

Creative Industries - Foundations

Module Code:	GAV4006-B
Academic Year:	2018-19
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Games, Animation and Visual Effects
FHEQ Level:	FHEQ Level 4

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	4
Directed Study	172

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Academic Year (Sept - May)

Module Aims

To equip students with a range of foundational skills required for successful advancement in the creative industries. Fundamental practical, theoretical, personal and professional skills & concepts relevant to creative industries, such as animation/games are covered; to raise both awareness and interest in best practice and ethical issues.

Outline Syllabus

Core Skills / Best practice in File formats, Resolution & Image format considerations. Entry level maths demonstrated with relevant examples such as colour manipulation, channels, colour depth, colour Management, LUTs, filter manipulation & geometrical transformation algorithms. Photogrammetry & Parallax. Acquisition for creative students. Library and information skills using suitable tools. Study skills. Presentations and report writing.

Problem solving through group work. Aspects of professional development. Sharing information with others. A broad introduction to, and overview of, the discipline of computer animation and games. Portfolios and show reels. Sustainability and Informatics. Understanding assessment criteria and feedback. This material will be used in developing key skills.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 demonstrate a basic knowledge in areas fundamental to the creative industries, and an awareness of the importance of best practice & key skills for professionals from a subject specific point of view.
- 2 demonstrate a broad knowledge and overview of your specific field of study.
- 3 demonstrate and apply a working knowledge of foundational, best practice relevant to the creative industries; A range of communication skills including verbal and written; Independent learning; planning and time management.

Learning, Teaching and Assessment Strategy

Lecture sessions incorporate interactive lectures and seminars which make use of flatbed teaching spaces; practical exercises aim at introducing and instilling best practice. Internal and external guest speakers from professional areas provide guidance on specific aspects across industries to maintain relevance. Directed reading enables the development of study skills. Activities in small group tutorials range from problem-solving to discussion of ethical issues. Assessment is by coursework, both group and individual; supplementary assessment requires the repair of deficiencies in the original assessment, with individual report based on the subject of group assignment substituted for group work.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual academic essay (1000 words)	0 hours	60%	No
Summative	Coursework	Group assignment: presentation on a subject specific topic	0 hours	40%	Yes

Legacy Code (if applicable)

EM-0151L

Reading List

To view Reading List, please go to [rebus:list](#).