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MDIA2000

Animating Media

Term Two // 2020

Course Overview

Staff Contact Details

Convenors

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School Contact Information

School of the Arts and Media

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

Animation is a universal visual form with a rich history and multiple applications in contemporary life, from the cinema to fine arts, advertising and beyond. In this hands-on course you will be encouraged to creatively explore a broad range of 2D animation tools, gaining a foundation in straight ahead, key frame and stop-motion animation techniques using industry standard computer-based software and equipment. With an emphasis on technical understanding and fundamental concepts of visual storytelling, this course will equip you with the confidence and independence to develop your own animation practice within a dynamic and evolving technological landscape.

Course Learning Outcomes

1. Demonstrate knowledge of the principles of animation and production techniques.
2. Engage in creative problem solving processes when developing media productions.
3. Practice independent and reflective learning.

Teaching Strategies

Course Rationale:

This course is included to enable students to develop media production skills in the area of Animation. Practice within the field of Media Production will require advanced levels of hands on experience and an understanding of local and international animation applications and practices to enable their ongoing development.

Teaching Strategies:

Weekly online lecture activities will introduce students to a broad range of local and international animation styles, applications and media production processes. These lectures are designed to help students develop and reflect on their own animation practice.

Studio sessions will give students hands on experience developing animations using a variety of techniques in different types of studio spaces.

The structure of assessment will allow students the opportunity, at each stage, to develop and build their animation skills and ensures a sequenced understanding of the media production process.

By asking students to focus in detail on a specific research area (or source of inspiration) for all assessment briefs, the course encourages students to focus and refine their animation skills.

The assessment tasks emulate stages in the development of a professional animation project. Students therefore experience each stage of production while moving toward the completion of the Animation Project.

Studio sessions will provide several opportunities for students to practice their communication skills, sharing their ideas with others both through speech and writing. Students will be encouraged to reflect on strategies for improving the effectiveness of their communication.

Studios will be structured to encourage students to give support and feedback to fellow students. This will provide opportunities for students to reflect on the production practices of others and to view their own practice experiences within a broader context.

Students will have the opportunity to create an original Animation that reflects their skills and interests.

Assessment

All course work will support the process and completion of both assessment task 1 & 2.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
2D Animation Project—Concept, Research & Development	40%	03/07/2020 11:00 PM	1,2
2D Animation Project	60%	09/08/2020 11:00 PM	1,2,3

Assessment Details

Assessment 1: 2D Animation Project—Concept, Research & Development

Start date: Not Applicable

Length: 600-800 words/60-120 seconds video/6-8 images/max 30 seconds sound

Details:

A website documenting the **Concept, Research and Development** for the **Animation Project** and an informal presentation of the website for the lecturer and a small group of fellow students. Documentation will include a description and planning for the project and approximately 6-10 video tests, 6-8 images, two sound samples. A detailed brief for this assessment task and supporting guidelines will be provided. Feedback method: Verbal & written feedback will be given.

Submission notes: You will be required to submit Assessment Task 1-Concept, Research & Planning via the mdia2000 Animating Media Moodle website. Detailed instructions will be provided in the assessment task brief. The assessment task brief is available via the mdia2000 Animating Media website.

Turnitin setting: This is not a Turnitin assignment

Assessment 2: 2D Animation Project

Start date: Not Applicable

Length: 40-60 seconds

Details:

Create a 2D animation in response to the given brief. A detailed brief for this assessment task and

supporting guidelines will be provided. This is the final assessment task. Feedback method: Verbal feedback will be given during an informal presentation for the lecturer and a small group of fellow students.

Submission notes: A detailed brief for this assessment task and supporting guidelines will be provided.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 1 June - 5 June	Online Activity	An introduction to 2D Animation
Week 2: 8 June - 12 June	Online Activity	Animation Project "Unpacked" An overview of Assessment Task 1& 2
Week 3: 15 June - 19 June	Online Activity	2D Animation Inspiration & Influence Animation Pioneers
Week 4: 22 June - 26 June	Online Activity	2D Animation Inspiration & Influence Animation Contemporary
Week 5: 29 June - 3 July	Online Activity	2D Animation & Sound
Week 6: 6 July - 10 July	Homework	This is a flexible learning week.
Week 7: 13 July - 17 July	Online Activity	2D Animation in Context
Week 8: 20 July - 24 July	Online Activity	Individual Project Production Consultation
Week 9: 27 July - 31 July	Project	Individual Project Production Consultation
Week 10: 3 August - 7 August	Project	Individual Project Production Consultation

Resources

Prescribed Resources

Please refer to the mdia2000 Moodle site for up to date resource recommendations.

Recommended Resources

Students will need to have access to a computer with built-in/web camera and the internet for online studio sessions, online lecture activities and production work. Students may be asked to download specific free or inexpensive apps/software and gather or purchase inexpensive resources and consumables. A detailed list of these will be provided via the mdia2000 Animating Media Moodle website. A reliable and professional hard-drive is essential to ensure that all production work is backed up and safely stored for this course and for future use in your Media Production Portfolio. Please refer to the mdia2000 Moodle site for up to date resource recommendations.

Course Evaluation and Development

A combination of the following approaches will be used to gather feedback about the course. UNSW MyExperience course and teaching evaluation and improvement process. Anecdotal Evaluation, where students from time to time during the semester are engaged in informal discussions about the course. Observational Evaluation where the lecturer (convener or tutor) regularly observes the effectiveness of classes and lecture and modifies the course content and delivery in response to those observations. Past evaluation findings have been acted upon in the following ways. It was identified through feedback that students benefited when the course assessment tasks were aligned with needs of the client project and client project deadlines. In response to that feedback all assessment tasks relate directly to the client project. It was identified in past feedback that there was a need for students to have more in class time to work on group projects and individual projects. In response to that feedback there is more time allocated for independent & group research tasks within the weekly course structure. There is now more class time to work with other students, engaging in creative problem solving. It was identified in past feedback that an active and interactive classroom environment was most engaging and beneficial to learning. In response to that feedback lecture activities have been redesigned to encourage greater participation and student engagement with course content with an emphasis on self-directed learning.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Image Credit

An Animating Media student making a silhouette cut-out puppet.

CRICOS

CRICOS Provider Code: 00098G

Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.