

PART A: GENERAL INFORMATION

1. Module Title	Professional Studio Project – EXPR6001	
2. School	Escape Studios	
3. Level	6	
4. Total Credits/ ECTS Value	60 (30 ECTS)	
5. Total Synchronous Contact Hours	162	
6. Programme(s) to which the Module Contributes	BA/MArt The Art of Video Games BA/MArt The Art of Visual Effects BA/MArt The Art of Computer Animation (2D/3D) Technical Art for Games & VFX BSc (Hons) Technical Art for Games & VFX (Integrated Masters) MSci (Hon) Video Games Design BSc (Hons) Video Games Design (Integrated Masters) MSci (Hon) Character Creation for Animation, Games & VFX BSc (Hons) Character Creation for Animation, Games & VFX (Integrated Masters) MSci (Hon)	
7. Related Modules	Pre-requisites	None
	Co-requisites	None
	Post-requisites	None
	Excluded Combinations	None
8. External Accrediting Body (If applicable)	N/A	
9. Modes of Study	Full-time	
10. Delivery Site(s)	Escape Studios, London	

PART B: MODULE LEARNING OUTCOMES**11. Learning Outcomes**

On successfully completing the module students will be able to:

Demonstrate Knowledge & Understanding of...

1. Advanced theories and principles of the creative process, and their application in a professional project

2. Advanced tools appropriate to collaborative working in a professional studio environment

Demonstrate Intellectual Skills in...

3. Critically evaluating state-of-the-art creative and technical solutions to complex problems
4. Developing and defending creative solutions for a range of tough client briefs
5. Reflecting on, evaluating, and improving the outcomes of creative projects to improve their craft

Demonstrate Subject Specific Skills in...

6. The use of art, design and craft techniques to deliver a range of professional-quality products
7. Engaging in regular insightful feedback to improve their own and other's work
8. Teaching and learning from others in similar and adjacent professional fields

Demonstrate Transferable Skills in...

9. The management of resources to deliver shared objectives within a changing environment
10. Effective collaboration within and across teams, including the management of time, skills, and resources
11. Communicating creative and technical ideas to peers, clients and other professionals

PART C: RATIONALE AND DELIVERY

12. Synopsis of the Curriculum

This module brings together all of the preparation, training, and experimentation of the students' previous studies into a learning experience that will ensure graduates are ready to work effectively in the industry or to take on the challenges of further study.

The cohort will operate like a professional studio with a hierarchy and structure, with support for project and client management where necessary. Students will work in teams on open and complex industry informed briefs. Some briefs may require working across teams within and between pathways, requiring the kinds of collaborations that are essential in the industry.

This module is all about learning how to make beautiful digital experiences whilst dealing with the complexities of a fast-paced studio environment. As with previous projects, there are clear expectations on the quality of the art, design, and technical aspects, as well as a solid understanding of business and effective creative processes. The difference here are the much higher standards in all these areas, and the demands of projects with varying demands and constraints.

The teams must produce technically excellent, beautiful work in response to the briefs, with appropriate artistic styles and technical features. They will have to deal with different kinds of challenges and different priorities for their projects. Perhaps most importantly they need to ensure that their working processes are as efficient as possible. As complexity increases it is even more important to manage time and resources effectively, to avoid overwork, and to meet deadlines.

Peers will support each other to learn and grow using the Escape Studios methods that they have experiences on their studies to date. Tutors and industry professionals will support through formative feedback in dailies and notes sessions.

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As with other projects, the final products are assessed via a presentation, with students evaluating their own performance and contributions to the team through personal retrospectives.

Students will design and develop creative solutions to complex briefs, working together as teams in a studio, dividing tasks, managing workflow, and building collaborations to meet given deadlines. They will pitch their concepts to clients and tutors for formative feedback before embarking on development and receive regular formative feedback during the production.

The teams will adopt and adapt industry-standard working practices, tools and techniques. They will be expected to critically reflect on both final product and the development process to offer insights that will inform their future work, and to assess their own contribution and performance.

Keywords: Projects, clients, briefs, intensive, complex, collaborative, technical, portfolio

Outline syllabus:

- Working with multiple client briefs and changing expectations
- Collaborating with others from different fields
- Learning new technical skills to meet creative challenges
- Reflecting to improve practice
- Peer learning

13. Learning and Teaching Methods

The module follows the Project module model, with tutor-directed project work the primary mode learning mode. Students are introduced to relevant theory in the context of the project, using their knowledge and understanding from the craft modules to respond to a given brief.

14. Contact Hours

Module Credit Value	Scheduled Learning Activities	Guided Independent Study	Total Learning Hours
60 credits	Tutorials (54 hours) Studio time (108 hours)	Preparation for classes, guided research, assignment preparation and development (438 hours)	600 hours

15. Assessment Methods

Formative Assessment

Formative assessment will be provided throughout the module, both in terms of feedback on work in progress during the contact hours.

Summative Assessment

Assignment 1: Team Project (75%)

Approximately 12-16 weeks of collaborative project work.

Assignment 2: Individual Retrospective (25%)

Approximately 4500 words (+/- 10%)

Re-sits

Students who fail this Module will be permitted to submit revised assessment components in accordance with the Academic Regulations

16. Map of Module Learning Outcomes to Learning, Teaching and Assessment Methods

Learning outcome	1	2	3	4	5	6	7	8	9	10	11
Learning/ teaching											
Tutorials	X	X	X	X	X	X	X	X	X		
Studio Time	X	X	X	X	X	X	X	X	X		
Self-Directed	X	X	X	X	X	X	X	X	X		
Assessment method											
Team Project	X	X	X	X		X	X		X		X
Retrospective					X			X		X	X

17. Indicative Reading List

This is an indicative list, correct at the time of publication. Reading lists will be published at least annually.

- Edward de Bono, Lateral Thinking: A Textbook of Creativity, 12 Nov 2009
- Mihaly Csikszentmihaly, Creativity: The Psychology of Discovery and Invention, 6 Aug 2013
- Ed Catmull Dr, Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration, 8 Apr 2014
- David Kelley and Tom Kelley, Creative Confidence: Unleashing the Creative Potential Within Us All, 15 Oct 2013
- Dave Gray and Sunni Brown, Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers, 2 Aug 2010
- Susan Wheelan, Creating Effective Teams: A guide for members and leaders, Sage Peter Senge,
- The Fifth Discipline: The Art & Practice of the Learning Organization, Doubleday Business
- Journal of Engineering, Design and Technology Creativity Research Journal
- The Journal of Creative Behavior
- Creative Bloq, <http://www.creativebloq.com/>
- 99u, <http://99u.com/>
- Harvard Business Review, <https://hbr.org/>
- Art of VFX, <http://www.artofvfx.com/>
- Mashable, <http://mashable.com/>
- Wired, <http://www.wired.com/>
- Kotaku, <http://www.kotaku.co.uk/>
- Gizmodo, <http://www.gizmodo.co.uk/>
- FastCompany, <http://www.fastcompany.com/>
- Inc, <http://www.inc.com/>
- Creative Review, <http://www.creativereview.co.uk/>

18. Inclusive Module Design

We recognise and have incorporated the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative

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arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with relevant policies and support services. Furthermore, the module design has sought to embed inclusive curriculum content.

Date of initial approval	July 2023
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