

FACULTY OF MEDIA ARTS : ANIMATION ART FOUNDATION LEVEL PROJECT 2009 Theme of exploration: Next Weekend

Project Description

For this project we would like you to consider at the phrase 'Next Weekend'. It is a simple phrase, referring to an upcoming 2 day period. We'd like you use your imagination to give us an insight in would could possibly happen 'Next Weekend'. This could be a simple animation based on observations of your environment and the people around you or you can create a total fictional narrative... ..What aspiration or fears could next weekend bring? Where is your character going? Who's coming to visit your character? What plans does your character have for next weekend? ...who is your character? What is their background and motivation? So, what would be *your* interpretation of 'Next Weekend'?

Methodology for ANIMATION ART PATHWAY

THE FILM

- Produce the development and test animation for a short film (1 minute) that explores yours interpretation of the phrase 'Next Weekend'.
 - You should initially produce a rough storyboard using the panels included and obtain feedback on the content (see appendix). Be prepared to edit, modify, add and delete areas of your rough storyboard.
 - You should then produce a final storyboard render to your best drawing ability in line art only and mounted for presentation (no shading or colouring)
 - You will then produce a 10 second sequence from your storyboard.
 - Your animated sequence should be recorded as a QuickTime movie.
 - You are encouraged to consider the setting and environment to your film and provide sketches where necessary.
- Films should be submitted in the following format :
 - 10 seconds in duration.
 - QuickTime .mov.
 - Resolution : 720 *576
- You are also encouraged to make a few trials. Experiment! Explore! Consider working beyond the boundaries of the paper.
- You are to submit the 'best' film you have collected together with your exploratory films. However, clearly state which is your final submission by naming the file "final.mov".
- Your film should clearly demonstrate your artistic ability both in concept development and technical skills (drawing).
- Your film should include drawn images only.
- Your film should demonstrate your ability to animate – create life, emotion, attitude through strong posing and timing.
- All forms of 3D animation are NOT allowed.
- And finally, you should gain as much visual reference as possible.

PREPRODUCTION

- 1) Sketchbook:
 - a) You are required to complete all work for this project in a new and separate sketchbook to be submitted with your final film – A5.
 - b) You are required to create several mindmaps based on the phrase 'Next Weekend'. Consider your interpretation of 'Next Weekend' Consider images associated with 'Next weekend'. Consider the different emotions and how your five senses are affected by the different interpretation of 'Next Weekend'.

- 2) PROPOSAL: You should also write a proposal telling us :
(available from www.FridgeMonsters.com/college)
 - a) Synopsis : How you are interpreting the phrase 'Next Weekend'? (max 200 words)
 - b) Project Description: What are you going to produce?
 - c) Methodology : How you are producing your film?
 - d) Reference Work : Keep a detailed list of all references at the back of your sketchbook(concept, content and style)
- 3) PRESENTATION: You should make a formal presentation to your class of your proposal which should include visuals to make your case.

Note : Please ensure your movies can be played on a Mac. Do not use obscure compression codecs.

Submission:

Submission should be made with a supporting A5 sketchbook and a CDROM containing the following 4 folders and 2 Word files.

1. Folder : named "Final" containing your final 10 second film.
2. Folder : named "Development" containing all your development material and artwork.
3. Folder : named "Sketches" containing 10 jpeg images from your sketchbook.
4. Word file : named "Proposal" (available from www.FridgeMonsters.com/college)
5. Word file named "details" containing the following
 - Your Full Name
 - Your Student ID
 - Your Contact Number
 - Your Email Address
6. The CDROM should also contain a Folder : named Figure Drawing containing 5 of your best figure drawings (not related to this project)

Your CDROM and Sketchbook should be covered and contain the following information:

- Your Full Name
- Your Student ID
- Your Contact Number
- Your Email Address

Your CDROM should be submitted in a hard plastic CD case.

Your Sketchbook should also contain a clear list of reference material on the last page.

Learning Outcomes:

- Ability to communicate ideas for art works in a visual, verbal and written form.
- Introduction to some of the basic aesthetics, theoretical concepts and methodologies of Animation Art.
- Introduction to basic knowledge in defining, designing and the creation of Animation Art.
- Introduction to basic technical and creative skills of Preproduction and Production of Animation Art.

Assessment Criteria

- Final Film: 50%
(Concept: 20%; Aesthetic Approach/ Technique: 20%; Production Quality: 10%)
- Preproduction, Development & Research: 40%
(Creative Journal and Research: 20%; Presentation and Proposal: 20%)
- Ability to meet deadlines project, and class participation: 10%

Reference for ANIMATION ART

<http://www.passion-pictures.com/flash.html#page=p2>

This is the website is for London based production company.

<http://www.bermudashorts.com/directors/>

This website represents a wide range of Animated Shorts Directors. You are strongly advised to watch a wide range of shorts and consider the huge range of content and aesthetics.

<http://www.laika.com/house/>

This is the website for the animation company that produce the animated feature film 'Caroline'.

Staff Contact

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