

BA (Hons) ANIMATION & VFX – 2024/25 ACCA6020 - INDEPENDENT PROJECT / #1 / Project Proposal (10%)		
Student: _____ HOLLY CODD _____		Mark: <u> 66 </u>
INTRO / AIMS & OBJECTIVES (500 words)		
- Project title; - Outline and targeting of specific area of study / project outline to be investigated; - Aims and identifiable SMART objectives; - Justification for project scope and approach; - Statements on the potential deliverables and rationale for success; - Project specification details (e.g. shots, running time, pipeline plan).	20%	70
RESEARCH & REFERENCES (500 words)		
- Relation and comparative links to Literature Review; - Ethics and values considered in work undertaken in the past ~ and in this new endeavour; - Depth of research findings and case studies (e.g. animators, film knowledge, VFX methods); - Research methods and information sourcing and quotes (beyond online webpages alone); - Visual influences and contributing factors, in undertaking the project, in covering the references, techniques, anticipated process, etc.	30%	67
PROPOSAL PITCH & IMPACT (Original imagery)		
- A single – or short series – of initial designs or conceptual art; - To act as a visual hook or promotional piece for this first pitch / proposal; - Portraying a key moment or scene or action ~ from the intended narrative / sequence; - Demonstrating a keen sense of framing, colour scheme, character shaping , etc; - Other pre-production elements may be considered, but these will need to feature more prominently in the subsequent INTERIM presentation (to develop for later section and reviews of the portfolio).	40%	64
LAYOUT & PROFESSIONAL SKILLS		
- SPAG (Spelling, punctuation & grammar); - Literacy and structure; - Descriptive / analytical insights; - Clarity and presentation; - Referencing, bibliography and appendices; - Adherence to word count.	10%	62
TOTAL	100%	66
Holly, Your vision for a medieval physician's chamber is lovely. Here are some friendly tips: For windows, try matte painting in Nuke to create beautiful backgrounds, enhancing the scene's mood. Linking Maya and Unreal can help you animate a stunning sunset with real-time lighting. Use camera projections for props to save time while keeping details, and add texture with normal or displacement maps. Consider adding gentle dust particle effects in Unreal for a lively atmosphere. For candles, use flickering animations in Maya and Unreal for a cosy glow. For future submissions / presentations, please ensure you check dates and prepare appropriately. As you mentioned on the day, some of it seemed rushed, and you will be wanting to give yourself the best chance for consistently high 2:1/1:0 averages, as you show potential for achieving these levels with your INDY_P.		