

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BA (Hons) Video Game Digital Art
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0814 W642
3	<b>Awarding Institution</b>		
4	<b>Teaching Institution(s)</b> (if different from point 3)		
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		

6	Course Description
	<p>The BA Video Game Art undergraduate degree course responds to the growing demand for skilled, team-orientated, reflexive graduate professionals ready to succeed.</p> <p>Interactive entertainment and video games development are key sectors for contemporary culture, economic growth and employment locally in the Midlands, nationally and globally. This accelerated two-year course gives you a guaranteed video game development placement in our in-house studio, which will take place over the summer term of the course. The workplace simulation approach of our department (NTI Birmingham) has been championed by the influential 2009 Livingstone Next Gen Report, which cited us as a national best practice example for developing new talent for the games industry.</p> <p><b>What's covered in the course?</b></p> <p>The course covers both core and technical art skills. It starts with helping you develop your core art skills, so expect to be doing a lot of drawing and studying topics including colour theory, composition, value and tone. Once we've covered the fundamentals we'll move onto supporting you develop your technical and digital art skills. You will focus on 2D and 3D graphics covering, texturing, user interface design, environment art, character art, animation and art pipelines for interactive products.</p> <p><b>Your first position in the video game industry</b></p> <p>Building upon your core and technical art skills, in the first year you will be tasked with a specific role within our in-house game development studio over the summer term. This work experience gives you the opportunity to apply the knowledge and professional practices you've learnt on the course in a safe and supportive environment. Typically for these projects you'll be using industry-standard game development tools such as Unity and Unreal. These summer projects have in the past been mentored and supported by external partners such as Red Bee Media, FreeStyleGames and Codemasters. The work you'll produce during these summer placements can act as excellent portfolio pieces, demonstrating your ability as both a professional artist and effective team member.</p> <p><b>Putting you in control of your final project</b></p> <p>Throughout the two years of your course, you will be provided with a structured programme of learning, in line with your chosen specialism of video game art. The course culminates with a</p>

	<p>project you define yourself which targets a specific subsector of the games industry, such as character art, concept art, environment art or user experience (among others). You have the choice of either proposing your own individual project or collaborating with other students to create another video game project for your portfolio.</p> <p>Teaching takes place in a modern production studio based in Birmingham City Centre where you'll be provided with studio space to complete projects and access to the software you'll need for the duration of the course.</p> <p>You will be taught by staff with significant experience in the video game development industry, having worked with game developers including, Free Radical Design, Codemasters, Freestyle Games, Sega and EA Games.</p> <p><b>Real experience</b></p> <p>So, by the time you graduate, a whole year before most students, you'll have two years of tangible, games development studio experience under your belt, ready to launch your dream career as a games developer.</p>
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<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Bachelor of Arts with Honours Video Game Digital Art	6	360
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Video Game Digital Art	4	120
	Diploma of Higher Education Video Game Digital Art	5	240
	Bachelor of Arts Video Game Digital Art	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>		
	Not applicable		

<b>9</b>	<b>Delivery Patterns</b>		
	<b>Mode(s) of Study</b>	<b>Location</b>	<b>Duration of Study</b>
	Full Time	City Centre	2 years
			<b>Code</b>
			US0814

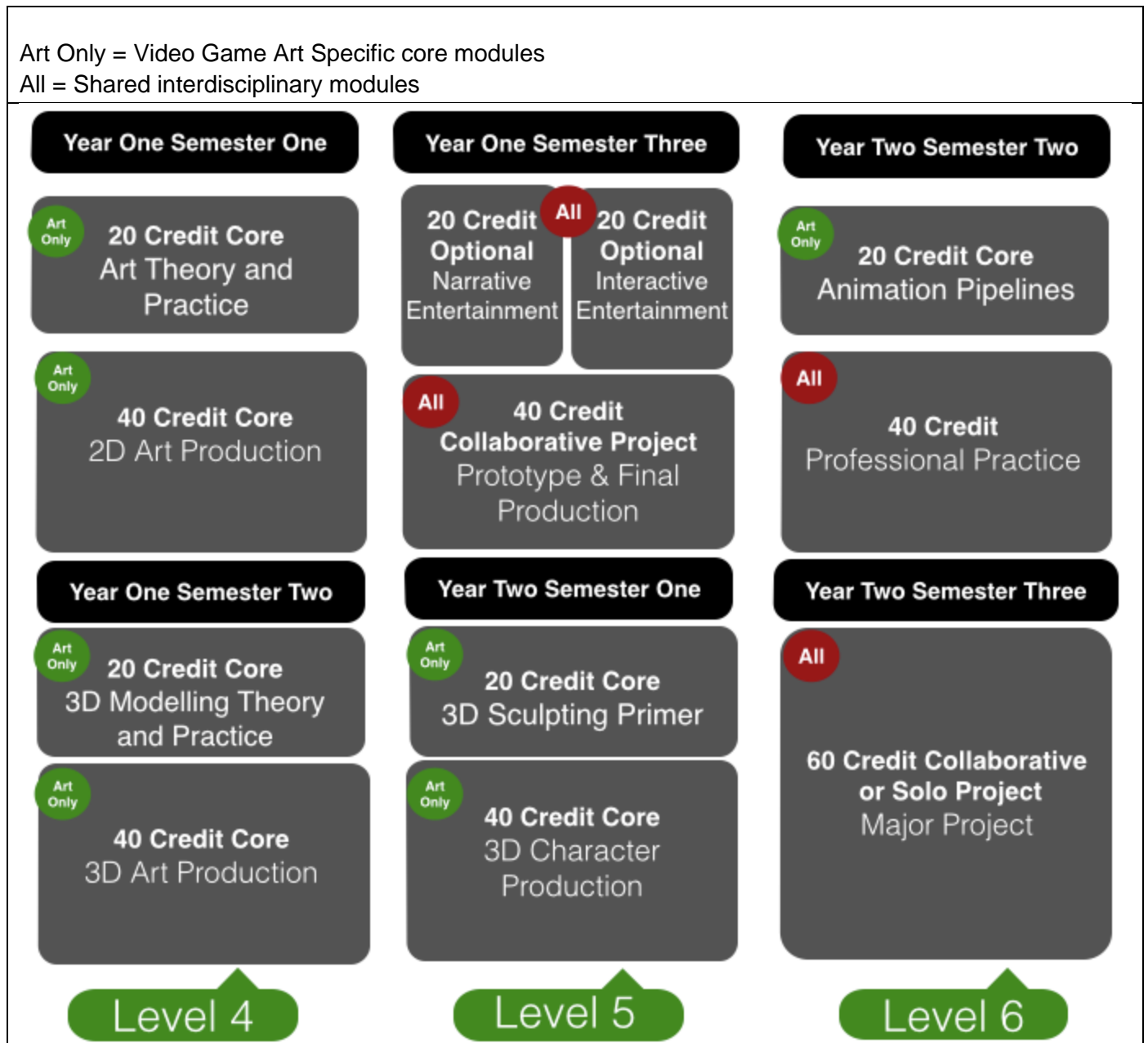
<b>10</b>	<b>Entry Requirements</b>		
	<p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>, or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a>.</p>		

<b>11</b>	<b>Course Learning Outcomes</b>
	<b>Knowledge &amp; Understanding</b>
<b>1</b>	Respond and adapt to the challenges within video games production and evaluate the relative contributions of all roles within a production team.
<b>2</b>	Produce work that demonstrates the importance of communicating visually to an intended audience.
<b>3</b>	Synthesise links with other subjects such as media and communications, the performing arts, computing, the history of art, architecture and design.
<b>4</b>	Employ drawing skills: observation, recording, analysis, speculation, development, visualisation, evaluation and communication.
	<b>Cognitive &amp; Intellectual Skills</b>
<b>5</b>	Critically evaluate knowledge, concepts and ideas in practical, verbal and written forms.
<b>6</b>	Draw conclusions based on an analytical and critical approach.
<b>7</b>	Research and evaluate practical solutions in an art team, game development team and wider context.
<b>8</b>	Develop techniques for researching, monitoring, reviewing and directing working methods.
	<b>Practical &amp; Professional Skills</b>
<b>9</b>	Critically reflect on personal practice and modify accordingly.
<b>10</b>	Develop intellectual, practical, technical and communication skills appropriate to an informed approach to individual and collaborative practice.
<b>11</b>	Self-manage an independent programme of study and develop Personal Development and Planning (PDP) to chart self-awareness, critical reflection, and action planning.
<b>12</b>	Organise, test, and justify ideas and critical positions through practical art work, written and verbal presentation suitable to brief and/or audience.
	<b>Key Transferable Skills</b>
<b>13</b>	Develop the skills to elicit the co-operation of others and work collaboratively.
<b>14</b>	Display variety of forms of communication and expression and employ them effectively according to the needs of a situation through practical, written and verbal form.
<b>15</b>	Demonstrate competency in the use of digital art tools and production tools.
<b>16</b>	Demonstrate effective planning and management through Self-motivation and organisational skills

<b>12</b>	<b>Course Requirements</b>																																																
<b>12a</b>	<p><b>Level 4:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED4145</td> <td>Art Theory and Practice</td> <td>20</td> </tr> <tr> <td>MED4142</td> <td>2D Art Production</td> <td>40</td> </tr> <tr> <td>MED4144</td> <td>3D Modelling Theory &amp; Practice</td> <td>20</td> </tr> <tr> <td>MED4143</td> <td>3D Art Production</td> <td>40</td> </tr> </tbody> </table> <p><b>Level 5:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5199</td> <td>3D Sculpting Primer</td> <td>20</td> </tr> <tr> <td>MED5198</td> <td>3D Character Production</td> <td>40</td> </tr> <tr> <td>MED5201</td> <td>Collaborative Project</td> <td>40</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5189</td> <td>Interactive Entertainment, Development &amp; Implementation</td> <td>20</td> </tr> <tr> <td>MED5192</td> <td>Narrative Entertainment Script &amp; Production</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 6:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED6187</td> <td>Animation Pipelines</td> <td>20</td> </tr> <tr> <td>MED6200</td> <td>Professional Practice</td> <td>40</td> </tr> <tr> <td>ADM6006</td> <td>Major Project</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	MED4145	Art Theory and Practice	20	MED4142	2D Art Production	40	MED4144	3D Modelling Theory & Practice	20	MED4143	3D Art Production	40	Module Code	Module Name	Credit Value	MED5199	3D Sculpting Primer	20	MED5198	3D Character Production	40	MED5201	Collaborative Project	40	Module Code	Module Name	Credit Value	MED5189	Interactive Entertainment, Development & Implementation	20	MED5192	Narrative Entertainment Script & Production	20	Module Code	Module Name	Credit Value	MED6187	Animation Pipelines	20	MED6200	Professional Practice	40	ADM6006	Major Project	60
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## 12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.



### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 4

##### Workload

##### XX% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	360
Directed Learning	600
Private Study	240
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	75%
Exam	0
In-Person	25%

#### Level 5

##### Workload

##### XX% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	300
Directed Learning	660
Private Study	240
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	75%
Exam	0
In-Person	25%

**Level 6****Workload****XX% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	149
Directed Learning	811
Private Study	240
<b>Total Hours</b>	<b>1200</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	100%
Exam	0
In-Person	0