



UNSW
AUSTRALIA

Faculty of Arts
& Social Sciences

School of the Arts and Media
Room 312, level 3 Robert Webster Building
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mdia2000 *Animating Media* Session 1, 2015

UNSW Course Outline

Location of the Course

Lecture 9am-10am Thursday
Commences Week 2
12th March 2015 in Chemical Science M18

Studio Workshop Lab 138 Webster Building
Thursday Times: 10.00-12.00, 1.00-3.00, 3.00-5.00
Friday Times: 9.00-11.00, 11.00-1.00, 2.00-4.00

Course website: moodle.telt.unsw.edu.au

**Note: Course Outline expires 12th March 2015 the most up to date information is available
Via course website on Moodle.**

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Staff Contact Details

Position	Name	Email	Availability	Phone
Course Convener/ Lecturer	Alyssa Rothwell	a.rothwell@unsw.edu.au	Room: 311g Robert Webster Building Consultation: Friday 11.30-12.30pm (By appointment via email)	Email preferred a.rothwell@unsw.edu.au 02 9385 6807

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Attendance Requirements

- A student is expected to attend all class contact hours.
- A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who arrives more than 15 minutes late may be penalised for non-attendance.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, they should seek permission from the Course Authority. The application 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 for up to one month. A student seeking approval to be absent for more than one month must apply in writing to the Dean.
- 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.
- For more information about the FASS attendance protocols, see the SAM policies and guidelines webpage:

Course Code
Session 1, 2015
CRICOS Provider Code: 00098G

- <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>
- <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>
- Attendance at lectures, screenings and workshop will be recorded. If you are more than 15 minutes late, you are deemed not to have attended. It is your responsibility to ensure your name has been marked off at each class.

Essential Information For FASS/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

Units of Credit: 6

Course Contact: Students must enroll in the (1hr) Weekly Lecture and one of the (2 hour) Weekly Animation Production Studio. The Lecture and Studio require student attendance and participation.

Summary of the Course

Animation lies at the foundation of all moving image technologies and cultures. This hands-on course introduces a broad range of 2D animation techniques that are available to the animator in the digital age. Although new computer-assisted tools have made the animator's task more streamlined than it's ever been before there are many with front-of-camera and tactile techniques that have nothing to do with computers. Types of animation covered in this course include straight-ahead, key frame, stop-motion, (including, collage, object, hand-drawn and Claymation) as well as the use of industry standard computer-based software. Students will have the opportunity to create an individual Animation Project from a creative brief.

Aims of the Course

- Introduce students to foundational principles of 2D animation.
- Develop and practice 2D animation production skills and techniques.
- Experience a variety of traditional and digital animation production materials.
- Build an awareness of audience and modes of delivery for animated content.
- Develop students' skills in conceptualizing, creating and evaluating media productions.
- Encourage students to reflect on and experiment creatively with their developing media production style.
- Encourage students to make connections between media production theory and practice.
- Introduce students to a self-directed approach to learning new media production skills.

Student learning outcomes

- Attain knowledge of the principles of animation and production techniques.
- Engage in creative problem solving processes when developing media productions.
- Ability to engage in independent and reflective learning.
- Engage effectively as a member of a production team.

Graduate Attributes

- The capacity for analytical and critical thinking and for creative problem solving within a media production context.
- The ability to independently learn media production skills and to critically reflect on their value and purpose as tools of practice.
- The skills required creating, discussing and evaluating creative work in collaboration with others.
- The skills of communicating effectively through media production and the ability to tailor this communication to suit different audiences and delivery platforms.

Rationale for the inclusion of content and teaching approach

This course is included to enable students to develop media production skills in the area of Animation. It reflects my position that their practice within the field of Media Production will require practices to enable their ongoing development.

Teaching strategies

- Weekly lecture activities will introduce students to a broad range of local and international animation styles, applications and media production processes. These lecture activities 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 animation interests.

Assessment

In order to pass this course, you must make a serious attempt at ALL assessment tasks. A full description of all tasks will be provided on the course website. moodle.telt.unsw.edu.au

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due Date
1 Sound for Animation	2 x 30 second examples/samples	Satisfactory/Unsatisfactory	Develop confidence as an individual media practitioner.	The capacity for analytical and critical thinking and for creative problem solving within a media production context.	Week 3 Informal sharing of sound examples in class
2 Experimental Animation	30-45seconds hand drawn straight ahead and key frame animation with sound	30% Individual	Engage in creative problem solving processes when developing media productions. Develop confidence as an individual media practitioner.	The ability to independently learn media production skills and to critically reflect on their value and purpose as tools of practice	Week 6 Presented and delivered in studio class 16 th & 17 th April, 2015
3 Animation Project Proposal Presentation	10 minute AV presentation for the studio class with support of power point to display support material	30% Individual	Engage in creative problem solving processes when developing media productions. Attain knowledge	The capacity for analytical and critical thinking and for creative problem solving within a media production context.	Week 8 Presentation in studio class 30 th April or 1 st May, 2015

			of the principles of animation and production techniques	The skills of communicating effectively through media production and the ability to tailor this communication to suit different audiences and delivery platforms.	
4 Animation Project An animation created in response to the given brief demonstrating 1 or more of the 2D animation techniques introduced and practiced during this course. The brief will be explained in the lecture and a detailed brief may be downloaded from the mdia2000 Moodle website.	1-2 minute Animation	40% <i>Individual</i>	Engage in creative problem solving processes when developing media productions. Attain knowledge of the principles of animation and production techniques Develop confidence as an individual media practitioner.	The capacity for analytical and critical thinking and for creative problem-solving within a media production context The ability to independently learn media production skills and to critically reflect on their value and purpose as tools of practice	Week 13 Animation Screened at start of the Studio Class. 4th or 5 th June 2015. Final movie delivered as per the brief (on Moodle) in studio class.

Submission of Assessment Tasks

A detailed description for the mode of delivery of all assessment tasks will be provided on the course website as part of each Assessment Task Brief. Moodle.telt.unsw.edu.au

Late Submission

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

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 FASS assessment protocols at <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Extension Procedure

- A student seeking an extension should apply through the Faculty's online extension tool available in LMS before the due time/date for the assessment task.
- The Course Authority should respond to the request within two working days.
- 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.
- The Course Authority advises their decision through the online extension tool.
- 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.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.

- 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.
- For more information, see the FASS 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.
(This includes use of sound, visual material (picture/photos/images/drawings) animation & video- approval for use must be gained from original creator/s and use acknowledged via credits)

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.
- **Duplication:** 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 \(http://www.lc.unsw.edu.au/plagiarism\)](http://www.lc.unsw.edu.au/plagiarism), in the myUNSW student A-Z: Guide <https://my.unsw.edu.au/student/atoz/Plagiarism.html> and in Appendix A of the [Student Misconduct Procedure \(pdf- https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf\)](https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf).

The Learning Centre also provides substantial education 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.

It is also recommended that you include a statement about Turnitin. E.g. UNSW makes use of the similarity detection tool Turnitin. For this course you are required to submit an electronic version of your written assignments so they may be reviewed using this procedure.

Resources

Useful Support Reading:

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

Richard Williams.

Timing for Animation by Harold Whitaker, John Halas OBE

The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3-D Animation by Kit Laybourne and John Canemaker Cartoon **Animation** Preston Blair.

UNSW Library website: <http://info.library.unsw.edu.au/web/services/services.html>

Essential Website Resource

http://minyos.its.rmit.edu.au/aim/a_notes/anim_contents.html

Recommended Source of Copyright free sound for Animation Projects

<http://www.opsound.org/pool/genre/>

Animation Viewing List

A list of Animation URLs will be provided on the course website for essential viewing.

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. In response to that feedback lecture activities have been redesigned to encourage an even 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 have the opportunity to specialize in one animation approach. In response to that feedback this will remain a distinct characteristic of the course this semester.

Course Schedule

<p>Session 1 2015 2nd March to 7th June</p>	<p align="center">mdia2000 Animating Media 9am-10am Thursday (Chemical Science M18 & Online via Moodle)</p>
<p align="center">1</p>	<p align="center">Lectures & Studios Commence Week 2</p>
<p align="center">2</p>	<p align="center">Introduction to Animating Media <i>Experimental Animation</i> Understanding the Animation Brief Assessment Task 1 Convener: Alyssa Rothwell</p>
	<p align="center">Weeks 3-13 Lectures On line Attendance required via Moodle</p>
<p align="center">3</p>	<p align="center">Animation Tools & Techniques <i>Stop motion Animation</i> Convener: Alyssa Rothwell</p>
<p align="center">4</p>	<p align="center">Animation Project Unpacking the Briefs Understanding the Animation Brief Assessment Task 3 & 4 Convener: Alyssa Rothwell</p>
<p align="center">5</p>	<p align="center">Animation Inspiration & Influence Animation Pioneers Convener: Alyssa Rothwell</p>
	<p align="center">Mid Session Break 6th-10th April, 2014</p>
<p align="center">6</p>	<p align="center">Animation Preproduction <i>Synopsis, Storyboards & Animatic</i> Convener: Alyssa Rothwell</p>
<p align="center">7</p>	<p align="center">Animation & Storytelling <i>What makes a great-animated story?</i> Convener: Alyssa Rothwell</p>
<p align="center">8</p>	<p align="center">Animation, Noise, Sound Effects & Music What is the role of sound in an animated production? Convener: Alyssa Rothwell</p>
<p align="center">9</p>	<p align="center">Animators looking at Life What makes a unique animation? Convener: Alyssa Rothwell</p>
<p align="center">10</p>	<p align="center">Animated Title Sequences Animated titles More memorable then the film itself Convener: Alyssa Rothwell</p>
<p align="center">11</p>	<p align="center">Animation Advertising Why is animation a powerful medium? Convener: Alyssa Rothwell</p>
<p align="center">12</p>	<p align="center">Animation Music Clips Past present and influences Convener: Alyssa Rothwell</p>
<p align="center">13</p>	<p align="center">Animation Trends Convener: Alyssa Rothwell</p>

Session 1 2015 2 nd March to 7th June	<h2 style="text-align: center;">Animating Media Studio</h2> <p style="text-align: center;">Location Webster Lab136 or 137 or 138 (stop-motion studios 304 & 212)</p>	<h3 style="text-align: center;">Assessment & Production Guide</h3>
1	No Studio Class Week 1	
2	<p style="text-align: center;">Animation Tools & Techniques in Practice Hand drawn vector animation Computer Lab –Working with <i>traditional & digital hand-drawn</i> animation techniques using Adobe Flash vector drawing tools & graphics tablet. Focus on Persistence of Vision in <i>Straight ahead & Metamorphosis & Sound</i></p>	<p>Preproduction <i>Understanding, Researching, Experimenting, Testing, Planning, Storyboarding, Scripting, Creating a look and feel, Proposing Planning Production, Schedule & time Management Asset management, Pitching, Reviewing Discussion and Developing. Backing up work at all times.</i></p> <p>Week 3 Assessment Task 1 An Informal sharing of selected sounds in class in preparation for Assessment Task 2</p>
3	<p style="text-align: center;">Animation Tools & Techniques in Practice Assessment Task 1 <i>Traditional-Stop motion</i> Introduction to the Stop motion Animation Studios & tools. Focus on Persistence of Vision in <i>Straight ahead & Metamorphosis</i> (Silhouettes, Objects, Claymation, Guerrilla)</p>	
4	<p style="text-align: center;">Animation Tools & Techniques in Practice Stop motion Animation Studios-Working with Persistence of Vision <i>in pose to pose or key frame</i> animation (Silhouettes, Objects, Claymation, Guerrilla & Pixilation)</p>	
5	<p style="text-align: center;">Animation Tools & Techniques in Practice Stop motion Animation Studios-Working with Persistence of Vision & <i>timing in pose-to-pose or key frame</i> (Silhouettes, Objects, Claymation, Guerrilla & Pixilation)</p>	
	Mid Session Break 3 rd -12 April, 2014	
6	<p style="text-align: center;">Animation Tools & Techniques in Practice Assessment Task 2 Stop motion Animation Studios-Working with <i>Animation Principles</i> (exaggeration, timing, staging & lighting) (Silhouettes, Objects, Claymation, Guerrilla & Pixilation) <i>In class consultation for Animation Project preproduction (bring Synopsis, Storyboards & Animatic)</i></p>	<p>Week 6 Assessment Task 2 Presented and delivered in studio class 16th & 17th April, 2015</p>
7	<p style="text-align: center;">Animation Tools & Techniques in Practice Focus on construction of <i>silhouette puppets, models and armatures.</i> Animation Frappe! Exhibition Thu 23 Apr . 4 - 6pm Io Meyers A deliciously striking mix of experimental animation created by School of Arts & Media students, past and present. Delightful and innovating works of art, short stories, and movement studies, raw, inventive, touching and funny. All utilising a refreshing blend and exploration of animation techniques including stop motion, hand drawn, claymation, silohoutte, collage, pixelation and so many more.</p>	<p>Production <i>Making your animation (this includes sound if this is part of your work)</i></p>
8	<p style="text-align: center;">Assessment Task 3 Formal Presentation Animation Project Proposal</p>	<p>Week 8 Assessment Task 3 Formal Presentation in studio class 30th April or 1st May, 2015</p>
9	<p style="text-align: center;">Animation Tools & Techniques in Practice Stop motion Animation Studios-Working with Persistence of Vision & <i>timing in pose-to-pose or key frame</i> (Silhouettes, Objects, Claymation, Guerrilla & Pixilation)</p>	
10	<p style="text-align: center;">Animation Tools & Techniques in Practice Focus on Sound for Animation project or Animation Tools & Techniques in Practice Focus on <i>animated cycles, loops and walks.</i> <i>In class consultation for Animation Project</i></p>	
11	<p style="text-align: center;">Animation Tools & Techniques in Practice Focus on Post production Animation Techniques <i>In class consultation for Animation Project</i></p>	
12	<p style="text-align: center;">Animation Tools & Techniques in Practice Focus on Titles for Animation project <i>In class consultation for Animation Project</i></p>	<p>Post Production <i>Exporting, editing, special effects, credits, saving storing animation in two locations & Backing up Work at all times Feedback and testing. (Developing, improving, detailing, finalise sound)</i></p>

13	<p style="text-align: center;"><i>La Petit Animation Festival</i></p> <p style="text-align: center;">Sharing your animation successes and the “wonky bits” with the studio group.</p> <p style="text-align: center;">Assessment Task 4 Delivery & Screening & Discussion</p>	<p>Week 13</p> <p>Assessment Task 4 Animation screened & submitted at start of the studio class. 4th or 5th June 2015.</p>
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