



MDIA2000

Animating Media

Term Two // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Alyssa Rothwell	a.rothwell@unsw.edu.au	Via email appointment a.rothwell@unsw.edu.au	311G Level 3, Sir Robert Webster Building, UNSW	Please email

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

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

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, Planning	40%	Not Applicable	1, 2
2-D Animation	60%	Not Applicable	1, 2, 3

Assessment Details

Assessment 1: 2D Animation Project—Concept, Research, Planning

Start date: Not Applicable

Length: Refer to information on the LMS

Details:

A 6-8 minute informal presentation to the lecturer, supported by the delivery of 2xA4 printed document (approx. 800-1000 words) and supporting digital material mix of (maximum 2 minutes) of raw video and/or 12 image samples

Feedback method: Verbal via one-on-one consultation with Lecturer in class to ensure fast turnaround of feedback.

Grade given separately via LMS post consultation

Additional details:

The information provided here is general and may have inaccuracies and out dated detail at the commencement of T2. Please refer directly to the mdia2000 Animating Media LMS for assessment task/ production brief details.

Submission notes: Week 5 Submission in Studio Class

Assessment 2: 2-D Animation

Start date: Not Applicable

Length: Refer to information on the LMS

Details:

1-2 minute 2D animation in response to a given brief.

This is the final animation task)

Feedback method: Informal screening for the class and feedback session with lecturer and peers & follow up written feedback via LMS.

Additional details:

The information provided here is general and may have inaccuracies and out dated detail. Please refer directly to the mdia2000 Animating Media LMS for assessment task/ production brief details.

Submission notes: Week 10 Submission in Studio Class

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) and complete all online activities. Studio classes and online activities promote active engagement with core course content that will help students to:

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

Students must attend at least 80% of studio classes. Unexcused absences may result in the award of a fail grade.

A student who arrives more than 15 minutes late may be penalized for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure, or another occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority via email, and where applicable their request should be accompanied by an original or certified copy of a medical certificate or another form of appropriate evidence.

Students are encouraged to seek special consideration if there are exceptional circumstances preventing them from attending classes or submitting assessment tasks. <https://student.unsw.edu.au/special-consideration>

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 31 May - 4 June	Online Activity	An introduction to 2D Animation
	Studio	A practical exploration of straight-ahead animation using stop motion animation tools & techniques. Commencing animation studio brief 1
Week 2: 7 June - 11 June	Online Activity	Animation Project "Unpacked" An overview of Assessment Task 1& 2
	Studio	A practical exploration of Straight- ahead animation using Adobe Animate(Flash) Tools, digital drawing with graphics tablet and pen. Commencing animation studio brief 2.
Week 3: 15 June - 18 June	Online Activity	2D Animation Inspiration & Influence Animation Pioneers
	Studio	A practical exploration of animation tools,

		techniques & materials. Working with plasticine (claymation) & mixed media (granular)
Week 4: 21 June - 25 June	Online Activity	2D Animation Inspiration & Influence Animation Contemporary
	Studio	A practical exploration of animation tools, techniques & materials. Creating a cut-out silhouette puppet.
Week 5: 28 June - 2 July	Online Activity	2D Animation & Sound
	Studio	A practical exploration of working with sound using stop motion animation software.
Week 6: 5 July - 9 July	Project	This is a flexible learning week.
Week 7: 12 July - 16 July	Online Activity	2D Animation in Context
	Studio	Consultation & supported production focus on Animation Project.
Week 8: 19 July - 23 July	Online Activity	Individual Project Production Consultation
	Studio	Consultation & supported production focus on Animation Project.
Week 9: 26 July - 30 July	Project	Individual Project Production Consultation
	Studio	Consultation & supported production focus on Animation Project.
Week 10: 2 August - 6 August	Studio	An informal screening of the animation project in the studio class. Consultation & supported production focus on Animation Project.

Resources

Prescribed Resources

A reliable and professional hard-drive is essential to ensure that all production work is backed up and safely stored for this course (and all production courses) and for future use in your Media Production Portfolio. Students may be asked to download specific free or inexpensive apps/software and gather or purchase inexpensive resources and consumables. If necessary, details will be provided in class.

Please refer to mdia2000 Animating Media LMS for up to date resource recommendations.

Recommended Resources

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

Useful reference book

Title: The Animator's Survival Kit A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators

Author: [Richard Williams](#)

Edition: Number: 2

Published: 1st January 2009

ISBN: 9780865478978

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 2019

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.