

DES231

Animation Principles, Process and Production

School: School of Business and Creative Industries

2024 | Semester 1

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course introduces you to the historical development and contemporary possibilities of animation. You will learn practical methods, principles and processes to produce original projects and create believable motion for diverse purposes. The course introduces 2D animation and the transferability of 2D concepts to 3D environments and interactive experiences.

1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
|---|-------|----------------|-----------|
| BLENDED LEARNING | | | |
| Learning materials – Asynchronous online learning materials | 1hr | Week 1 | 12 times |
| Tutorial/Workshop 1 – Scheduled face to face workshops. | 2hrs | Week 1 | 10 times |
| Seminar – Scheduled face to face seminars. | 2hrs | Week 5 | 2 times |
| ONLINE | | | |
| Learning materials – Interactive online learning activities. | 1hr | Week 1 | 12 times |
| Tutorial/Workshop 1 – Scheduled online workshops (Recorded). | 2hrs | Week 1 | 10 times |
| Seminar – Scheduled online seminars (Recorded). | 2hrs | Week 5 | 2 times |

1.3. Course Topics

- Introduction to history and theory of Animation
- Animation Methods
- Animation Principles and Techniques
- Narrative Arcs
- Timing

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

| COURSE LEARNING OUTCOMES | GRADUATE QUALITIES |
|---|--|
| On successful completion of this course, you should be able to... | Completing these tasks successfully will contribute to you becoming... |
| 1 Create motion tests using contemporary 2D animation workflows. | Creative and critical thinker Empowered |
| 2 Interpret and reflect on design ethics and inclusive design practices to produce socially engaged, agile, relevant and impactful design outcomes | Empowered Ethical |
| 3 Investigate and learn about animation theory and apply gained knowledge to the design and development of animation. | Creative and critical thinker |
| 4 Create fluent motion with demonstrated control over timing and spacing. | Knowledgeable Empowered |
| 5 Apply fundamental principles of animation to create believable motion. | Creative and critical thinker Empowered |
| 6 Apply design methods and creative thinking that respond to the SDGs including SDG 3 (health and well-being), SDG 4 (Education), SDG 11 (Sustainable cities and communities) and SDG 13 (Climate Action) | Ethical Sustainability-focussed |

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Basic computer skills

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback will be provided via discussion.

6.3. Assessment tasks

| DELIVERY MODE | TASK NO. | ASSESSMENT PRODUCT | INDIVIDUAL OR GROUP | WEIGHTING % | WHAT IS THE DURATION / LENGTH? | WHEN SHOULD I SUBMIT? | WHERE SHOULD I SUBMIT IT? |
|---------------|----------|---------------------|---------------------|-------------|---|-----------------------|---------------------------|
| All | 1 | Artefact - Creative | Individual | 20% | A collection of examples of animation sequences | Week 4 | Online Submission |
| All | 2 | Artefact - Creative | Individual | 40% | A collection of short animation sequences | Week 8 | Online Submission |
| All | 3 | Artefact - Creative | Individual | 40% | 10-20 seconds | Week 13 | Online Submission |

All - Assessment Task 1: The Fundamentals of Motion

| | | | | | | |
|------------------|---|---|--|--|--|----------------------------------|
| GOAL: | Complete a series of animation exercises to develop animation skills and knowledge. | | | | | |
| PRODUCT: | Artefact - Creative | | | | | |
| FORMAT: | Digital video | | | | | |
| CRITERIA: | No. | | | | | Learning Outcome assessed |
| | 1 | Application of animation theory | | | | 3 |
| | 2 | Application of animation workflows | | | | 1 |
| | 3 | Relevant, creative and appropriate response to the task | | | | 2 |
| | 4 | Application of the principles of animation to create believable motion. | | | | 5 |

All - Assessment Task 2: The Principles of Animation

| | | | | | | |
|------------------|---|---|--|--|--|----------------------------------|
| GOAL: | Complete a series of animation exercises to demonstrate knowledge of the principles of animation in 2D. | | | | | |
| PRODUCT: | Artefact - Creative | | | | | |
| FORMAT: | Digital video | | | | | |
| CRITERIA: | No. | | | | | Learning Outcome assessed |
| | 1 | The animation should be fluid and continuous. | | | | 1 |
| | 2 | Relevant, creative and appropriate response to the task | | | | 2 |
| | 3 | The application of the animation principles in 2D and 3D. | | | | 3 5 |
| | 4 | Appropriate completion of all set exercises. | | | | 3 4 5 |

All - Assessment Task 3: Moving Image Project

| | | | | | | |
|-----------------|---|--|--|--|--|--|
| GOAL: | You will create a short animated sequence that creates the illusion of life in an otherwise inanimate object. | | | | | |
| PRODUCT: | Artefact - Creative | | | | | |
| FORMAT: | Digital video | | | | | |

| CRITERIA: | No. | Learning Outcome assessed |
|-----------|-----|---|
| | 1 | Original and appropriate response to the task that reflects contemporary animation workflows. 1 |
| | 2 | Application of the appropriate motion for the idea and the actions are well motivated. 3 4 |
| | 3 | Creation and design of a coherent and consistent style with a strong aesthetic. 1 5 |
| | 4 | Application of appropriate audio that enhances the animation 2 |
| | 5 | Application of SDGs in design thinking. 6 |

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

This course requires software or hardware which is provided at UniSC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au

