

Faculty of Media Arts : Animation Art

FOUNDATION PROJECT 2010

Project Theme : "Next Weekend"

Project Background

As potential Animation Art students, it is essential to understand the significance of the concept (idea) and development (research) stages before producing (making) a short animated film.

The aim of this project is to allow you the opportunity to demonstrate your creative and artistic skills to conceptualise, develop and finally produce a sequence for a short animated movie.

Project Description

For this project we'd like you to consider the phrase 'Next Weekend'.

It is a simple phrase, referring to an upcoming 2 day period. However, by the nature of the title it identifies a specific weekend – It is not last weekend, 3 weekends ago or 2 weekends from now.,

We'd like you to use your imagination to give us an insight into what could possibly happen 'Next Weekend'. It maybe 48 hours of intense activity, quiet contemplation, anxiety, adventure, ill placed fear – who know?

This could be a simple animation based on observations of your environment and the people around you or you could create a totally fictional narrative... ..What aspirations 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?

Project Methodology

1. Produce conceptual development and test animation for a short 1 minute film that explores your interpretation of the phrase 'Next Weekend'.
 - i. We are interested in all stages of your development. You will initially produce a rough storyboard using the panels included and obtain frequent feedback on the content (see Storyboard appendix). Be prepared to edit, modify, add and delete areas of your rough storyboard to maximise the impact and reduce work where possible.
 - ii. You are encouraged to consider the settings and environments of your film, together with reference and development sketches. Try moving your story to different locations. Does it improve or add exciting possibilities?
 - iii. You will then produce a final storyboard rendered to your best of drawing ability in line art, mounted for presentation purposes (no shading or colouring).

- iv. You will then produce a 15 second animated sequence from on your storyboard.
 - v. Submission criteria is listed below.
2. Your supporting development work will contain as much visual reference as possible. Diversity is strongly recommended.
 3. You are also encouraged to make a several tests of the aesthetic style. Experiment! Explore! Consider working beyond the confines and boundaries of the paper.
 4. Your film will clearly demonstrate your artistic ability both in the concept development and technical skills (drawing).
 5. Your film will demonstrate your ability to animate – create life, emotion, attitude through strong posing and timing. Remember, as animating you are communicating the characters thoughts and actions. (eg. How do you show a character is hungry?)
 6. Your film will include drawn images only. (No software modification allowed)
 7. All forms of 3D animation are NOT allowed for this project.

Development and Pre-Production

1. **Sketchbook:** You are required to all development work.
 - i. You are required to complete all work for this project in a new and separate sketchbook to be submitted with your final film – A5.
 - ii. 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'.
 - iii. Keep it simple. Do not go into some long rambling "and then, and then and then" narrative that is had to conclude (end).
2. **Proposal:** You are required to write a proposal containing the following : (template available from www.FridgeMonsters.com/college)
 - i. Concept : What is the idea behind your project (3 sentences max). (eg assumptions about people, over-coming fear, personal challenges, routine, escapism)
 - ii. Synopsis : How you are interpreting the phrase 'Next Weekend'? The synopsis will clearly address what you have written for the concept above (max 200 words)
 - iii. Reference Work : Keep a detailed list of all references at the back of your sketchbook (concept, content and style) and include it in your final proposal.
 - iv. Project Description and Methodology : What are you going to produce and how you are going to produce it? Who and what are your influences?
3. **Presentation:** You are required to conduct a formal presentation to your class and lecturers of your proposal which will include all development work to make your case.

Note : Please ensure your movies can be played on a PC (Personal Computer). Do not use obscure compression codecs. Test your work before submitting it.

Submission:

Please read carefully all aspects of the submission criteria.

Submission will include a A5 sketchbook and a CDROM containing the following 4 folders and 2 Word files.

1. Folder : named "**Final**" containing your final 15 second film.
2. Folder : named "**Development**" containing all your development material and artwork.
3. Folder : named "**Sketches**" containing 10 jpeg images from your sketchbook. (not related to this project)
4. Folder : named "**Figure Drawing**" containing 5 of your best figure drawings. (not related to this project)
5. Word file : named "**proposal.doc**" (available from www.FridgeMonsters.com/college)
6. Word file : named "**details.doc**" containing the following
 - i. Your Full Name
 - ii. Your Student ID
 - iii. Your Contact Number
 - iv. Your Email Address

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

- i. Your Full Name
- ii. Your Student ID
- iii. Your Contact Number
- iv. Your Email Address

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

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

Learning Outcomes:

On successfully completing this project, students will be able to demonstrate the following to a basic level;

1. The ability to develop and communicate concepts suitable for Animation in a visual(storyboard), verbal(presentation) and written format(proposal).
2. The workflow and development methodologies used in Animation Art.
3. The technical skills engaged in the Preproduction and Production of a short animated film.

Assessment Criteria

- **50% : Final Film**

Breakdown : [Concept:20%] [Technique:20%] [Production Quality:10%]

- **40% : Preproduction, Development & Research**

Breakdown : [Sketchbook:20%] [Presentation and Proposal:20%]

- **10% : Ability to meet Deadlines and Class Participation**

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.laika.com/house/>

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

Staff Contact Details

Chris Shaw : chris.shaw@lasalle.edu.sg

Adrian Tan : adrian.tan@lasalle.edu.sg