

MODULE CODE: ACCA4040
TITLE: Animation Insights & Perspectives
LEVEL: 4

AIM(S)

To introduce students to study skills and visual literacy in the historical, cultural and technical significance of animation, VFX and related creative industries. It is to enable the student to investigate a deeper appreciation and understanding of the context behind the practical methods used on other modules and to identify the creative and technological evolution and changes associated with its development.

LEARNING OUTCOMES

Upon successful completion of this module, the student will be able to demonstrate:

1. A growing awareness of the psychological and sociological impact of animation and the moving image, through the vehicle of media and mass communication.
2. A knowledge and critical understanding that define meaning through animated art, their constructions and their influence on people, on a variety of different levels

INDICATIVE CONTENT

Historical timeline and development of animation and the moving image
Technological innovation and advancements in animation
The introduction and impact of sound
Studio development and film movements
Animation art, entertainment and innovation
Formats, trends and culture of cinema
Emergence of digital computer animation, VFX and 21st Century hybrids

Reading, interpreting and deconstructing imagery and sequences
Visual language components and interpretations (e.g. metaphor, mise-en-scene, semiotics)
Genre, auteur, social representation and stereotyping
Ideological stances in the dissemination of information.
Types of messages: information and persuasion
Audiences and the influences of class, race, gender and age.

Conferences, festivals and animation commissioning bodies and broadcasters
Studio systems, awards and the global diversity of animation
Innovative directors/animators/filmmakers
Animation pioneers, independent and the commercial / avant garde cinema
Postmodernism, propaganda, structuralism and realism

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Journal of research activity	Individual critical study on a selected title, with visuals (+ text), equivalent to 3000 words	100%

READING LIST

Module Code	ACCA4040	
Module Title	Animation Insights & Perspectives	
Classification	Reading List entry	Electronic*
Essential	Kothenschulte, D. (2022), <i>The Walt Disney Film Archives: The Animated Movies 1921 – 1968</i> . Taschen.	☐
Essential	50 most influential Animators: https://50mostinfluentialdisneyanimators.wordpress.com	☒
Essential	National Film Board of Canada: National Film Board of Canada (nfb.ca)	☒
Essential	Wells, P (1998) <i>Understanding Animation</i> , Routledge	☐
Essential	Furniss, M (2008) <i>Art in Motion: Animation Aesthetics</i> , John Libbey Publishing.	☐
Essential	Dobson, N. (2018) <i>The Animation Studies Reader</i> , Bloomsbury Academic	☐
Essential	Batkin, J (2017) <i>Identity in Animation: A Journey into self, difference, culture and the body</i> , Routledge	☐
Essential	Cavalier, S (2011), <i>The world history of animation</i> , University of California Press	☐
Further	Brown, N. (2021) <i>Contemporary Hollywood Animation: Style, Storytelling, Culture and Ideology Since the 1990s (Traditions in American Cinema)</i> , Edinburgh University Press.	☐
Further	North, D. (2008) <i>Performing Illusions: Cinema, Special Effects and the Virtual Actor</i> , Wallflower Press	☐
Further	Bordwell, D. Thompson, K (2019) <i>JSE Film Art: An Introduction</i> , McGraw Hill	☐
Further	Baran, S. J. (2020) <i>JSE Introduction to Mass Communication</i> , McGraw Hill	☐
Further	Ed Hooks (Acting for Animation): http://www.edhooks.com/archives.html	☒
Further	Semiotics for Beginners: Semiotics for Beginners: Glossary (visual-memory.co.uk)	☒
Further	50 most influential Animators: https://50mostinfluentialdisneyanimators.wordpress.com/	☒
Further	Animation World Network: https://www.awn.com/	☒