Teaching and Assessment Plan

Image Creation & Animation

2018-2019 First Semester

Teacher: Dr Edit Csanák

Name of course supervisor:

1. Propose and content

This module is an exploration of the principles of image making with an emphasis on animation and time-based media. It aims to encourage students about the complexity of the world of Motion Graphics and Animation, encouraging them to understanding of the core terms, and facilities used in word of animated images.

2. Assessment resume

Note: All projects should be integrated in personal portfolio.

There is a single assignment in form of a Project Work, which consists of several complex, and challenging stages. Assessment is continuous throughout the semester. The student is introduced to the assignment details at the beginning of the module.

In this module, students will be able to develop and construct an individual project from the beginning of the module. This is a staged assessment broken up into phases of the evaluation criteria pending its requirements: 1. Examination; 2. Concept and storyboard making; 3. Methodology; 4. Final Animation; 5. Presentation.

Name of the Project Work: CREATION OF MOTION GRAPHICS SEQUENCE

Stage 1 - Examination: Examination of human proportions and movement. Freehand drawing and sketching of the figure (pen-sketch). Focus on solid drawing and exaggeration.
Method: Freehand drawing and sketching, stylization, abstraction,
Perception: Paper based designs, any format.
Means: Analogue tools (100%).
Formative: Sketchbook, drawings on sheets.

Phases: 1. Research of a human figure in movement (sketching). Stylization of the figure abstraction, exaggeration.

This assessment should contain weekly class work, research and development of the drawings toward the assignments in this module.

Stage 2 - <u>Concept and storyboard making:</u> Working out of a storyboard to an animation sequence. Creation of a character.

Method: Freehand drawing, writing, brainstorming. Research work.
Perception: Sketchbooks, paper based storyboard or digital format storyboard.
Means: Analogue and digital tools, depending on the choice of the student.
Formative: Story board, documentation.

Phases: 1. Working out of a storyboard to an animation sequence. 2. Creation of a character (analogue or digital tools).

Stage 3 – <u>Methodology:</u> – Analysis of the walk cycles. Creation of a flip-book.

Method: Analyse, focus, ideate, create.
Perception: Hard copy
Means: Digital tools, with additional use of analogue ones per individual choice/possibilities.
Formative: Flip-book (cinemagraph).

Phases: 1. Analysis of the walk cycles: the standard profile walk cycle and walk cycle of your character, with focus on timing and spacing. 2. Digitalization of the character. 3. Creation of entire pages. 4. Creation of a flip-book (cinemagraph).

Stage 4: <u>Final Animation:</u> Creation of a few-second animation sequence by using animation software (time based media) and digital tools.

Method: Ideate, schedule, create.
Perception: Digital media
Means: Digital tools, animation software.
Formative: Video

Phases: 1. Software Installation, Pre-installation, Post-installation, Tests. 2. Digitalization of the character. 3. Timing and spacing of the movement. 4. Creation of the video.

Stage 4: <u>Final Animation:</u> Presentation of the achievements.

The final project should be presented in form of:

- A: Project documentation containing the main elements of the workflow electronically submitted in form of PDF document before the final exam + Hard copy project documentation.

- B. Video of the motion graphics sequence.

3. Assessment contents and grading:

1. <u>Examination</u> – Preparation of a series of freehand drawings and sketches (pen sketch). Simplification, stylization and exaggeration of the drawings. Format: A4-A5. Type of work: Weekly Classwork. **Deadline: Week 4. Grade = <u>10%</u>** of total evaluation.

<u>Requirements</u>: Examination of the human anatomy and movement. Analysis of some case studies (History of Animation) and practical examples according the bibliography while creating the character.

2. <u>Concept and storyboard making</u> – Working out of the story-board for the animated sequence, and creation of a character. Type of work: Weekly classwork and tutorial sessions, plus individual work. Formats: Freehand designs, designs prepared by usage of a graphic designer software (Ai, Ps or Cdr preferred). **Deadline: Week 7. Grade = <u>10%</u>** of total evaluation.

<u>Requirements</u>: Planning the message and audience. Collecting inspiration. Planning of the production pipeline. Creation of the character.

3. <u>Methodology</u>: Analysis, focusing, ideation of the sequence, digitalization of the character, and creation of a flip-book. Type of work: Weekly classwork and tutorial sessions, plus individual work. Formats: Paper based cinematograph. **Deadline: Week 11. Grade = <u>30%</u>** of total evaluation.

<u>Requirements</u>: The flip book should contain enough number of pages, calculating that min 2x12=24 drawings/second are necessary to satisfactory represent the fluid movement for most subjects. Flip-books (cinematograph) should be made with professional standards of quality regarding its look, paper and printing quality. Pages prepared by usage of AI, PS, CDR software, printed. Additional manual post adjustment is allowed.

4. <u>Final Animation</u>: Creation of a few-second animation sequence by using any animation software (Adobe After Effects preferred) and necessary digital tools. Type of work: Weekly classwork and tutorial sessions, plus individual work. Formats: Time based media. **Deadline: Week 16. Grade = <u>20%</u>** of total evaluation.

<u>Requirements</u>: The ready video should be minimum 3-5 seconds / 2x12=24 drawings per second. The students are asked to pay attention on the legacy issues while choosing the software!

5. <u>Presentation</u> of the video and the flip-book. Type of work: Weekly classwork, plus individual work. Formats: Video + flip-book. **Deadline: Week 17-18. Grade = <u>20%</u>** of total evaluation.

6. **Attendance**: **<u>10%</u>** of class evaluation. Attendance is checked every day 3x a day.

4. Teaching time and planning

This module is taught in the J17C207 classroom in the School of Design of Jianghan University. Classes take place according to the class schedule.

Name of the course	Total teaching hours of the course	Credits	Teaching hours							Name of textbook	Code
			Weeks	Hours/ week	Total hours	Lectures	Practical work	Tutorial and critics			
Image Creation & Animation	80	5	20	4	80	13	32	35	Ian Crook and Peter Beare: **Motion Graphics**	DESN06010

Week	Date	Teaching Contents	Teaching Mode		Notes
			Lecture	Practical work	Tutorial and critics
1	6 Sep	**INTRODUCTION** to the course objectives and to the course content. What Is Motion Graphics? The use of animation. **Prezi 1/9: INTRODUCTION**	2	0	2
2	13 Sep	**INTRODUCTION TO A PROJECT WORK 'CREATION OF MOTION GRAPHICS SEQUENCE'** – Stages of the assessment. Deadlines. Requirements. Tools. **ASSIGNMENT STAGE 1:** Examination of human proportions and movement. Freehand drawing and sketching of the figure (pen-sketch). Focus on solid drawing.	0	3	1
3	20 Sep	The history of animation. **Prezi 2/9: HISTORY OF ANIMATION** **ASSIGNMENT STAGE 1:** Freehand drawing and sketching. Focus on exaggeration.	2	1	1
4	27 Sep	The 12 principles of animation: Timing, Arcs, Slow-in and Slow-out, Solid Drawing, Straight-Ahead and Pose-to-Pose Action, Squash and Stretch, Anticipation, Exaggeration, Follow Through and Overlapping Action, Appeal, Secondary Action, and Staging. **Prezi 3/9: THE 12 PRINCIPLES OF ANIMATION** <u>**DEADLINE FOR ASSIGNMENT STAGE 1:**</u> Evaluation of the delivered designs, tutorial sessions with students.	1	1	2
5	4 Oct	Working out of a storyboard to an animation sequence. Creation of a character. **Prezi 4/9: THE CONCEPT AND THE STORYBOARD**	1	2	1
6	11 Oct	**ASSIGNMENT STAGE 2:** Message and audience. Inspiration. Planning of the production pipeline.	0	2	2

	12 Oct	**ASSIGNMENT STAGE 2:** Working out of a storyboard to an animation sequence. Creation of the character. Development of the concept and the storyboard.	**0**	**2**	**2**
7	18 Oct	<u>**DEADLINE FOR ASSIGNMENT STAGE 2:**</u> Evaluation, tutorial sessions with students.	**0**	**0**	**4**
	19 Oct	<u>**DEADLINE FOR ASSIGNMENT STAGE 2:**</u> Evaluation, tutorial sessions with students.	**0**	**4**	**0**
8	-	**(Break)**	**0**	**0**	**0**
9	1 Nov	Planning the message and audience. Sketchbooks, Collecting Inspiration, The Design Process, The Production Pipeline **Prezi 5/9: PLANNING** **ASSIGNMENT STAGE 3:** Development of the methodology for creation of a flip-book. Analysis of the walk cycles, the standard profile walk cycle and walk cycle of the character, focusing, ideation of the sequence. Development of the flip-book: Digitalization.	**1**	**2**	**1**
10	8 Nov	**ASSIGNMENT STAGE 3:** Creation of a flip-book. Tutorial sessions with students.	**0**	**2**	**2**
11	15 Nov	The image: Introduction to some of the most common graphics and image file formats, and its restrictions to particular hardware/operating system platforms. Still Image Formats, Software, Image Creation, Image Manipulation, Traditional Art Materials, Alternative Tools. The Pixel, Design Elements, Tone, Color, Rasters and Vectors, Text and Type, Design Principles **Prezi 6/9: THE IMAGE** <u>**DEADLINE FOR ASSIGNMENT STAGE 3:**</u> Evaluation, tutorial sessions with students.	**2**	**0**	**2**
12	22 Nov	<u>The space:</u> Aspect Ratio, Describing Objects in Space, 2D Motion, 2.5 Dimensions, 3D CGI, Stereoscopic 3D, Immersive and Augmented Environments**.** <u>The time:</u> Frames, Frame-rate, Frame-by-Frame Animation, Tweening, Stop-motion, Time Slice, Motion in Time and Space. **Prezi 7/9: IMAGES IN MOTION** **ASSIGNMENT STAGE 4:** Final Animation **-** Image making practices (photography, printmaking, and drawing) used in animation visualisations. <u>**HW:**</u> Digitalization of the character!	**2**	**1**	**1**
13	29 Nov	The Camera, Video, Video Compression and Codecs. Image Formats. **Prezi 8/9: INTRODUCTION TO THE TOOLS** **ASSIGNMENT STAGE 4:** <u>Introduction to software:</u> Software Installation, Pre-installation, Post-installation, Tests.	**1**	**0**	**3**

14	6 Dec	Putting the pieces together: Compositing**,** Transparency**,** Mattes**,** Keying, Blending Modes**,** Color Adjustment**,** Sound **Video 9/9: ANIMATION PRACTICLES** **ASSIGNMENT STAGE 4:** Tutorial sessions with students work follow up.	**1**	**0**	**3**
15	13 Dec	**ASSIGNMENT STAGE 4:** Preparation of the final animation. Tutorial sessions for students work follow up.	**0**	**2**	**2**
16	20 Dec	**DEADLINE FOR ASSIGNMENT STAGE 4:** Evaluation, tutorial sessions with students.	**0**	**2**	**2**
17	27 Dec	**FINAL ASSESSMENT:** Watching of the student videos, and presentation of the flip-books.	**0**	**2**	**2**
18	3 Jan	**FINAL ASSESSMENT:** Watching of the student videos, and presentation of the flip-books.	**0**	**2**	**2**
19	10 Jan	**Installation of the home exhibition**	**0**	**4**	**0**
		Total:	**13**	**32**	**35**