



**UNSW**  
AUSTRALIA

Faculty of Arts and Social Sciences

**School of the Arts and Media**

MDIA2000

# Animating Media

Session 1, 2016



## UNSW Course Outline

### Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Course Convener & Lecturer	Ms Alyssa Rothwell	<a href="mailto:a.rothwell@unsw.edu.au">a.rothwell@unsw.edu.au</a>	Wednesday By <u>appointment</u> 11.00am-12.00am	311G	Please email to make an appointment
Teacher Sessional	Mr Seb Danta	<a href="mailto:sebdanta@hotmail.com">sebdanta@hotmail.com</a>	N/A	N/A	N/A

### School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building Phone: 9385 4856

Email: [sam@unsw.edu.au](mailto:sam@unsw.edu.au)

Website: <https://sam.arts.unsw.edu.au>

### Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: <https://www.arts.unsw.edu.au/ttclash/index.php>

Where practical, a student's attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).

A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).

A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision for a student to withdraw without failure will be made by administration and based on student records.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

### Essential Information For SAM Students

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course details Credit Points: 6

### **Summary of the Course:**

Animation is a universal visual form with a rich history and multiple applications in contemporary life, from the cinema to fine arts, advertising and beyond. In this hands-on course you will be encouraged to creatively explore a broad range of 2D animation tools, gaining a foundation in straight ahead, key frame and stop-motion animation techniques using industry standard computer-based software and equipment. With an emphasis on technical understanding and fundamental concepts of visual storytelling, this course will equip you with the confidence and independence to develop your own animation practice within a dynamic and evolving technological landscape. Student learning outcomes:

At the conclusion of this course the student will be able to:

Demonstrate knowledge of the principles of animation and production techniques.  
Engage in creative problem solving processes when developing media productions.  
Practice independent and reflective learning.

### **Teaching Strategies & Rationale**

Course Rationale:

This course is included to enable students to develop media production skills in the area of Animation. Practice within the field of Media Production will require advanced levels of hands on experience and an understanding of local and international animation applications and practices to enable their ongoing development.

Teaching Strategies:

Weekly online lecture activities will introduce students to a broad range of local and international animation styles, applications and media production processes. These lectures are designed to help students develop and reflect on their own animation practice.

Studio sessions will give students hands on experience developing animations using a variety of techniques in different types of studio spaces.

The structure of assessment will allow students the opportunity, at each stage, to develop and build their animation skills and ensures a sequenced understanding of the media production process.

By asking students to focus in detail on a specific research area (or source of inspiration) for all assessment briefs, the course encourages students to focus and refine their animation skills.

The assessment tasks emulate stages in the development of a professional animation project. Students therefore experience each stage of production while moving toward the completion of the Animation Project.

Studio sessions will provide several opportunities for students to practice their communication skills, sharing their ideas with others both through speech and writing. Students will be encouraged to reflect on strategies for improving the effectiveness of their communication.

Studios will be structured to encourage students to give support and feedback to fellow students. This will provide opportunities for students to reflect on the production practices of others and to view their own practice experiences within a broader context. Students will have the opportunity to create an original Animation that reflects their skills and interests.

### **Assessment**

#### **Assessment Items to Learning Outcomes**

##### **Animation Project** (individual task)

Engage in creative problem solving processes when developing media productions.  
Demonstrate knowledge of the principles of animation and production techniques.  
Practice independent and reflective learning.

##### **Animation Project Proposal** (individual task)

Demonstrate knowledge of the principles of animation and production techniques.  
Practice independent and reflective learning.

**Experimental Animation** (individual task)

Demonstrate knowledge of the principles of animation and production techniques.  
Engage in creative problem solving processes when developing media productions.  
Practice independent and reflective learning.

<b>Assessment &amp; Weighting</b>	<b>Duration</b>	<b>Due date</b>	<b>Feedback</b>
Animation Project Proposal (individual task) (30%)	5-8 min presentation & 4 x A4 page project proposal	Week 7 <i>(delivered in studio class) see Moodle course website for all details)</i>	Verbal & Written on submission
Animation Project (individual task) (40%)	1-2 minutes	Week 13 <i>(Delivered in studio class) see Moodle course website for all details)</i>	Written via Moodle
Experimental Animation (individual task) (30%)	45-60 seconds	Week 5 <i>(delivered in studio class) see Moodle course website for all details)</i>	Verbal/Written

**In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.**

**Submission of Assessment Tasks**

Students are expected to put their **names** and **student numbers** on **every page** of their assignments. If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au). Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course’s Moodle site with alternative submission details.

**Late Submission**

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark

of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the SAM assessment protocols at <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

### **Extension Procedure**

A student seeking an extension should submit a SAM extension application form (found in Forms on SAM website) to the Course Authority before the due date.

The Course Authority should respond to the request within two working days of the request.

The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.

If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.

This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.

A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.

For more information, see the SAM extension protocols on the SAM policies and guidelines webpage:

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

### **Special Consideration**

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration.

For information on Special Consideration please go to this URL: <https://student.unsw.edu.au/special-consideration>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

### **Academic honesty and plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources that have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Details of what plagiarism is can be found on the Learning Centre's Website Plagiarism & Academic Integrity website (<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>), in the myUNSW student A-Z: Guide <https://student.unsw.edu.au/plagiarism> and in Appendix A of the Student Misconduct Procedure (pdf-<https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

It is not permissible to buy essay/writing services from third parties as the use of such services constitutes

plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.

If you breach the *Student Code* with respect to academic integrity the University may take disciplinary action under the *Student Misconduct Procedure* (see above).

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example:

Correct referencing practices;  
Paraphrasing, summarising, essay writing and time management  
Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

### **Technical resources and computer labs**

You can find up to date information about Webster Lab procedures and issues on the TRC website:

<http://trc.arts.unsw.edu.au/support/faqs/webster/computing.shtml>

For technical problems with equipment or software operations (not use) in the labs, email the [servicedesk@unsw.edu.au](mailto:servicedesk@unsw.edu.au) immediately.

### **Recommended Resources**

Book - The Animator's Survival Kit, Expanded Edition: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators

Book - Timing for Animation

Book - The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation

### **Course evaluation and development**

A combination of the following approaches will be used to gather feedback about the course.

**UNSW (CATI)** course and teaching evaluation and improvement process.

**Anecdotal Evaluation**, where students from time to time during the semester are engaged in informal discussions about the course.

**Observational Evaluation** where the lecturer (convener or tutor) regularly observes the effectiveness of classes and lecture and modifies the course content and delivery in response to those observations.

### **Past evaluation findings have been acted upon in the following ways.**

**It was identified in past feedback** that there was a need for students to have more in class time to work on group projects and individual projects. In response to that feedback there is now more time allocated for independent & group animation research tasks within the weekly course structure.

**It was identified in past feedback** that an active and interactive lecture structure was most engaging and beneficial to learning. Students showed preference for online delivery because of timetabling flexibility and self paced learning. In response to that feedback lecture activities will be delivered online and have been redesigned to encourage greater participation and student engagement with course content.

**It was identified in past feedback** that there was great satisfaction and enjoyment in activities that allowed students to experience a wide variety of animation tools and techniques in a supportive environment and to have the opportunity to specialise in one animation approach. In response to that feedback this will remain a distinct characteristic of the course this semester.

# Course Outline

All course material is available on the mdia2000 Moodle Website

Week	Online Lecture <b>Animation Research</b>	Studio <b>Animation Practice</b>	Assessment <b>Animation Innovation</b>
<b>0</b>	Webster Lab Orientation and Testing Tuesday 23 <sup>rd</sup> February Lab 137 10-2.30		
<b>1</b>	Introduction to Animation	No Studio Class Week 1	
<b>2</b>	Straight Ahead animation	Adobe Flash Tools Digital Drawing with Graphics tablet	
<b>3</b>	Animation Principles	Adobe Flash & Assessment Brief 1	
<b>4</b>	Key Frame Animation	Key frame animation using Adobe Flash	
<b>Mid-semester Break</b>			
<b>5</b>	Introduction to Stop-motion Animation	Exploring animation tools and techniques. Stop-motion Studio- Stop/ Technical set up and lighting	<b>Experimental Animation 30%</b>
<b>6</b>	Assessment Task Briefs 1 & 2 Animation Storyboards	Exploring animation tools and techniques. Stop-motion Studio/ Claymation/ Object/Collage	
<b>7</b>	Claymation Stop motion Animation	<b>Animation Project Proposal Presentations In class</b>	<b>Animation Project Proposal 30%</b>
<b>8</b>	Silhouette Stop motion Animation	Exploring animation tools and techniques. Stop-motion Studio/ Silhouette	
<b>9</b>	Object & Pixilation Stop motion Animation	Exploring animation tools and techniques. Stop-motion Studio/Pixilation	
<b>10</b>	Stop motion Animation Models & Puppets.	Exploring animation tools and techniques. Stop-motion Studio/Models & Puppets.	
<b>11</b>	Animated Music Videos & Sound for Animation	Supported Production & Project Consultation	
<b>12</b>	Animation Trends- Advertising	Supported Production & Project Consultation	
<b>13</b>	No Lecture Week 13	Animation Project Screenings	<b>Animation Project 40%</b>