City University of Hong Kong
Course Syllabus

offered by School of Creative Media
with effect from Semester A 2017 /18

Part I   Course Overview

Course Title:	Animation: Principles and Practice
Course Code:	SM5304
Course Duration:	One semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	Nil

Part II   Course Details

1.   Abstract

This course aims to introduce animation in the age of the computer. In the first part of the course, traditional animation techniques are shown and adapted to working with computers. In the second part of the course, students should produce their own animations using traditional and computer technologies.

2.   Course Intended Learning Outcomes (CILOs)
(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify the key-components of animation		√		
2.	Apply the principle and create an elementary-level animation using commercial animation software			√	
3.	Explore the possibility of applying digital technologies on other alternative animation techniques, and create animation using those alternative techniques		√	√	√
4.^	Transform basic technical competence into a unique style or personal signature			√	√
		100%			

^ Negotiated Learning Outcome (NLO) explicitly articulating the elements of Discovery oriented learning.

A1:   Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2:   Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3:   *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)
(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Lectures	the principle of animation is covered in lectures. In-class discussion and hands-on practice on selected tools will be conducted to help students identifying the key components of animation.	✓			✓			
Workshops	workshops will be conducted every week to help students learning how to use commercial software.		✓		✓			
Workshops (with in-class group works)	workshops will be conducted on selected alternative animation techniques. Students will have hands-on practice in creating animation using selected tools.			✓	✓			

4. Assessment Tasks/Activities (ATs)
(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100%								
Assignments : students are required to submit individual assignments, which can demonstrate their ability to apply the animation principle on modeling, rendering, and animating.	✓						20%	
Project : students are required to finish a 15-30 seconds animation, which can demonstrate their ability to create animation using existing commercial software		✓					40%	
In-class exercises : students are required to submit the in-class exercises on some selected topics. **A mini-project** : students are required to finish a mini-project which can demonstrate their ability to create animation using alternative animation techniques.			✓	✓			40%	
Examination: 0% (duration: , if applicable)								
							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Creative Project/ Technical Project/ Portfolio	Students should demonstrate ability to utilize primary and secondary sources, execute creative ideas and projects. The threshold of 'discovery' lies in a student's proactively turning theory into praxis, to transform course material into self-owned authorship.	− Work has strong affective quality and the articulation of personal styles and signature − Excellent appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium − Work raises questions and instill insights about the process of conception, creative strategization and production − Innovative exploration by combining knowledge from different disciplines (e.g. mathematics, psychology, physics, anthropology, etc.) to create an inter-disciplinary project	− Strong appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium − Ability to create project/ work that demonstrate the processes of thinking and creative exploration − Proper adjustment of plans and strategies in response to resources (time, space, equipment, etc) available and constructive feedback/ suggestions	− Basic appreciation and/or application of the aesthetic and expressive qualities of the medium − Limited ability to create project/ work that demonstrate the processes of thinking and creative exploration − Adjustment of plans and strategies in response to resources (time, space, equipment, etc) available	− Marginal appreciation of the aesthetic and expressive qualities of the medium − Marginal ability to create project/ work that demonstrate the processes of thinking and creative exploration − Limited adjustment of plans and strategies in response to resources (time, space, equipment, etc) available	− No appreciation of the aesthetics and expressive qualities of the medium − Fail to create project/ work that demonstrate the processes of thinking and creative exploration − Minimal adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
		− Efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment				

Note: All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III   Other Information (more details can be provided separately in the teaching plan)

1.   **Keyword Syllabus**
     (An indication of the key topics of the course.)

Key-framed computer animation, 3D animation, character animation techniques, rotoscoping, pixilation, stop-motion, hand-drawn animation, motion graphics, cut-out animation

2.   **Reading List**
2.1 **Compulsory Readings**
     (Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Wells, Paul. Understanding Animation. New York: Routledge, 1998.
2.	Russett, Robert and Cecile Starr. Experimental Animation. New York: Van Nostrand Reinhold, 1988.
3.	Stephen Cavalier. The world history of animation. Berkeley : University of California Press, c2011.

2.2 **Additional Readings**
     (Additional references for students to learn to expand their knowledge about the subject.)

1.	John Grant. Masters of animation. New York, NY : Watson-Guptill Publications, 2001.
2.	John Halas. Masters of animation. London : BBC Books, 1987.