



江漢大學  
JIANGNAN UNIVERSITY

## Assessment Brief Table Summary

# Image Creation & Animation

2018-2019 First Semester

<b>Number of Class</b>	<b>DESN06010</b>
<b>Teacher</b>	<b>Dr Edit Csanák</b>
<b>Class supervisor</b>	
<b>Name of the Module</b>	<b>Image Creation &amp; Animation</b>

<b>Assignment:</b>	<b>CREATION OF MOTION GRAPHICS SEQUENCE</b>
<b>Assignment stage:</b>	<b>1: Examination</b>
<b>Description :</b>	Examination of human proportions and movement. Freehand drawing and sketching of the figure (pen-sketch). Focus on solid drawing, and exaggeration.
<b>Requirements for the assessment:</b>	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.
<b>Contribution to module assessment:</b>	10%
<b>Submission deadline or time length:</b>	<b>4<sup>th</sup> week 27 Sept</b>
<b>Materials:</b>	Paper, ink pens, markers, pencils, scissors, glue, etc.
<b>Format</b>	- Paper based designs, any format. - Sketchbook, drawings on sheets.



<b>Assignment stage:</b>	<b>2: Concept and storyboard making</b>
<b>Description :</b>	Working out of a storyboard to an animation sequence. Creation of a character.
<b>Requirements for the assessment:</b>	Planning the message and audience. Collecting inspiration. Planning of the production pipeline. Creation of the character.
<b>Contribution to module assessment:</b>	20%
<b>Submission deadline:</b>	<b>7<sup>th</sup> Week, 18 October</b>
<b>Materials</b>	Paper, pen, pencil, Laptop (with respective programs installed).
<b>Format:</b>	Sketchbook, paper based storyboard or digital format storyboard.

<b>Assignment stage:</b>	<b>3: Methodology</b>
<b>Description:</b>	Analysis, focusing, ideation of the sequence, digitalization of the character, and creation of a flip-book.
<b>Requirements :</b>	<p>Analyse, focus, ideate, and create!</p> <ol style="list-style-type: none"> <li>1. Analysis of the walk cycles: the standard profile walk cycle and walk cycle of your character, with focus on timing and spacing.</li> <li>2. Digitalization of the character.</li> <li>3. Creation of entire pages.</li> <li>4. Creation of a flip-book (cinemagraph).</li> </ol> <p>The flip book should contain enough number of pages, calculating that min <math>2 \times 12 = 24</math> drawings/second are necessary to satisfactory represent the fluid movement for most subjects. Flip-books (cimetagraph) should be made with professional standards of quality regarding its look, paper and printing quality. Pages prepared manual, by optional/additional usage of AI, PS, CDR software, if printed.</p>
<b>Contribution to module assessment</b>	30%
<b>Submission deadline or time length</b>	<b>11<sup>th</sup> Week, 15 November</b>
<b>Materials</b>	Paper, cardboard, string, glue, scissors, ruler, calculator, drawing tools. Digital tools per individual choice and possibilities. Printer.
<b>Format:</b>	Flip-book, individual format.



<b>Assignment stage:</b>	<b>4: Final Animation</b>
<b>Description:</b>	Creation of a few-second animation sequence by using animation software (time based media) and digital tools.
<b>Requirements :</b>	The ready video should be minimum 3-5 seconds / 2x12=24 drawings per second.
<b>Contribution to module assessment</b>	20%
<b>Submission deadline:or time length</b>	<b>16<sup>th</sup> Week, 20 December</b>
<b>Materials:</b>	Any animation software (Adobe After Effects preferred) and necessary digital tools. <b><u>The students are asked to pay attention on the legacy issues while choosing the software!</u></b>
<b>Format:</b>	Video.

<b>Assignment stage:</b>	<b>5: Presentation</b>
<b>Description:</b>	Presentation of the achievements.
<b>Requirements :</b>	The final project should be presented in the required form form of: - A: Video of the motion graphics sequence. - B: Flip-book
<b>Contribution to module assessment:</b>	10%
<b>Submission deadline:</b>	<b>17<sup>th</sup> and 18<sup>th</sup> Week, 27 December and 3 January</b>
<b>Materials:</b>	Paper, office supplies, laptop and printer.
<b>Format:</b>	Video and hard copy document + electronic document.
<b>Notes:</b>	The students are asked to upload the video before its presentation, and to send electronically the project documentation before the final exam. Registration of the delivery is the responsibility of the class coordinator. <b>Last option for assessment make-up: 19<sup>th</sup> week, 10 January.</b>

<b>Attendance</b>	<b>Evaluation element</b>
<b>Description</b>	Attendance
<b>Requirements</b>	Attendance is checked 3x per session and in individual meetings
<b>Contribution to module assessment (%)</b>	10%

**Appendix: Project work schedule ‘CREATION OF MOTION GRAPHICS SEQUENCE’**



**Jiangnan University**  
**School of Design - Major: Visual Communication Design**  
**Subject: Image Creation & Animation**

**CREATION OF MOTION GRAPHICS SEQUENCE**  
**Schedule of Project Work □ 2018-2019 School Year, First Semester**

**Project description**

Designing of a motion graphic sequence is a challenge full of exciting tasks. To analyse the stages of the movement, to create a character, to prepare manual sketches of the character sequence, to make a story and concept of the animation, to create a flip-book of your story, to learn using the animation software, and to animate your character, to present your final works; it is a multifaceted mission. Project stages will be blocked and assessed independently. Each assignment will be assessed through stages.

**Necessary tools:**

1. **For manual work:** Paper sheets, pencils, pencil sharpener, eraser, straight edge ruler, large envelope or folder, calculator, and possibly other artist tools (markers, scotch tape, stapler, etc.)
2. **For digital work:** Camera, Scanner. Laptop or PC, Adobe Photoshop, Illustrator or Corel Draw software. Animation software.

**Stages of the assessment:**

1. **Examination** of human proportions and movement. Freehand drawing and sketching of the figure (pen-sketch). Focus on solid drawing and exaggeration!
2. **Concept and storyboard making:** Make a storyboard to your animation sequence! Create a character!
3. **Methodology:** Analyse the walk cycles, the standard profile walk cycle and walk cycle of your character, focus on timing and spacing. Upon your sketches create the entire pages of the flip-book. Create a flip-book of your story! The flip book should contain enough number of pages, calculating that min  $2 \times 12 = 24$  drawings/second are necessary to satisfactory represent the fluid movement for most subjects. Flip-books (cimetagraph) should be made with professional standards of quality regarding its look, paper and printing quality. Pages are asked to be prepared manually, additional digital adjustment (usage of AI, PS, CDR software) is allowed.
4. **Final Animation:** Digitalize your character! Upon your experiences prepare a basic, few-second animation sequence by using software and digital tools. The ready video should be minimum 3-5 seconds /  $2 \times 12 = 24$  images per second.
5. **Presentation:** Present your video and your flipbook!

**Assessment:** Review of the achievements based on:

- **Ethics:** ability to follow directions.
- **Knowledge:** ability to understand, retain, and demonstrate the use of „The Twelve Principles of Animation”
- **Aesthetics:** Quality, aptitude, skill, and manual dexterity in use of media and tools (drawing supplies, registration system, page flipping and capture software).

**Project timeline with important dates:**

6 Sep	13 – 27 Sept	11 – 15 Nov	22 Nov – 20 Dec	27 Dec - 3 Jan
INTRODUCTION	DEVELOPEMENT OF THE CHARACTER, CONCEPT AND THE STORYBOARD	DEVELOPMENT OF METHODOLOGY & THE FLIP-BOOK	PREPARATION OF THE FINAL ANIMATION	PRESENTATION EVALUATION PICK-UP OF FINAL PROJECTS, PRESENTATION