Unit Title	Character Development
FHEQ Level	Level 5
Unit Code	EANI18202 (Brief 1 of 2)
Credit Value	15 Credits
Unit Type	Elective

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Formal Planned learning & teaching delivery (Hybrid)	37.5	Independent Study	70
Supervised access to resources on campus (Hybrid)	0	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 the development of an animated character. All characters go through a design process, from rough sketches to full colour character sheets to finalised maquettes.

Students will go through two stages:

Stage one: *Concept*: You will explore designing a character, through theory and sketching which will entail life drawing workshops. From your designs you will be encouraged to come up with either a model sheet or a character sheet.

Stage 2: *Realisation*: You will bring your flat drawings to life through clay modelling workshops and posing your character to reflect the character's personality.

Students will be asked to produce what is known as a *Character Bible,* to present their work professionally in any means they see appropriate, be it a sketch book, a video, portfolio of original work, photographs or on- line through social media, blogs or a website.

Hybrid Delivery
Hybrid is commonly used to describe courses in which some traditional face to face teaching has been replaced with online learning activities.
The purpose of hybrid delivery is to take advantage of the best features of both online and face to face learning. This unit will however be taught fully online throughout the term. If necessary, resources will be available in the building for students to access.

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

- Drawing workshops, including life drawing and posing.

- Clay modelling techniques.

- Theory of character design and analysis.

- 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.

- To potentially collaborate with other disciplines.

Unit Learning Outcomes
(to be selected from the Mini Manual)

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that

inform and lead to project development.

Related Principle: ORIGINATE

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 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

We will deliver our courses using a hybrid approach – however for this unit, it will be taught fully online using the below:

- Briefings - Online (Unit leader – Synchronous)

- Lectures - Online (Course team - Synchronous)

- Seminars - Online (Course team – Synchronous and Asynchronous)

- Workshops - Online (Course team and Industry – Synchronous and Asynchronous)

- Tutorials Online (Asynchronous)

- Self-Directed Study – Online or booked access Physical Resources as required

Assessment methods and tasks

Brief description of assessment methods

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 (%) *(one grade or multi-grade unit)*

2-3 page character bible. (Online)	100% (all work marked holistically)
A clay model (Online)	

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. This should be written in line with the Learning Outcomes, the purpose and aims of the unit.

- Evidence of idea generation and concepts. (LO2)

- Demonstrate a range of creative and technical techniques. (LO3)

- Effectively communicate ideas through a range of mediums. (LO5)

Essential Reading list

1. Various Authors. (2018) Character Design Quarterly series: Visual development/Illustration/Concept Art. UK, 3dtotal Publishing.

2. Mattesi, M. (2008) Force: Character Design from Life Drawing. Oxford, Focal Press.

3. Silver, S. (2016) The Ultimate Guide to Character Design with Stephen Silver: Techniques, Tips and Tutorials for drawing Effective Characters. CA, Design Studio Press.

4. Whitaker, H. and Halas, J. (2002) Timing for animation. Oxford, Focal.

Further reading and resources will be identified in your Project Brief