Module Descriptor

Title	Motion Graphics - Film & Tv		
Session	2026/27	**Status**	
Code	FILM10003	**SCQF Level**	10
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	TBC		

Summary of Module

This module is designed to develop the student's ability to apply critical analysis, concept development and the production of creative title sequence solutions within a Motion Graphics environment.

Through a series of practical exercises, students will demonstrate an understanding of linear and sequential visual narrative.

This will include the development of solutions to live, or negotiated Motion Graphics briefs, demonstrating an understanding of concept development, while engaging with a practice based process, using appropriate tools, technologies and methodologies.

These will include the use of 'conventional' art and design media and will also employ new media applications and post-production tools within a Time Based Media environment.

The use of convergent media types will be encouraged, as will the possibility of engaging in collaborative working practice, (where appropriate).

Students will develop a knowledge and understanding of Time- Based Media from both an historical and contemporary practice perspective.

- Creative title sequences
- Post production techniques
- Development of convergent media

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning X Other (specify) **NCL only**	

Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate detailed knowledge and understanding of tools, methodologies and post production techniques in motion graphics
L2	Apply knowledge, skills and understanding in using a wide range of the principal professional skills associated with motion graphics production
L3	Autonomously critically identify, define, conceptualise and analyse complex professional problems and issues through the creative process of a motion graphics media type
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** Demonstrate and/or work with: a critical overview of historical and contemporary motion graphics, including critical understanding of the Principal theories and concepts A critical, detailed and often leading knowledge and understanding at the forefront of one or more specialisms in motion graphics Knowledge and understanding that is generated through personal research or equivalent work which makes a significant contribution to the development of the subject/ discipline of motion graphics

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Practice: Applied Knowledge and Understanding	**SCQF 10** Use a significant range of the principal skills, techniques, practices and materials associated with motion graphics Use and enhance a range of complex skills, Techniques, practices and materials at the forefront of one or more specialisms. Apply a range of standard and specialized research/ equivalent instruments and techniques of enquiry. Design and execute research, investigative or development projects to deal with new problems and issues Demonstrate originality and creativity in the development and application of new knowledge, understanding and practices.
Generic Cognitive skills	**SCQF 10** Apply a constant and integrated approach to critical analysis, evaluation and synthesis of new and complex ideas, information and issues. Identify, conceptualise and offer original and creative insights into new, complex and abstract ideas, information and issues
Communication, ICT and Numeracy Skills	**SCQF 10** Use a significant range of advanced and specialised skills as appropriate to motion graphics – for example: communicate at an appropriate level to a range of audiences and adapt communication to the context and purpose communicate at the standard of published academic work and/or critical dialogue and review with peers and experts in other specialisms use a range of software to support and enhance work at this level and specify software requirements to enhance work critically evaluate numerical and graphical data
Autonomy, Accountability and Working with Others	**SCQF 10** Exercise a high level of autonomy and initiative in professional and equivalent activities. Take full responsibility for own work and/ or significant responsibility for the work of others. Demonstrate leadership and/ or originality in tackling and solving problems and issues. Work in ways which are reflective, self- critical and based on research/ evidence. Deal with complex ethical and professional issues. Make informed judgements on new and emerging issues not addressed by current professional and/ or ethical codes or practices.

Prerequisites	**Module Code** N/A	**Module Title** N/A
	Other N/A	

Co-requisites	Module Code N/A	Module Title N/A

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	30
Tutorial / Synchronous Support Activity	10
Laboratory / Practical Demonstration / Workshop	10
Independent Study	150
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Gallagher, Rebecca & Paldy, Andrea (2006) Exploring Motion Graphics (Design Exploration) New York: Delmar. Betancourt J. (2013) The History of Motion Graphics from Avant-garde to Industry in the United States, USA: Wildside Press Krasner, Jon (2004) Motion Graphic Design and Fine Art Animation: Principles and Practice, Oxford: Focal Press.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Arts Media**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☒ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Arts & Media
Moderator	Tony Grace
External Examiner	Alex Nevill
Accreditation Details	Screenskills
Module Appears in CPD catalogue	**No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Execute the production of a motion graphics sequence using appropriate tools, methodologies and post-production techniques. Include explanation of production process (30%)
Assessment 2
Develop a brief and storyboard, then design and produce a piece of Motion Graphics for the screen utilizing a range of techniques and materials. Include explanation of production process (70%)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Creative output	☒	☒	☒	☐	☐	30	6

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Creative output	☒	☒	☒	☐	☐	70	12

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Ayr Delivery removed – only NCL delivery, MC TBC	26/03/26	G Jamieson