

Unit Title	Animated Characters
FHEQ Level	Level 5
Unit Code	EANI182 (Brief 2 of 2)
Credit Value	15 Credits
Unit Type	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent Study	70
Supervised access to resources		Preparation for Assessment	10
		Unsupervised Access to Resources	32.5
Total			150

Unit Description

This unit is to offer students, across a number of departmental courses, the opportunity to explore new workflows and techniques through a series of workshops revolving around an animated character. Using After Effect's Puppet Tool, students will be introduced to the basics of the software and the tool to bring still images to life through movement.

Having gone through the basics, all using the same character, you will then be given the opportunity to pick a character of your choice. Either from any source or you can produce your own through a photograph or drawing. You will be asked to make a short animated scene to present your work professionally in the form of a video.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Introduction to After Effects.
- Basic animation techniques.
- Communicate information clearly to an audience.
- New workflows and presentation skills.

Unit Aims

- To introduce new workflows that will enhance a students' knowledge of a specialist subject.
- To allow experimentation and development.
- To understand and experience new roles within the animation industry.
- To introduce new creative and technical skills.

Unit Learning Outcomes

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

- Briefings (Unit leader)
- Workshops (Course team and guest artists)
- Self-Directed Study (Yourself)
- Online Activity (Students and Staff)
- Collaborative (Pairing up with a class member)

Assessment methods and tasks

Summative assessment will be graded with a simple pass or fail on your final submission/s which will be uploaded using Moodle and Google drive.

Assessment tasks	Weighting (%) (<i>one grade or multi-grade unit</i>)
A finished animated character	100% (all work marked holistically) (pass/fail)

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Demonstrate a range of creative and technical techniques. (LO3)
- Evidence of development to show an understanding of workflows. (LO4)
- Effectively communicate ideas in the selected medium. (LO5)

Essential Reading list

1. Lisa Fridsma. (2018) Adobe After Effects CC Classroom in a Book. CA, Adobe Publishing.
2. Whitaker, H. and Halas, J. (2002) Timing for animation. Oxford, Focal.

Further reading and resources will be identified in your Project Brief