



**UNSW**  
SYDNEY

**School of the Arts and Media**

**Faculty of Arts and Social Sciences**



MDIA2000

Animating Media

Session 1, 2017

# Course Outline

## Staff Contact Details

### Conveners

Name	Email	Availability	Location	Phone
Alyssa Rothwell	a.rothwell@unsw.edu.au	Semester 1, Weeks 1-13, (by appointment via email) Tuesdays 2.00pm to 3.00pm	Room 311G Sir Robert Webster Building	02 93856807

## School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 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.

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

All SAM students must make a valid attempt at all assessments in order to pass the course.

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.

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

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

### Teaching Strategies

#### 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

Media Production is a dynamic process and it may be necessary to make very minor changes in response to unforeseen circumstances. You will always be notified of any changes or updates via mdia2000 Animating Media Moodle web site. **The mdia2000 Animating Media Moodle web site will always be the most up to date source of information.**

A full description of all assessment task requirements will be available as a full production brief on the mdia2000 Moodle site.

All assessment tasks will be "unpacked" as part of the online web activities.

All assessment tasks will be discussed in the studio classes at appropriate weeks prior to their due date.

Assessment tasks are an opportunity to broaden, develop and practice your production skills.

Assessment tasks are designed to challenge your creativity and encourage you to reflect upon the creative process.

Production work completed for assessment will be appropriate for inclusion in your Media Production Portfolio.

## Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Animation Project Proposal (individual task)	30%	8 mins presentation 2 mins question time.	To be presented and submitted in your studio class WEEK 7	Refer to the mdia2000 Animating Media moodle website for up to date information.
Experimental Animation (individual task)	30%	30-45 seconds	Refer to the mdia2000 Animating Media moodle website for the full details.	Refer to the mdia2000 Animating Media moodle website for the full details.
Animation Project (individual task)	40%	1-2 minutes	To be screened and submitted in your studio class WEEK 13	Refer to the mdia2000 Animating Media moodle website for full details.

## Assessment Details

### Assessment 1: Animation Project Proposal (individual task)

**Details:** 8-10 minute AV presentation for the studio class in response to the given brief. Verbal by Lecturer/Tutor and informal peer feedback.

**Additional details:**

Refer to the mdia2000 Animating Media moodle website for up to date information.

**Turnitin setting:** This is not a Turnitin assignment

**Learning outcomes:**

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

**Assessment 2: Experimental Animation (individual task)**

**Details:** A 30-45 second 2D animation in response to the given brief. Verbal in class given by Lecturer/Tutor.

**Additional details:**

Refer to the mdia2000 Animating Media moodle website for the full **Experimental Animation** brief.

**Turnitin setting:** This is not a Turnitin assignment

**Learning outcomes:**

- 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.

**Assessment 3: Animation Project (individual task)**

**Details:** A 1-2 minute 2D animation in response to the given brief. This is the final assessment task. Written by Lecturer/Tutor.

**Additional details:**

Refer to the mdia2000 Animating Media moodle website for up to date information.

**Turnitin setting:** This is not a Turnitin assignment

**Learning outcomes:**

- 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.

## Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

## Turnitin Submission

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 Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

## Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- \* Prevent you from completing a course requirement,
- \* Keep you from attending an assessable activity,
- \* Stop you submitting assessable work for a course,

\* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website:  
<https://student.unsw.edu.au/special-consideration>



## 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 which 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.

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.

# Course Schedule

## Timetable

Date	Type	Content
Week 1: 27 February - 5 March	Web	<p><b>An introduction to Animation</b></p> <p><b>An online lecture activity</b> including a practical exercise to be <b>completed before the first studio class.</b> (Available from your mdia2000 Animating Media Moodle website)</p>
	Studio	<p><b>Studio Classes will commence Week 2</b></p>
Week 2: 6 - 12 March	Web	<p><b>Straight-ahead Animation</b></p> <p><b>An online lecture activity</b> and practical exercise to be <b>completed before the first studio class.</b> (Available from your mdia2000 Animating Media Moodle website)</p>
	Studio	<p><b>Studio Class</b> - a practical exploration of Straight-ahead animation using Adobe Animate(Flash) Tools, digital drawing with graphics tablet and pen.</p>
Week 3: 13 - 19 March	Web	<p><b>Sound &amp; Animation</b></p> <p><b>An online lecture activity</b> and practical exercise to be <b>completed before the next studio class.</b> (Available from your mdia2000 Animating Media Moodle website)</p>
	Studio	<p><b>Studio Class</b> - a practical exploration of sound and animation using Adobe Animate (Flash) Tools, digital drawing with graphics tablet and pen.</p>

Date	Type	Content
Week 4: 20 - 26 March	Web	<p><b>Stop Motion Animation</b></p> <p><b>An online lecture activity</b> and practical exercise to be <b>completed before the next studio class.</b> (Available from your mdia2000 Animating Media Moodle website)</p> <p><b>Note:</b> Weeks 4, 5, 6 &amp; 7 web activities may need to be taken out of numerical sequence to align with small group production research in the webster stop motion studios.</p> <p>This will be explained and organised in your studio class prior to week 4.</p>
	Studio	<p><b>Studio Class</b> - a practical exploration of the <b>Stop Motion Studio</b> and an introduction to stopmotion tools including lights, rostrum stand set ups and Dragonframe software.</p>
Week 5: 27 March - 2 April	Web	<p><b>Claymation Animation</b></p> <p><b>An online lecture activity</b> and practical exercise to be <b>completed before the next studio class.</b> (Available from your mdia2000 Animating Media Moodle website)</p> <p><b>Note:</b> Weeks 4, 5, 6 &amp; 7 web activities may need to be taken out of numerical sequence to align with small group production research in the webster stop motion studios.</p> <p>This will be explained and organised in your studio class prior to week 4.</p>
	Studio	<p><b>Studio Class</b> - a practical</p>

Date	Type	Content
		exploration of <b>Claymation, Key Frame</b> animation and the <b>Animation Principles</b> .
Week 6: 3 - 9 April	Web	<p><b>Silhouette Animation</b></p> <p><b>An online lecture activity</b> and practical exercise to be <b>completed before the next studio class</b>. (Available from your mdia2000 Animating Media Moodle website)</p> <p><b>Note:</b> Weeks 4, 5, 6 &amp; 7 web activities may need to be taken out of numerical sequence to align with small group production research in the webster stop motion studios.</p> <p>This will be be explained and organised in your studio class prior to week 4.</p>
	Studio	<b>Studio Class</b> - a practical exploration of <b>Silhouette, Key Frame</b> animation and the <b>Animation Principles</b> .
Week 7: 10 - 16 April	Web	<p><b>Object, Models &amp; Puppet Animation</b></p> <p><b>An online lecture activity</b> and practical exercise to be <b>completed before the next studio class</b>. (Available from your mdia2000 Animating Media Moodle website)</p> <p><b>Note:</b> Weeks 4, 5, 6 &amp; 7 web activities may need to be taken out of numerical sequence to align with small group production research in the webster stop motion studios.</p> <p>This will be be explained and organised in your studio class prior to week 4.</p>

Date	Type	Content
	Studio	<b>Studio Class</b> - a practical exploration of <b>Object, Key Frame</b> animation and the <b>Animation Principles</b> .
Week 8: 24 - 30 April	Web	<b>Pixilation Animation</b>  An online lecture activity and practical exercise to be <b>completed before the next studio class</b> . (Available from your mdia2000 Animating Media Moodle website)
	Studio	<b>Studio Class</b> - a practical exploration of <b>Pixelation, Key Frame</b> animation and the <b>Animation Principles</b> .
Week 9: 1 - 7 May	Web	<b>Animation, Film &amp; Titles</b>  An online lecture activity and practical exercise to be <b>completed before the next studio class</b> . (Available from your mdia2000 Animating Media Moodle website)
	Studio	<b>Animation Cycles</b>  <b>Studio Class</b> - a practical exploration of cutout puppets.
Week 10: 8 - 14 May	Web	<b>Animation &amp; Music Videos</b>  An online lecture activity and practical exercise to be <b>completed before the next studio class</b> . (Available from your mdia2000 Animating Media Moodle website)
	Studio	<b>Studio Class</b> - a practical exploration of Animated Cycles and an opportunity for individual Animation Project consultation.
Week 11: 15 - 21 May	Web	<b>Animation &amp; Advertising</b>  An online lecture activity and practical exercise to be <b>completed before the next studio class</b> . (Available from

Date	Type	Content
		your mdia2000 Animating Media Moodle website)
	Studio	<b>Studio Class</b> A practical exploration of animation post production and individual animation project consultations.
Week 12: 22 - 28 May	Web	<b>Animation Trends, Games &amp; Apps</b>  An online lecture activity and practical exercise to be <b>completed before the next studio class.</b> (Available from your mdia2000 Animating Media Moodle website)
	Studio	<b>Studio Class</b> A practical exploration of animation post production and individual animation project consultations.
Week 13: 29 May - 4 June	Studio	An informal screening and submission of the final <b>Animation Project</b> in the Studio class.

## Resources

### Prescribed Resources

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

Even if you find a workaround solution at the time, please notify TRC about any problems.

### Recommended Resources

#### 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 - The Animation Book: A Complete Guide to Animated Filmmaking-From Flip-Books to Sound Cartoons to 3- D Animation  
Additional online resources will be provided via the mdia2000 Moodle website, including Lynda.com online software learning and support.

### Course Evaluation and Development

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

**UNSW (myexperience)** 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.

*It was identified in past feedback* that student's had greatest production confidence when working in

smaller class groups where they could be supervised and supported while practicing new production skills and using technical equipment. In response Mdia2000 classes have been capped at 15 to 16 students to ensure there is an optimal and safe environment for learning and practicing production skills and techniques.

## **Image Credit**