ANIMATION
DEGREE PROGRAM (BA)

1. PROGRAM FACTS

Study Level: Undergraduate
Study Mode: Full Time
Course Profile: Academic
Course Domain: Fine Art
Course Length: 6 semesters
Number of ECTS Credits Required for Graduation: 180
Areas of Academic Study and Academic Disciplines Evaluated by Learning Outcomes:
  - Area of Academic Study: The Arts
  - Academic Discipline: Fine Art
  - Field of Study: Fine Art
Degree Awarded upon Completion: Bachelor’s Degree (BA)

2. FURTHER EDUCATION AND CAREER OPPORTUNITIES

The BA Animation program aims to prepare future audiovisual realization specialists, equipping them with knowledge and skills necessary to create animations and use the language of animated videos, also in the areas not directly related to filmmaking. Upon graduation, our students have acquired a set of professional skills necessary to work independently and create short animations as well as other animated forms that fall in the broad category of television graphics. Throughout the course, students create a whole spectrum of projects in the range of dynamic visual communication of contemporary graphics. The course also provides them with opportunities to work on collaborative ventures. They broaden their awareness of copyright law and learn to respect the rights of all artists who contribute to a given project. Our graduates leave equipped with knowledge of key issues related to art history and contemporary culture. Their set of professional creative skills is complemented with experience acquired in other fields, such as drawing, painting and graphics.

3. PROGRAM OVERVIEW AND OBJECTIVES

Students who graduate from the BA Animation course are equipped with necessary professional knowledge in the range of:
  – animation process (both traditional and digital);
  – compilation and links of traditional and contemporary animation technologies in the context of the creation of dynamic images for filmmaking, television and graphics;
  – the practical use of equipment, such as cameras in analogue, digital and time-lapse photography as well as computer devices for image editing and processing;
  – graphic design by applying modern computer tools
  – preparing and recording sound tracks

Our graduates are prepared to:
  – design and record dynamic motion pictures for film, television, Internet and multimedia presentations;
  – work as part of a production team for audiovisual projects

Our BA Animation graduates may seek employment in the following capacities:
  - storyboard artists
- animators for motion pictures, advertising, Internet, education, science and information;
- graphic designers for television

4. **LEARNING OUTCOMES**

On completion of the BA Animation program, students should be able to demonstrate the following subject knowledge, practical subject skills and social competencies:

**SUBJECT KNOWLEDGE**

1) **Knowledge of artwork production process**

- Students demonstrate a general knowledge of the production process of artworks and videos in the range of animation.
- Students show a general understanding of means of expression, animation techniques and related disciplines, particularly visual arts (drawing, painting, graphics), film practice and sound arts.
- Students have an essential knowledge of the means of expression applied in motion pictures and sound arts.
- Students understand essential trends and developments in the history of fine arts. They are familiar with major literature relevant to the history of visual arts.

2) **Understanding of the context of visual arts**

- Students are familiar with contemporary trends in animation. They know basic literature on current issues in fine arts and art criticism, with a particular emphasis on visual and audiovisual arts.
- Students demonstrate knowledge of different art styles, movements and traditions, as well as major accomplishments of key figures in art, particularly in the field of animation.
- Students are familiar with the history of image recording in animation, particularly with technical and technological aspects of the process.
- Students demonstrate a wide knowledge of image-recording technologies; they are familiar with key technological issues in animation, which enables them to execute and deliver their projects at a high artistic level.
- Students are familiar with key technological aspects in sound recording, to a standard necessary for the execution of their projects at a high artistic level, with a particular emphasis on sound in their videos.
- Students have built professional knowledge necessary to apply new technologies while designing and producing their animations.
- Students show an essential knowledge of commercial and legal aspects of animation production.
- Students know the production process of animation and understand basic links between technological and technical issues underlying animation practice, and its expressive and artistic possibilities.
- Students are familiar with contemporary trends in presentation and promotion of artistic output in the audiovisual industry.

**PRACTICAL SUBJECT SKILLS**

1) **Artistic self-expression skills**

- Students are able to create and execute their own artistic concepts through the application of practical knowledge in the range of animation. Having built strong theoretical knowledge in the area of their
specialization, students are able to employ their experience in practice. They show a deep awareness of the context of their work in relation to the history of audiovisual arts.

2) Realization of artworks
   - Students are able to use a range of tools, such as photography and filmmaking equipment as well as deploy a range of classical animation techniques.
   - Students know how to use specialized computer software to create their animations.
   - Students use a range of photographic and video technologies to create both analogue and digital images, knowing how to record and edit those images.
   - Students know how to benefit from a range of techniques in a professional lighting studio.
   - Students are able to prepare footage for broadcasting on various data storage devices and for different media.
   - Students understand the essence and structure of film scripts and literary texts, and they perceive creative opportunities of such texts to adapt them for animations.
   - Students use their acquired knowledge and experience to solve a number of problems that emerge while working on their creative projects and designing their own artistic concepts in the field of animation. They are able to make informed choices regarding their own practice.

3) Teamwork
   - Students are able to collaborate effectively on larger projects, including artistic activities, group exhibitions and presentations.
   - Students are able to work as part of a team while designing and realizing their creative projects, particularly in the domain of an auditory part of filmmaking.

4) Practical skills
   - Students have strong practicals skills in the field of animation, showing room for further progress that may be achieved through independent work.
   - Students demonstrate practical skills in other artistic domains, such as drawing, painting and elements of graphic design, showing room for further progress that may be achieved through independent work.
   - Students pursue further development, drawing on their acquired theoretical knowledge and practical skills. They continue their education and improve their skills through constant practice, self-studying and experience.

5) Artistic creation
   - Students show creativity within the boundaries of their individual artistic attitudes, falling back on their intuition, imagination and emotionality. Students are visually sensitive and insightful, with strong observational skills and abilities to interpret the reality.

6) Verbal skills
   - Students know how to create commentaries to their work, in spoken and written forms, relevant to a number of domains and expressing a range of artistic attitudes.
   - Students demonstrate linguistic skills relevant to their chosen disciplines at a minimum of CEFR level B2.

7) Presentation skills
   - Students know how to deliver a presentation on their individual artistic accomplishments, including such elements as verbal presentation and discussion of their practice, engaging in a dialogue with an audience.
Students know how to research a subject and find source materials relevant to the areas of their artistic practice.

**SOCIAL COMPETENCIES**

1) Independence
   - Students understand the need for sustained development and lifelong learning.
   - Students take on independent creative projects in the domain of animation. They demonstrate intrinsic motivation and work organization skills and are able to collect, analyze and interpret information as well as develop new ideas and critical argumentation.

2) Psychological conditioning
   - Students effectively use their imagination, intuition and emotionality as well as employ their creative thinking skills while solving problems. They think flexibly and easily adapt to new and ever-changing circumstances. They are able to control their behavior, cope with anxieties and stressful situations as well as rise to the challenge of public speaking and presentations.

3) Criticism
   - Students demonstrate self-assessment skills and are able to offer constructive feedback regarding other practitioners’ work.
   - They show reflective skills concerning a range of artistic, social, scientific and aesthetic issues relevant to their areas of specialization as animators.

4) Social communication
   - Students demonstrate effective communication and social skills, particularly in the area of team work while taking part in collaborative projects as well as social integration skills while participating in various cultural events.
   - Students communicate effectively in society, particularly as regards negotiations and the organization of presentations, exhibitions and other artistic events. They are able to present their projects in a clear and understandable way by employing a range of technologies.

5) Intellectual property rights
   - Students know and understand the basic principles of copyright law. They are aware of the importance of proper management of intellectual property, particularly in the domain of audiovisual arts.