Opening Minds

Animated Visualisation

Media Production (UFCFKL-30-2)
Final Submission:
Blackboard. November 15th |14:00 2022

This assignment is 30% of the total module mark

Module: Media Production (UFCFKL-30-2)

Autumn Term: 3rd October 2022 – 27th January 2023
Weighting: Module Total: 30%
Contact Time: 3 hrs per week
Coursework preparation: 4 hrs per week |
Reading and learning course material: 3 hrs per week

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Assignment Overview

We want you to create a 2D animated visualisation which will encourage growth and thought from users about a particular topic. We want you to find something that you really care about which you want to provoke thought in others. You can use your visualisation to educate and inform, to tell a story, and maybe even change your user's viewpoint.

This is an individual assignment. Firstly, you will need to decide on an area you would like to research. It might help to think about areas such as:

- Current affairs

- Environmental issues

- A campaign you want to raise awareness of

- A local issue you wish to educate people about

As part of the timetabled sessions, you will work to generate and develop ideas.

After researching your chosen area, you will create a short 30-45 second animated 2D motion graphics visualisation using Adobe After Effects exploring your subject area, demonstrating the issue and the story or perspective you wish to communicate. Your visualisation might use a combination of graphics, text, audio and animation.

Deliverables - November 15th 2022 2pm Blackboard submission

The following is a list of the deliverables that must be submitted in order to fulfil the requirements of the brief. Each student will submit and be assessed on:

- **Animated visualisation** – A 30-45 second HD .mp4 file of your animated visualisation.

- **Animated visualisation research documentation** – A .pdf file containing your documentation, which should include:
  - Ideation work
  - Pre-production work
  - References

Detail of ideation and pre-production materials will be communicated on the module.

Submission

November 15th 2022 2pm Blackboard submission

Detailed assignment process

Ideation and pre-production

You will need to come up with a subject area that you wish to explore and you will need to research into that subject. Document your ideas and research. Design your animated visualisation to communicate findings from your research.

Create a mood board of relevant examples, write down the narrative / message your visualization will use, storyboard your animation and include the narrative.

Animated visualisation

Using Adobe After Effects you will create a 30-45 second 2D animation that demonstrates your research and the area you have been exploring. Using a combination of graphics, text, illustration and animation you will create a short, informative animated production.

The best visualizations will explore animation techniques using sophisticated key framing and shape animation, rather than using bitmap images.

Assessment Criteria / Marking Guidance

Submissions will receive an overall mark out of 100 based on the following criteria:

Criterion	< 40	40-50	50-60	60-70	70+
Research Documentation 15%					
Research and pre-production methods, examples and related literature	Documentation is not submitted or of a poor quality. Details or documents are missing so it is difficult to understand the intention of the production. Documentation lacks in research into relevant examples. Student does not show understanding of the processes followed and/or critical reflection.	Documentation is present but limited, further detail is needed. A general intention for the final outputs is shown, but there are significant areas missing or lacking. Further work needs to be completed. Basic research into relevant examples has been completed. There is little to no critical reflection.	Documentation is of a reasonable standard. It conveys the intentions for the final outputs. However, detail is lacking in some areas. Research has been completed into some relevant examples. Critical reflection about design choices or processes followed is present but could go further.	Documentation is of a good quality. It conveys the intentions for the final outputs clearly, with only small areas for improvement. Research into relevant examples has been completed well. The evaluation critically analyses design choices and processes followed.	Documentation is excellent and detailed. It is clear and easy to understand. It conveys the intention for the final assets clearly and in detail. Detailed and thorough research into relevant examples has been completed. The evaluation critically analyses design choices and processes followed with interesting insights.
Animated Visualisation 85% **(each criterion has equal weighting)**					
Realisation and production	Animated visualisation does not outline the problem clearly and/or understanding of the software is not demonstrated.	The animated visualisation presents the topic but very little or no research around it. The output may lack in creative thinking. Use of the required software is basic	The animated visualisation presents the topic along with some research. The output may lack in creative thinking. The student shows understanding of the software required.	The animated visualisation presents the topic and research clearly and creatively. The student shows good understanding of the software required.	The animated visualisation presents the topic and research clearly and creatively. The student shows excellent understanding of the software required and has created a polished animation.
Creative and innovative approach	Very poor quality, really lacking in ideas and unlikely to lead to engagement.	Poor quality, basic ideas and unlikely to lead to engagement	Quite derivative or lacking in imagination – not very engaging	Engaging and showing creativity or innovation to a good level	Highly creative / innovative – likely to lead to strong engagement

Feedback

Verbal feedback will be available in the workshop sessions and you are encouraged to seek this from your tutors throughout your process. You should also seek (and reflect on in your design journal) feedback from target communities and peers during the process.

Submission Details

Ensure that you test the digital production components of your submission. Test your animation plays.

Submission format guides:

All deliverables must be submitted to Blackboard.

Research Documentation: A **PDF** with illustrations where appropriate.

Visualisation: An **mp4 file**

3D Assets: An .mb file with jpgs and .mp4 renders

Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- Digital Media BSc Learning Policy:
- UWE Study skills: http://goo.gl/NalwD5
- UWE Word count policy: http://goo.gl/Qe8kbg
- UWE Referencing policy (UWE Harvard): http://goo.gl/Iu3S3L
- UWE Plagiarism policy: http://goo.gl/vAHWOp
- UWE Academic appeal process: http://goo.gl/Tf1nv3

Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: http://goo.gl/vAHWOp