UNSW Course Outline

MDIA2000 Animating Media - 2024

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General Course Information

Course Code : MDIA2000
Year : 2024
Term : Term 2
Teaching Period : T2
Is a multi-term course? : No
Faculty : Faculty of Arts, Design and Architecture
Academic Unit : School of the Arts and Media
Delivery Mode : Multimodal
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

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 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.

This course builds a complementary skill sequence when taken together with the courses MDIA1005 Creative Sound Technologies, MDIA2014 Time, Space, Experience, MDIA2010 Serious Games and/or ARTS2066 Writing for the Screen.

Relationship to Other Courses

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.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate knowledge of the principles of animation and production techniques.
CLO2 : Engage in creative problem solving processes when developing media productions.
CLO3 : Practice independent and reflective learning.

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate knowledge of the principles of animation and production techniques.	• Animation Project 1 • Animation Project 2
CLO2 : Engage in creative problem solving processes when developing media productions.	• Animation Project 1 • Animation Project 2
CLO3 : Practice independent and reflective learning.	• Animation Project 1 • Animation Project 2

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

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.

Additional Course Information

The mdia2000 Animating Media LMS site will provide specific details and the most up-to-date information needed for this course.

Online Learning Activities

In addition to attending the studio classes, each **Online Learning Activity** will need to be completed in order. However, progress through these activities should not be constrained by the weekly timetable. These activities are there to support a practical understanding of animation and to inspire and influence animation projects. It is recommended that students work their way through these different activities straight-away to gain an overview and return to each activity again and again as needed using them as a resource to help gain a deeper understanding of animation. Each animation example given is an inspiration and an indication of the potential of

the medium.

NOTE: Watching every link provided is essential, **but sometimes the links saved in PDF documents may not work by just clicking them.** This may be because of your unique browser or computer platform setup or the URL has changed. Don't give up, there are links directly from Moodle to help with this or search directly via Google the internet is a dynamic space.

Late enrolment is not permitted for this course

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Animation Project 1 Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: Week 5: 24 June - 30 June
Animation Project 2 Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August

Assessment Details
Animation Project 1

<u>Assessment Overview</u>

A 20-30 second 2D animation.

The specific technique and medium will be specified in a brief.

Feedback via LMS

<u>Course Learning Outcomes</u>

- CLO1 : Demonstrate knowledge of the principles of animation and production techniques.
- CLO2 : Engage in creative problem solving processes when developing media productions.
- CLO3 : Practice independent and reflective learning.

<u>Detailed Assessment Description</u>

Up-to-date details for this assessment task will be available via LMS

<u>Assessment Length</u>

20-30 second 2D animation (video)

<u>Submission notes</u>

Use template provided via LMS to submit a downloadable link to your animation (video)

Assessment information

Up-to-date details for this assessment task will be available via LMS

Assignment submission Turnitin type

Not Applicable

Animation Project 2

Assessment Overview

A 20-30 second 2D animation.

The specific technique and medium will be specified in a brief.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Demonstrate knowledge of the principles of animation and production techniques.
- CLO2 : Engage in creative problem solving processes when developing media productions.
- CLO3 : Practice independent and reflective learning.

Detailed Assessment Description

Up-to-date details for this assessment task will be available via LMS

Assessment Length

A 20-30 second 2D animation.(Video)

Submission notes

Use template provided via LMS to submit a downloadable link to your animation (video)

Assessment information

Up-to-date details for this assessment task will be available via LMS

Assignment submission Turnitin type

Not Applicable

General Assessment Information

Refer to information on the LMS-A detailed brief will be provided for each assessement task.

Grading Basis

Standard

Requirements to pass course

To pass this course a student is expected to attend all class contact hours for a face-to-face (F2F), complete all online activities, and submit all assessment tasks. 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.

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 must attend at least 80% of studio classes.

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

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Studio	An Introduction to 2D Animation Focus on skill development for Assessment Task 1 Working with Adobe Animate and a Wacom drawing tablet to explore hand-drawn straight-ahead animation techniques. Introduction to Assessment Task 1-Animation Project 1
Week 2 : 3 June - 9 June	Studio	Focus on skill development for Assessment Task 1 Working with Adobe Animate and Wacom Drawing Tablet to explore hand-drawn straight-ahead animation techniques. Working with animation and sound using Audacity or equivalent sound software to edit sound ready for importing into Adobe Animate
Week 3 : 10 June - 16 June	Studio	Focus on skill development for Assessment Task 1 Working with Adobe Animate and Wacom Drawing Tablet to create a hand-drawn straight-ahead animation with sound.
Week 4 : 17 June - 23 June	Studio	Focus on skill development for Assessment Task 1 Working with Adobe Animate and Wacom Drawing Tablet to create a hand-drawn straight-ahead animation with sound.
Week 5 : 24 June - 30 June	Studio	Focus on skill development for Assessment Task 2-Stop Motion Animation An introduction to Stop motion animation and the SAM Stop motion animation studios. An Introduction to Assessment Task 2-Animation Project 2
Week 6 : 1 July - 7 July	Homework	
Week 7 : 8 July - 14 July	Studio	Focus on skill development for Assessment Task 2-Stop Motion Animation. Sharing production ideas and plans with tutor/peers. Working on Assessment Task 2-Animation Project 2
Week 8 : 15 July - 21 July	Studio	Focus on skill development for Assessment Task 2-Stop Motion Animation Sharing production progress with the Tutor Working on Assessment Task 2-Animation Project 2
Week 9 : 22 July - 28 July	Studio	Focus on skill development for Assessment Task 2 Sharing production progress with the Tutor Working on Assessment Task 2-Animation Project 2
Week 10 : 29 July - 4 August	Studio	Focus on skill development for Assessment Task 2-Stop Motion Animation Informal sharing of individual progress with Assessment Task 2-Stop Motion Animation, before submission date.

Attendance Requirements

SAM attendance guidelines.

Students are expected to attend all lectures and classes for the School of the Arts & Media (SAM) courses in which they are enrolled.

Students who fail to attend at least 80% of tutorials run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for Special Consideration, accompanied by appropriate documentation.

Course Resources

Recommended Resources

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

Additional Costs

Reliable Hard Drive

Media production students will need to have a reliable hard drive to back up and store production projects.
Frequent and consistent backing up of work files is an important professional production practice.

A project file backup is an essential safeguard to avoid the loss of important assessment project files. Production project backup and archiving of production projects ensures the work is available for inclusion in student production portfolios necessary when seeking employment.

Inexpensive Consummerables for Animation
Students will have the opportunity to choose to work with specific materials. Some consumable materials needed for animation may have some costs (E.g. BluTack, plasticine, wire, paper e.t.c.)

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.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Jelena Sinik				Appointment via email.	Yes	Yes
	Alyssa Rothwell					No	No

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;

- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

Academic Honesty and Plagarism

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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

Use of AI for assessments | UNSW Current Students

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, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media