DESN3801: Animation Studio
Newcastle City Precinct
Semester 1 - 2024

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description	2D Animation Studio teaches production pathways to create 2D/3D/ hybrid/interactive animation for episodic content or series. Students will explore the specific requirements and tools for designing and animating episodic animation for broadcast, game or web distribution.

Student projects may involve work integrated or research integrated learning opportunities; projects that involve external stakeholders; group/collaborative projects; speculative or more theoretically oriented projects; professionally oriented projects; projects based on competition or award briefs. |
| **Academic Progress Requirements** | Nil |
| **Assumed Knowledge** | DESN2801 Animation Process and DESN1801 Animation Thinking |
| **Contact Hours** | **Newcastle City Precinct**
Tutorial
Face to Face On Campus
2 hour(s) per week(s) for 12 week(s) starting Week 1 |
| **Unit Weighting** | 10 |
| **Workload** | Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course. |

CONTACTS

Course Coordinator	**Newcastle City Precinct** Dr Jane Shadbolt Jane.Shadbolt@newcastle.edu.au (02) 4921 6369 Consultation: By appointment
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	**School of Humanities Creative Industries and Social Sciences** NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content

- 2D/3D hybrid animation
- Rigging and animating in hybrid environments
- Character design for series animation
- Animation and performance for series animation
- Limited/full animation history and examples

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Organise a 2D/3D/interactive hybrid production workflow

2. Collaborate effectively as a member of a team

3. Design, rig and animate 2D characters

4. Identify and critique animation examples and relate them to their own work

SCHEDULE

	Week Begins	Topic	Learning Activity	Comments
1	26 Feb	Introduction to course. Outlining assignments, briefs and course expectations	Series Animation. A brief history of limited animation	
2	4 Mar	Understanding episodic content in TV, games and social media	Workshop - Designing characters for episodic media	Pair up with a classmate to form a creative team.
3	11 Mar	Case studies – Animated series	Workshop - Concept development and creative teamwork	
4	18 Mar	Creating an animated world	Pitching	Assignment due in class Pitch your concept with your creative partner Assessment 1 - Presentation 15%
5	25 Mar	Animated Performance	Rigging	
6	1 Apr	Animated Performance	Rigging	
7	8 Apr	The Animated Pipeline	Production planning and crew roles. Form a creative team (2 - 4) for Project 2	Assignment due in class Screen your 30 second rigged + animated character in class Assessment 2 - Project 30%
		Mid-Semester Recess		
		Mid-Semester Recess		
8	29 Apr	Production Teams	Production Workshop * form teams and plan content	Production workshops are co-designed with students to meet the needs of class productions and announced in week 8 Topics can include: * Pre-production * Background design * Sound design * Visual Effects * Performance and dialogue
9	6 May	Production week	Production workshop	
10	13 May	Production week	Production workshop	
11	20 May	Production week	Production workshop	
12	27 May	Production week	In-class troubleshooting	
13	3 Jun	Production week	Self-directed production work	
		Examination Period		Screening! Details TBC Assessment 3 - Journal 20% Assessment 4 - Project 35%
		Examination Period		

ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Journal	Week 14 at final screening - TBC	Individual	20%	1, 3, 4
2	Project 1	Week 7 - screen in your tutorial class (9 or 10 April)	Individual	30%	1, 2, 3
3	Presentation	Week 4 - in your tutorial class (19 or 20 March)	Combination	15%	2, 4
4	Project 2	Week 14 at final screening TBC	Combination	35%	1, 2, 3

Late Submissions   The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Journal

Assessment Type   Journal
Purpose   A weekly record of your technical process and creative ideas, this should be developmental, speculative and exploratory though out the semester. Journals document your skills development over the semester but should also be used to grow an iterative, creative process where ideas are trialed, developed and expanded. Journals form the basis of the skills needed to pitch your ideas to peers, teams, supervisors and clients.
Description   A Padlet + exported Padlet PDF showing your individual creative and technical processes in creating the content for Assessment 2 and Assessment 4. It should include visual process development (screenshots, diagrams, sketches, iterations, roughs and thumbnails) as well as a brief written commentary of the challenges and successes you encountered in making the project. It will also include a brief overview of your assessment of your group's creative and technical process in Assessment 4
Weighting   20%
Length   Approximately 20 A4 pages (equivalent to 1800 words)
Due Date   Week 14 at final screening - TBC
Submission Method   Online
                          Upload PDF to Canvas Padlet journal
Assessment Criteria   See rubric on Canvas. Assessment expectations will also be covered in assignment overviews in class and in your brief documents
Return Method   Not Returned
Feedback Provided   Online - Feedback will be provided via rubric and comments

Assessment 2 - Project 1

Assessment Type   Project
Purpose   Designing with constraints, working with a creative partner, understanding and designing for a commercial format.
Description   Using the concept you pitched in week 4, develop a 30 second animation of an original character design that shows a fully-rigged character with a range of expressive animated motion. Although this assignment is assessed on your individual work, the characters must still work with the concept you originally pitched and both characters should look as if they could still be from the same show.
                          You must journal this part of the process on Padlet and it will receive a formative assessment to help guide your understanding of process and documentation
Weighting   30%
Length   30 seconds
Due Date   Week 7 - screen in class (9 or 10 April)
Submission Method   In Class
Assessment Criteria   See rubric on Canvas. Assessment expectations will also be covered in assignment overviews in class and in your brief documents
Return Method   Not Returned
Feedback Provided   In class

Assessment 3 - Presentation

Assessment Type   Presentation
Purpose   Pair up with a classmate and pitch your ideas confidently to the class. You'll need to come up with an animated series concept with at least 2 main characters. Sharpen your storytelling skills with a short, sharp and dynamic pitch that will have any Netflix exec reaching for the chequebook.
Description   Presenting in pairs you'll show a PowerPoint presentation that shows:

1. An original idea for a multi-episode series for TV, games or online distribution.
2. includes at least 2 original characters with sketches and rough designs
3. Describes the relationship between the two characters
4. Includes sketches, roughs and visual material to convey the visual style
You must journal this part of the process on Padlet.

Weighting	15%
Length	5 mins
Due Date	Week 4 - in class (19 or 20 March)
Submission Method	In Class
Assessment Criteria	See rubric on Canvas. Assessment expectations will also be covered in assignment overviews in class and in your brief documents
Return Method	Not Returned
Feedback Provided	In Class - Feedback will be provided in class during presentation sessions and via the rubric

Assessment 4 - Project 2

Assessment Type	Project
Purpose	Create a studio project environment by working collaboratively in a creative team to make a trailer for an original idea.
Description	A short, animated trailer that pitches an original concept for a multi-episode series for TV, games or online distribution.
Weighting	35%
Length	60 seconds
Due Date	Week 14 at final screening TBC
Submission Method	Online
Assessment Criteria	See rubric on Canvas. Assessment expectations will also be covered in assignment overviews in class and in your brief documents
Return Method	Not Returned
Feedback Provided	Online - Feedback will be provided via rubric and comments

ADDITIONAL INFORMATION

Grading Scheme This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Attendance	Attendance/participation will be recorded in the following components: - Tutorial (Method of recording: Attendance will be taken.) This course has a large team work component that needs in class participation. It is not designed to be taken asynchronously or remotely
Communication Methods	Communication methods used in this course include: - Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site. - Email: Students will receive communications via their student email account.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.