

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	CASS
Programme:	Film & Photogrpahy
FHEQ Level:	6
Course Title:	Animation and Motion
Course Code:	ADM 6450
Course Leader:	
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Fall
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

The course provides a foundation in animation practice, its history and theory. A major focus of the course is practical; students will learn and develop key skills in both digital and hands-on animation production methods. Students will be introduced to both traditional models of animation and also contemporary forms such as motion graphics for filmmaking and video production.

Prerequisites: ADM 5200 Video Production

Aims and Objectives:

Building on skills developed during ADM 5200 and other Film Studies courses, students will continue to develop their abilities and ideas related to the filmmaking. The class aims to expand the possibilities of these previous production classes by thoroughly introducing students to the potential for animation to be both a primary

and supportive mode of moving image production.

Programme Outcomes:

6A(iii), 6B (i/iii), 6C (ii), 6D (i/ii/iii)

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the Departmental/Schools page of the portal.

This is located at the archive maintained by the Academic Registry and found at:
<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

- A systematic understanding of the digital format in relation to both its social context and earlier forms
- A systematic understanding as well as creative and authorial applications of key digital video production processes, interdisciplinary links and professional practices
- A systematic understanding of how audiences engage with digital videos and derive meaning from them
- An ability to organise and manage supervised, self-directed goal-oriented projects, through which a sophisticated understanding of methodologies is demonstrated
- An ability to act and plan with minimal direction or supervision for a digital video project which requires engaging in self-reflection, using feedback to analyse and, appraising alternatives while demonstrating personal responsibilities and professional codes of conduct.
- Flexible skills that translate directly into the workplace for digital video projects requiring individual and team work

Indicative Content:

- Close analysis of the feature film and its surrounding context (marketing materials, social media, political climate etc.)
- Maintaining consistency of tone and approach across multiple films
- Advanced digital video production techniques
- Understanding editing tempo
- Practical applications of film semiology

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:

The first part of the semester will be spent exploring different theoretical and practical methods of animation. There will be a series of short assignments which will introduce students to key processes and software.

Bibliography:

See syllabus for complete reading list

- Bernardo, N. *The Producer's Guide to Transmedia*. Dublin: CR Entertainment Ltd, 2011. Print
- Bland, M. *et al Effective Media Relations: How to get results*. 3rd edition. London: Kogan Page, 2005. Print.
- Bruns, A. *Blogs, Wikipedia, Second Life and Beyond*. Switzerland: Peter Lang, 2009. Print.
- Chaffey, D. And Fiona Ellis-Chadwick. *Digital Marketing*. London: Pearson. 2012, Print.
- Gitelman, L. And Pingree, G. *New Media, 1740-1915*. Cambridge: MIT Press, 2003. Print
- Jenkins, H. *Convergence Culture*. New York: New York University Press, 2008.
Print
- Lambert. J. *Digital Storytelling: Capturing Lives, Creating Communities*. London: Routledge, 2013. Print.
- Manovich, L, *The Language of New Media*. Cambridge: MIT Press, (2001)
Print
- Mayer-Schonberger, V. *Delete: the Virtue of Forgetting in the Digital Age*. Princeton: Princeton University Press, 2009. Print
- Sheridan, S. *Developing Digital Short Films*. Indianapolis & London: New Riders, Pearson Education, 2004. Print.

Journals

- AV Magazine
- Digital Video Magazine
- View Finder

Web Sites

- Adobe: www.adobe.com
- BFI: www.bfi.org.uk
- Companies House: <http://www.companieshouse.gov.uk/>
- Final Cut: <http://www.apple.com/uk/finalcutpro>

