

COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts and Social Sciences

Programme: Art, Design and Media

FHEQ Level: 6

Course Title: Animation and Motion

Course Code: ADM 6450

Course Leader: John Chua

Student Engagement Hours: 120

Demonstrations and Practice 24

Lectures 8

Tutorials and/or Group Critiques 8

Study Visits 3

45

Independent / Guided learning: 75

Semester: Fall

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:

Intended for students who want to create moving image work within an art and design studio environment. The course provides a foundation in animation practice, its history and theory, enabling progress in the further fields of time-based media, motion graphics and video art. A major focus of the course is practical; students will learn and develop key skills in both digital and hands-on animation production methods.

Prerequisites: ADM 5210

Aims and Objectives:

The aim is to provide a conceptual and practical framework while addressing contemporary and historical movements, technologies, techniques of creative studios and practitioners whose works are concentrated in the field of animation and its application.

It is a requirement for students to carry out independent research and analysis on specific areas of interest after lectures and workshops are provided. Lectures and presentations will focus on works of animators and historical movements of the medium.

Demonstrations will be accompanied by workshops, offering students key tools and skills required to investigate and understand different media types and possibilities.

Students are encouraged to attend screenings, moving image events, visit exhibitions and galleries out of class time to compliment and extend their knowledge of the overall subject whilst complimenting set assignments. Class outings and trips are subject to timetabling and will change every semester.

Programme Outcomes :

A7, B6, C3, C5, C9, C10, D3, D6

A detailed list of the programme outcomes are found in the Programme Specification. This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

Learning Outcomes:

- Achieve a systematic understanding of the principles and chronological evolution of animation.
- Learn and employ key skills and techniques in the field of animation. Through implementation, development and experimentation, reflect on and further your own creative progress.
- Apply critical thinking in production of own work, with innovative and resolved end results. The accumulative body of work produced is founded on research, concept, technical ability, process and creativity.

Indicative Content:

- Cut-out animation, directly under the camera
- Introduction to traditional 2d paper animation
- The 12 basic principles of character animation
- Designing, creating and exporting an animation project in *After Effects*
- Animating a 2d puppet in *After Effects*
- Preparing artwork for animation using *Photoshop*
- Designing and synchronizing moving type to a soundtrack in *After Effects*
- Animating frame-by-frame in the *Flash* timeline
- Animating symbols in *Flash*
- The creative use of sound for animation

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

Teaching Methodology:

Lectures, practical demonstrations and step-by-step software tutorials, class workshops, one-to-one tutorials and class critiques.

