



Title:	Animation Principles APPROVED
Long Title:	Animation Principles
Module Code:	MMED6001
Duration:	1 Semester
Credits:	5
NFQ Level:	Fundamental
Field of Study:	Multimedia
Valid From:	Semester 1 - 2017/18 (September 2017)
Module Delivered in	2 programme(s)
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Module Description:	This module acknowledges the importance of temporal and spatial pixel-manipulation within digital media. It develops the student's technical and conceptual skills in animation and enables them to master virtual image processing using relevant industrial standard tools and techniques. The students acquire a fundamental understanding of the vocabulary of movement. They know about the basic techniques of working on a frame by frame basis in digital media. Based on the knowledge of animation history as well as the principles of animation they recognize animation as a form of audiovisual expression suitable for all media formats. They are capable of developing platform-independent production concepts for time-based graphic design products, animated linear and non-linear stories, digital simulations and virtual worlds.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Describe the principles of animation;
LO2	Recognise and describe different methodologies, genres, platforms, and design issues in the field of animation;
LO3	Analyse and identify good practice in existing animation works especially in terms of narrative structure, characters, environments and visual language;
LO4	Describe the creative and technical processes involved in the development of an animation product from concept to completion;
LO5	Apply appropriate principles and practice in the creation of a short animation sequence;
Pre-requisite learning	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

Lecture

The lecture covers the traditional principles of animation in order to convey an understanding of the role of animation in the whole area of digital and virtual media. Students learn about the characteristics of animation and the related specific approaches in concept-making, visual languages and production techniques which qualifies them to take part in any type of production within digital media. Fundamental explanation will be given on issues like: storyboarding, developing a character, achieving personality by movement, creating visual effects, compositing different type of media.

Practical

In short exercises the students will deepen their knowledge of the history of animation, genres, styles and artists, principles of animation, the relationship of animation and sound. They will do experimental work with classic animation techniques and will use 2D- and 3D- computer animation techniques. Practical exercises will be done in developing motion graphics, planning and developing concepts for computer generated animations, designing virtual environments and exploring the interactive potential of animation.

Assessment Breakdown	%
Course Work	100.00%

Course Work				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Examination of practical work and associated documentation.	3,4,5	60.0	Sem End
Presentation	Overview and evaluation of an animation piece.	1,2	40.0	Week 8

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment



Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab	Short exercises the students will deepen their knowledge of the history of animation, genres, styles and artists, principles of animation, the relationship of animation and sound.	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Practice and exploration by student outside of class contact.	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Laybourne, Kit 1998, *The Animation Book: A Complete Guide to Animated Film Making.*, Crowne Publications
- Raymond Williams 2001, *The Animators Survival Kit: A manual of Methods Principles and Formulas.*, Faber & Faber

Supplementary Book Resources

- John Lasseter 2002, *Timing for Animation*, Focal Press
- Tony White 1988, *The Animators Workbook*, Watson-Guptil Publications [ISBN: 0-8230-0229-2]
- Phil Gross and Jason Roberts, *The Elements of Animation, Director Dymystified*, Macromedia Press
- Mark Elsom-Cook 2001, *Moving Images, Principles of Interactive Multimedia*, McGraw-Hill [ISBN: 007-709610-X]
- Nigel Chapman, Jenny Chapman 2004, *Animation, Digital Multimedia*, John Wiley and Sons Ltd [ISBN: 0470858907]
- Alex Michael 2003, *Animating with Flash, Professional Creative Animation Techniques*, Focal Press

This module does not have any article/paper resources

Other Resources

- Website: Lynda Learning Ltd 2016, *Lynda Learning resources*
<http://www.lynda.com>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HMMED_8	<u>Bachelor of Arts (Honours) in Creative Digital Media</u>	2	Group Elective 1
CR_HPHNM_8	<u>Bachelor of Arts (Honours) in Photography with New Media</u>	2	Elective