



UWTSD SoAC BA PATHWAYS

COMPUTER GAMES DEVELOPMENT

ANIMATION & VFX

PROJECT PROPOSAL



PROJECT PROPOSAL (BA PATHWAYS)

5% Total module mark (BA GAMES)

10% Total Module Mark (BA ANIMATION & VFX)

The purpose of the project proposal is to **establish exactly what is to be achieved by the project** and to formulate a plan to do this. It should be regarded as a sort of contract between you and your supervisor. General guidelines are provided in this document.

Your Proposal will be required at the beginning of the Independent Project module before you can progress with your Practical Project and Dissertation.

The final proposal should contain the following information:

- The **programme title**.
- The **project title**.
- The **name** of the student undertaking the project.
- The **name** of the (proposed) supervisor.
- The **date**.
- A statement of the problem to be solved together with any **background/rationale** that might be appropriate.
- The **aims** of the project and the methods.
- An analysis of how the **objectives** are to be achieved including a breakdown of the project into identifiable sub-tasks.
- **Resources** (computer systems, application packages and programming languages etc to be used).
- **References**
- **Plan** with proposed timescales of work
- Completed **Ethics form** (*if applicable – speak to your Programme Team if unsure*). The UWTSD **Research Methods and Integrity Code of Practice** can be found here: <https://www.uwtسد.ac.uk/research/research-integrity-and-ethics>



The following general points apply:

- The proposal must be well-structured and written in good, clear English with correct spelling and punctuation.
- You must adopt the specified standards for referencing.

Following submission of the proposal, an individual project supervisor will be allocated to each student.

When selecting a project the following factors should be considered:

- The task must be **achievable** within the timescale.
- The project should be in a subject area **appropriate to the degree title**. Thus it is inappropriate, for example, for Animation & VFX students to engage in a project that is entirely survey-based - there must be Animation & VFX content.
- Proposed projects must have an **acceptable practical/analytical content**.
- Projects should preferably include some element of **design**.
- **The resource requirements of the project should be reasonable and adequate access to these resources be available**. For example, projects involving dedicated equipment for speech recognition or video streaming etc will be approved only if the Supervisor/Project co-ordinator is satisfied that the required equipment will be available for use.



PROPOSAL SUBMISSION DATES

The deadline for your proposal is typically at the **end of October**.

For **2025-26** Academic Year, the following deadlines are in place for your Proposal:

Programme	Proposal Type	Date / Submission Method
BA Computer Games Design	Written Proposal	Monday 20th October 2025 3pm SUBMISSION VIA MOODLE PAGE (TURNITIN)
BA Animation & VFX	Project Pitch	Wednesday 22nd October Room 209 1pm (PRESENTATION)



PROPOSAL MARKING SHEETS

The **Marking Sheets** for the Independent Project module are useful to consider when constructing your proposal. These sheets show what the marking criteria and weighting are for each part of your Independent Project, along with a descriptor of appropriate content that will earn you marks in each area.

These **Marking Sheets** are available for every assessment component of the Independent Project and are available in the **Independent Project Moodle Page**.

BA (Hons) COMPUTER GAMES DESIGN – Project Proposal Word Count: 1000 words

Intro / Aims & Objectives (500 words)	
Project title; Identification of a specific problem to be investigated; Well-defined aims and SMART objectives; Explaining why this project is worth doing; Discussion of what the project needs to do in order to be a success; Description any deliverables that will be produced at the end of the project.	40
Background to the Project (500 words)	
Description of how the work to be done by in the project relates to the work identified in the literature review; Discussion of any ethical issues raised by the project Identifying what has already been done within the field; Topic familiarity; Brief literature review using appropriate sources – 6-8 journal papers and book chapters rather than just websites; Selection of relevant models & concepts	40
Document Presentation	
Correct spelling, grammar and punctuation; Flow of narrative/fluency; Coherence; Word processed ; Correct use of referencing with bibliography; Strict word limit	20
TOTAL	100



BA (Hons) ANIMATION & VFX – Project Proposal

Word Count: 1000 words

INTRO / AIMS & OBJECTIVES (500 words)	
▪ Project title; ▪ Outline and targeting of specific area of study / project outline to be investigated; ▪ Aims and identifiable SMART objectives; ▪ Justification for project scope and approach; ▪ Statements on the potential deliverables and rationale for success; ▪ Project specification details (e.g. shots, running time, pipeline plan).	20
RESEARCH & REFERENCES (500 words)	
▪ Relation and comparative links to Literature Review; ▪ Ethics and values considered in work undertaken in the past ~ and in this new endeavour; ▪ Depth of research findings and case studies (e.g. animators, film knowledge, VFX methods); ▪ Research methods and information sourcing and quotes (beyond online webpages alone); ▪ Visual influences and contributing factors, in undertaking the project, in covering the references, techniques, anticipated process, etc.	30
PROPOSAL PITCH & IMPACT (Original imagery)	
▪ A single – or short series – of initial designs or conceptual art; ▪ To act as a visual hook or promotional piece for this first pitch / proposal; ▪ Portraying a key moment or scene or action ~ from the intended narrative / sequence; ▪ Demonstrating a keen sense of framing, colour scheme, character shaping , etc; ▪ Other pre-production elements may be considered, but these will need to feature more prominently in the subsequent INTERIM presentation (to develop for later section and reviews of the portfolio).	40
LAYOUT & PROFESSIONAL SKILLS	
▪ SPAG (Spelling, punctuation & grammar); ▪ Literacy and structure; ▪ Descriptive / analytical insights; ▪ Clarity and presentation; ▪ Referencing, bibliography and appendices; ▪ Adherence to word count.	10
TOTAL	100



GAME DESIGN: PROJECT SUGGESTIONS

Ideally we want to look at a topic that answers a question, such as the following examples. **Please note that this list contains only a few examples** and that students are encouraged to come up with project ideas that reflect **personal interest and passions related to your Degree Programme**.

1. Does the application of shape and colour theory make for more effective character design?

(Example Practical = Designs of characters using applied theory vs. ones that do not)

2. Can long-term exposure to violent media desensitise an audience?

*(Practical = slightly trickier, but possibly a rough game demo testing the theory - **this one would very likely have Ethical considerations to discuss with the University before approval**)*

3. What are key factors of what makes a 'good' singleplayer / multiplayer game experience?

(Practical = Demo playable experience applying the written research findings)

4. Interactive games and the positive effects of neurodiversity engagement

(Practical = A small demo of a short playable experience that takes neurodiverse traits into consideration and offers an experience that can help increase engagement or focus of a sample group of players)



ANIMATION & VFX: PROJECT SUGGESTIONS

Here are 8 **suggested final-year project titles** for **Animation and VFX students**, covering a range of technical, creative, and conceptual themes.

Narrative & Storytelling Focus

1. **“Echoes of Light: A Visual Journey Through Memory”**
An experimental short film exploring how lighting and colour can convey shifting emotional states through animation and VFX.
2. **“Fractured Realities: Blending Live Action and CG Environments”**
A hybrid VFX project integrating real footage with digitally created worlds to tell a story about perception and identity.

Technical & Innovation Focus

3. **“Dynamic Lighting for Emotional Impact in 3D Animation”**
A study on real-time lighting systems that enhance mood and atmosphere using Unreal Engine or Maya.
4. **“Simulating Natural Phenomena in VFX: Fire, Water, and Smoke Realism”**
A technical showcase demonstrating physically based simulations for environmental VFX.

Immersive & Interactive Focus

5. **“Immersive Storytelling: Enhancing Emotional Engagement through Spatial Audio and Colour Grading in VR”**
A VR short experience that tests how audiovisual cues affect audience immersion.
6. **“Animating Interactive Worlds: Character-Driven Storytelling in Unreal Engine”**
An interactive 3D narrative where users influence the story through environmental or character interactions.

Conceptual & Experimental Focus

7. **“The Aesthetics of Motion: Visualizing Sound through Abstract Animation”**
A motion graphics piece translating music and sound frequencies into visual forms using After Effects and Houdini.
8. **“Synthetic Dreams: Exploring AI-Assisted Animation and VFX Creation”**
A conceptual project investigating how AI tools can augment creative workflows in animation production.