Module Code:	ARD436

Module Title:	Principles of Animation

Level:	4	Credit Value:	20

Cost Centre(s):	GADC	JACS3 code: HECoS code:	W615 100057

Faculty:	Arts, Science and Technology	Module Leader:	Marta Madrid

Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) / MDes Animation	✓	☐

Pre-requisites
N/A

Module Aims
- To explore and apply some the principles of animation.   - To provide students with practical experience applying timing and spacing effectively.   - To introduce students to different methods and animation techniques to layout character movements in a scene.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Apply the fundamental principles of animation	KS1	
		KS3	
2	Apply timing and spacing effectively	KS4	
		KS9	
3	Layout and animate simple character movements in a scene using different methods and animation techniques.	KS5	KS10
		KS6	
		KS7	

Transferable skills and other attributes

- Personal motivation, persistence.
- Organisation
- Time Management

Derogations
None

Assessment:					

Indicative Assessment Tasks:					

Students will produce coursework that demonstrates the effective application of some of the principles of animation to a character moving in a scene.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Coursework	100		

Learning and Teaching Strategies:

- Lectures will provide familiarisation with key concepts and relevant examples to understand the principles of animation.
- Assignments will enable students to produce a body of work that demonstrates their ability to apply the principles of animation.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin of the conceptual development and understanding of the student.

Syllabus outline:

Students will be introduced to the application of some of the principles of animation.

Workshops and technical demonstrations will provide students with the skills to use the software and the equipment needed to complete assignments. This module encourages students to learn to adjust timing and spacing in a moving image sequence. Assignments will provide a series of challenges through which students will learn to plan and animate a scene (a character performing an action in an environment).

Indicative Bibliography:

Essential reading

Williams, R. (2009). The Animator's Survival Kit. London: Faber and Faber Expanded.
Thomas, F., Johnston, O. (2009). The Illusion of life: Disney animation. New York: Hyperion

Other indicative reading

Cowan, F., Patmore, C. (2003). The complete animation course: the principles, practices and techniques of successful animation. London: Thames & Hudson
Gasek, T., 2017. *Frame-By-Frame Stop Motion: the guide to non-puppet photographic animation techniques.* BocaRaton: CRC Press.
Purves, B., 2015. *Stop-Motion Animation: frame by frame film-making with puppets and models.* London: Fairchild Books.
Stanchfield, W. & Hahn, D., 2012. *Drawn To Life: 20 golden years of Disney master classes.* Focal Press.