ANIMATION
DEGREE PROGRAM (MA)

1. PROGRAM FACTS

Study Level: Postgraduate
Study Mode: Full Time
Course Profile: Academic
Course Domain: Fine Art
Course Length: 4 semesters
Number of ECTS Credits Required for Graduation: 120
Areas of Academic Study and Academic Disciplines Evaluated by Learning Outcomes:
- Area of Academic Study: The Arts
- Academic Discipline: Fine Art
- Field of Study: Art and Design
Degree Awarded upon Completion: Master’s Degree (MA)

2. FURTHER EDUCATION AND CAREER OPPORTUNITIES

Students graduating from the MA Animation course will be prepared to set up their independent professional practice. They may launch their own animation studio or choose freelance collaboration with major production studios in filmmaking and multimedia graphics industries, such as film production studios, advertising agencies, media houses, television stations or cultural centers. They may find employment in the following capacities:
- audiovisual designer
- directing for animations, opening credits, video clips, or commercials
- special effects designers
- visual effects designers
- Internet animation designers
- educators in cultural institutions

Students are prepared to progress to PhD programs.

3. PROGRAM OVERVIEW AND OBJECTIVES

Students graduating from the MA Animation course are equipped to take on self-directed artistic and academic work. Having built an extensive body of interdisciplinary knowledge and skills, students develop their distinctive language of creative expression in the scope of animation and multimedia graphics, their own version of a reflective and humanistic communication that responds to contemporary requirements. Students need to be able to independently produce an audiovisual project with animation constructing its major visual message. The course focuses on ways to apply technology at each production stage — project, production and education stages, following professional best practice standards. Students learn to consciously experiment with innovative ways to mix modern digital technology for image recording and editing with traditional animation techniques, drawing on their vast knowledge of historical and cultural contexts as well as trends in animation. They grow to understand the relations between conceptual knowledge and hands-on practice. Students are encouraged to develop their distinctive creative personalities and follow artistic intuition to shape their own concepts and project ideas in the scope of animation and multimedia graphics, with a particular emphasis on television graphics. Students practice ways of putting their ideas into words, presenting their concepts and looking on them from a critical angle. They will collaborate with other practitioners while working on group projects and develop knowledge and skills necessary to lead project or production teams. Upon graduating from MA Animations, students may progress to PhD studies.
4. LEARNING OUTCOMES

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

SUBJECT KNOWLEDGE

- Students demonstrate a vast knowledge of fine arts and science, and they apply it in practice to develop and produce complex animation projects.
- Students have a deep knowledge of means of expression and techniques used in related fine art disciplines, particularly in the visual arts (drawing, painting, graphics).
- Students recognize and describe links between the fine arts and their historical and cultural contexts, analyzing the influence of knowledge, science and social practice on art.
- Students produce highly original projects, drawing on their extensive knowledge of the arts, with a particular emphasis on audio visual arts.
- Students are able to analyze and explain a range of relations between conceptual knowledge and practical application of animation solutions.
- Students pursue interdisciplinary knowledge to enhance their creative repertoire.
- Students demonstrate an extensive knowledge of current technical and technological issues relevant to animation practice and sound component in filmmaking.

PRACTICAL SUBJECT SKILLS

- Students show a great ability to consciously generate and execute their own artistic concepts, having built a strong conceptual knowledge and theoretical reflection in the broader context of visual arts.
- Students know how to relate their acquired artistic knowledge and practical skills to execute their own animation projects.
- Students know how to relate their acquired artistic knowledge and practical skills to execute their own projects in the domain of sound in video.
- Students are able to come up with ideas and subjects for their own creative projects; they perceive the context of their work in relation to other artists and practitioners (recognizing their approaches and experience), as well as theories and issues relevant to the contemporary culture.
- Students are able to make independent and responsible decisions concerning their creative projects, methods of presentation, and content.
- Students build their practical experience through realizations of creative projects; they know how to design their projects to achieve specific aesthetic, social and legal objectives.
- Students are able to manage a team while working on group projects (set objectives, delegate work, supervise projects).
- Students are able to manage a team while working on interdisciplinary projects, with a particular emphasis on the audio component.
- Students develop their array of creative techniques in order to broaden the scope of artistic expression in the field of animation.
- Students are able to draw on their acquired knowledge and experience while realizing their projects. Also, they know how to draw on existing patterns, methods, major ideas, and artistic theories in the history of animation.
– Students are able to draw on their acquired knowledge and experience while realizing their projects. Also, they know how to draw on existing patterns, methods, major ideas, and artistic theories in the history of visual arts.

– Students know how to prepare written accounts and spoken presentations concerning current issues in the fields of animation; they formulate opinions concerning other practitioners’ work.

– Students know how to seek and apply theoretical knowledge; they draw on various sources of information to build their knowledge of animation.

– Students demonstrate linguistic skills relevant to their chosen disciplines at a minimum of CEFR level B2+.

– Students are able to deliver presentations (descriptive or critical) to an audience, introducing their own work and that of other practitioners.

SOCIAL COMPETENCIES

– Students understand the importance of lifelong learning and are able to manage educational contexts for other people.

– On the basis of knowledge and skills acquired during their undergraduate courses, students are able to take on independent projects in the scope of animation. They know how to collect, analyze and interpret information as well as develop ideas and provide critical feedback. Students demonstrate intrinsic motivation and work organizational skills, even with limited access to resources.

– On the basis of knowledge and skills acquired during their undergraduate courses, students are able to take on independent projects in the scope of related disciplines. They know how to collect, analyze and interpret information as well as develop ideas and provide critical feedback.

– On the basis of knowledge and skills acquired during their undergraduate courses, students know how to use a range of psychological mechanisms to enhance their project work.

– Students are able to create their own artistic image through mixing a range of techniques and media in their creative projects.

– On the basis of knowledge and skills acquired during their undergraduate courses, students demonstrate a reflective attitude towards artistic, social, academic and ethical issues relevant to their practice in the field of animation and related disciplines.

– On the basis of knowledge and skills acquired during their undergraduate courses, students demonstrate mature communication and social skills, such as initiating teamwork while working on collaborative projects and willingness to integrate with other people while participating in joint artistic ventures.

– On the basis of knowledge and skills acquired during their undergraduate courses, students demonstrate mature communication and social skills, such as negotiating as well as organizing exhibitions, shows, and other artistic events.

– On the basis of knowledge and skills acquired during their undergraduate courses, students demonstrate mature communication and social skills, with a particular emphasis on the use of technology to present their projects clearly and understandably.

– Students are familiar with major principles of copyright law and the importance of intellectual property management, with a particular emphasis on audiovisual arts.