives as well as your First Year project to a panel, which consists of the Head of Programme, a Senior Tutor and your Personal Tutor. The examination normally takes half an hour. Each student is seen individually and students prepare a 10-15 minutes presentation followed by questioning from the exam board. Progression to the second year depends on the result of the examination.</p>
Final Examination
<p>For Final Examination, each student is seen individually by a panel. The normal composition of the Final Examination Board Examination Board will be:</p> <ul style="list-style-type: none">• the Head of Programme, Dean/ Associate Dean or a member of the academic staff - at senior tutor level or above - nominated by the Dean (chair);• one tutor/senior tutor from the programme• the student's personal tutor where he or she is not otherwise a member of the Final Examination Board. <p>You are asked to submit a Statement of Outcome in advance (approx. 500 words), in which you critically reflect on your work and the thinking behind it. This will help you to prepare a 15-20 minute presentation, which should include a screening of the Graduation Project and an indication of your research and development work. The Graduation Project should be fully finished with a final sound mix and presented professionally in an appropriate setting to the Examination Board.</p> <p>You will be examined on the ability to produce work at an advanced level. i.e. which is at or near the forefront of the discipline and demonstrates a creative, imaginative, innovative and individual response to a self-set brief.</p>

8. Admissions

Cross-College Requirements



Entry is based on a high standard of final-year undergraduate work (as reflected in portfolio or degree classification), or on advanced work of an equivalent level. Your work must also demonstrate a maturity and readiness to undertake postgraduate studies.

You must normally have obtained a good relevant undergraduate degree or an equivalent qualification. The College recognises as an equivalent qualification any degree, diploma, certificate or other evidence of formal qualification awarded by a university or other higher education establishment where the award is made following the successful completion of a course of at least three years' study, the programme of study being open, as a general rule, only to persons holding a certificate awarded on the successful completion of a full course of upper secondary education. Other qualifications may be approved, providing that the Academic Board for Concessions and Discipline (ABCD) is satisfied that the applicant has the ability to pursue the programme of study successfully.

The ABCD is empowered to make judgements about the extent to which qualifications or experience gained elsewhere may be accepted in partial fulfilment of its requirements.

Upon entry to any of the College's programmes you should be able to demonstrate:

The potential to benefit from and contribute to the programme of study or research for which you are applying.

Prior knowledge and experience indicating the potential to achieve the independence necessary for postgraduate study in a specialist discipline.

Enthusiasm and aptitude to confront the issues to be addressed in preparation for a future professional career.

Applicants should normally be aged over 21 years by 1 September of the proposed year of admission.

Candidates for all MA courses are assessed on their existing qualities as demonstrated in their work and in their interview, as well as on their potential to benefit from the course and to achieve MA standards overall. The assessment will consider: creativity, imagination and innovation evident in the work; ability to articulate the intentions of the work; intellectual engagement in relevant areas; appropriate technical skills; overall interview performance, including oral use of English. Candidates who do speak English as their first language are required to produce evidence that within the previous two years they have achieved at least 93 in the TOEFL internet test with an additional writing test score of TWE 24 or an IELTS exam score of 6.5 with 6 in writing.

Programme-Specific Requirements

The programme selects a challenging range of artists each year to facilitate cross-pollination between different and engaging means of expression. Applicants are normally expected to have a degree in art and design or equivalent experience. In recent years, the profile of successful applicants to the programme has diversified to include those with a background in science, humanities and architecture as well as those from moving image, communications and fine art.

Portfolio

Applicants must submit a showreel of animated/moving image work, no longer than 15 minutes, demonstrating an aptitude for sequential thinking. Their particular role on any collaborative projects should be clearly indicated. Applications without a showreel of moving-image work



cannot be considered.

A portfolio of support work demonstrating other aspects of ideas and skills, which may include 3D objects, drawings, photographs, scripts, storyboards etc., is helpful in the selection process, and this is ideally submitted in digital form. If applicants are invited for an interview, they may bring additional material and original artwork and/or models.

9. Quality Indicators

Refer to the Academic Development Handbook for more details of the College's quality and standards procedures.

- All academic programmes at the Royal College of Art are revalidated on a six-yearly cycle. Revalidations involve external subject experts and internal panel members appointed by the College's Academic Standards Committee (ASC).
- Programmes are required to submit an annual Review to ASC, the primary purpose of which is to evaluate the experience of students enrolled on both its MA and MPhil / PhD courses.
- External Examiners are appointed for a maximum of three years to ensure that:
 - the academic standard for each award is set and maintained at an appropriate level and that student performance is properly judged against this;
 - the standards of awards are comparable with those of other UK higher education institutions;
 - the process of assessment and examination is fair and has been fairly conducted.
- An Internal Moderator is appointed by the Senate on the recommendation of ASC to ensure that there are appropriate mechanisms in place for the objective assessment of student work and to ensure comparability of examination practices between programmes within the College.
- Students have the opportunity to provide feedback through regular programme-level meetings (at least one each year considers the delivery of the MA programme and the External Examiner report); and through an annual College-wide MA student survey. A Student Representative Council brings forward issues from Course Forums and programme-level meetings to the President and Vice-President of the Students' Union who then, where appropriate, present these issues at College committees or to the Senior Management of the College.