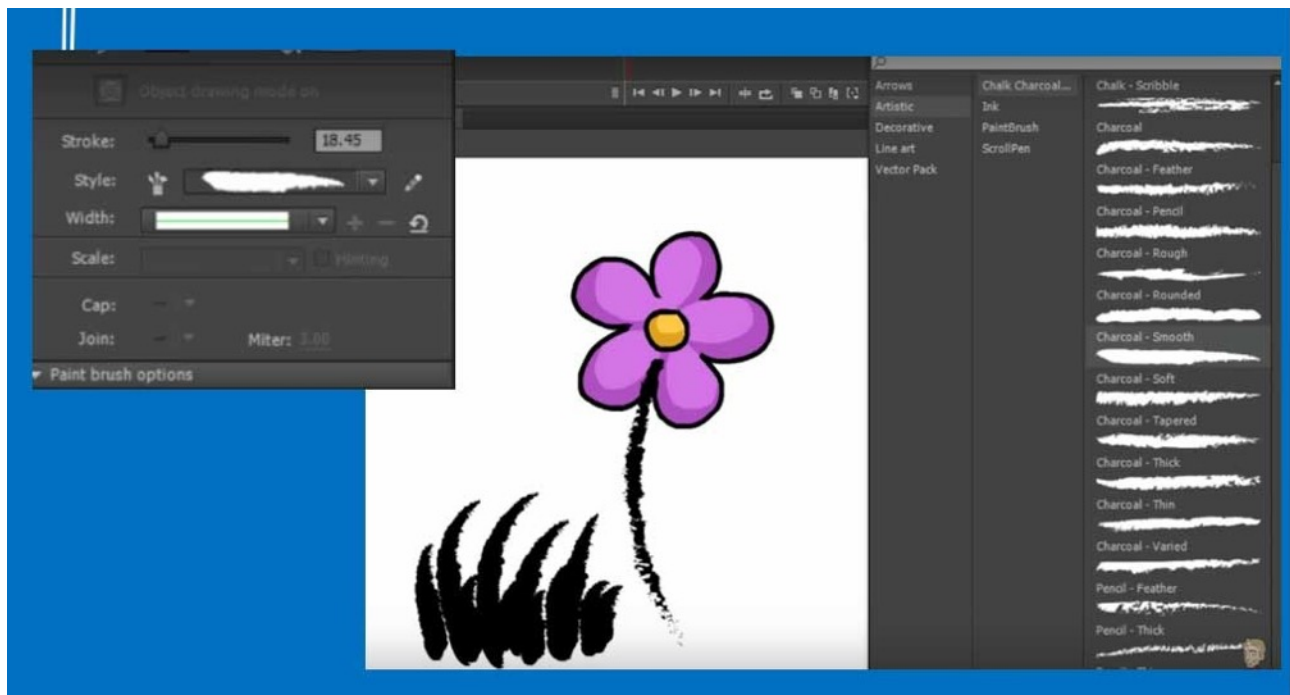


MA 3DCA Module Guide:
Production Methods Researched:
Code: ADGD7004
Module value 10 credits

(Revised 06-02-2019)



The research of Zihan Zhou (MA 3DCA 2017-18)

From the Programme Document (2018):

Aims:

To gain a systematic knowledge of contemporary industry standard media production software relevant to their chosen field of research.

Learning Outcomes:

- Have the ability to identify, analyse, evaluate and employ appropriate software techniques, some of which are at the forefront of their field of study.
- Identify and apply personal learning methods.

Module Content:

Now that you are experienced using three applications together and understand how they inter-relate, you can now experiment with software of your choice.

The software that you choose to research is really up to you. Your reasons for making your choice can vary, but firstly, you may find your software could be useful for the group production that you and your colleagues are about to embark on. Secondly you may find it useful for your future career. There are other valid reasons, for instance, you may be curious as to whether an application will open possibilities to use other specialised software.

What software can I choose to study?

Most animation or film making software is acceptable.

3D Production software would include one of the many subsets of MAYA like Particles, Nparticles, Rigid Dynamics, Paint Effects and others.

Cinema 4D, 3Ds Max, Poser, Blender and Flash.

Modelling Software like Z-Brush, Mudbox, Sketchup.

Specialist software can also be considered like Real Flow or Houdini.

Before You Choose:

Before you choose the software to study, you must check with your tutor to see if it is available to run on the college computers and whether it is licensed or not.

Your Presentation:

Your presentation should include:-

The reason why you have chosen the particular software

What in your view makes the software preferable to other similar packages.

What packages are the main competitor to your choice of software.

Examples of where the software has been used in well known films, TV programmes or other medias.

Examples of your development in using the software.

The presentation should be **PowerPoint** but other methods like Web based or DVD media can be considered.

Other Important Information:

If you choose to follow a tutorial, it is important to show the stages of development.

Showing just the end result doesn't show how you learnt and how you progressed.

Remember that failed attempts at using the software can be just as interesting as

successful attempts and won't necessarily reduce the marks you gain in this part of the module.

All your visual material should be within the PowerPoint presentation unless you need to show videos which are sometimes easier to show outside PowerPoint.

Things You Shouldn't Do:

Do not run the application you are studying during the presentation. Use screen grabs within PowerPoint to show your progress.

Do not give a tutorial about how to use the application. We are interested in how you relate to the software and what you have discovered.

Do not just show the end result of your experimentation. It is your journey through your exploration that we want to see as well as the end result.

Do not think that making mistakes using the software is a bad thing. Sometimes, you can only learn through making mistakes.

Supporting Web Material:

This part of the production methods module is driven by your own research and choice of application but look at the Assignment Specification. There is no online support for this part of the module.

Weekly Activities:

Week No:	Lecture / Tutorial	Practical Studio Work
Week 1:	Structuring & scheduling your time on this part of the module	Your Own Practical Studio time in putting a plan in place.
Week 2:	Deciding which application to explore.	Your Own Practical Studio time.
Week 3:	Research and Experimentation.	Your Own Practical Studio time.
Week 4:	Research and Experimentation..	Your Own Practical Studio time.
Week 5:	Research and Experimentation.	Your Own Practical Studio time.
Week 6:	Research and Experimentation.	Your Own Practical Studio time.
Week 7:	Research and Experimentation.	Your Own Practical Studio time.
Week 8:	Research and Experimentation.	Your Own Practical Studio time.
Week 9:	Research and Experimentation.	Your Own Practical Studio time.
BREAK	No lectures or Tutorials	Your Own Practical Studio time
BREAK	No lectures or Tutorials	Your Own Practical Studio time
BREAK	No lectures or Tutorials	Your Own Practical Studio time
Week 10:	Research and Experimentation.	Your Own Practical Studio time.
Week 11:	Setting up your presentation.	Your Own Practical Studio time.
Week 12:	Setting up your presentation.	Your Own Practical Studio time
Week 13:	Assessment Presentations.	The Presentation of your Research.

Reading Lists:

Essential Texts

Author	Date	Title	Publisher
Lister, Kelly, Dovey, Giddings, & Grant	2002	New Media: a Critical Introduction	Routledge

Background Reading

Author	Date	Title	Publisher
Dancyger K.	2006	The Technique of Film and Video Editing. History, theory and practice	Focal Press
Goodman, D	2004	Javascript Bible	John Wiley & Sons Inc
Gross, P	2003	Macromedia Director MX and Lingo: Training from the Source,	Macromedia
Liverman, M	2004	The Animator's Motion Capture Guide: Organizing, Managing, Editing	Charles River Media, Inc
Magenat-Thalmann, N	2001	Computer Animation and Simulation 2001: Proceedings of the Eurographics Workshop in Manchester, UK, September 2-3, 2001 (Eurographics)	Springer; 1 edition (October 5, 2001)
Menasche E	2004	How to Do Everything with a Soundtrack	Osborne McGraw-Hill
Plant D	2002	Lingo Line by Line	Que
Rice J	2003	24P Digital Video Production (Digital Video and Audio)	McGraw-Hill Education
Yetter, Y.	2007	Unleashing Zbrush	Course Technology PTR
Pilling, J. (Ed)	1997	A Reader in Animation Studies	London: John Libbey

Finally:

Don't forget to ask your tutor if you are not sure about any issue or topic on this Module Guide or any issue arising from the Assignment Specification.

Can I ask a question at any time?

Yes, even during assessments.

I don't like asking questions because:-

I will look stupid in front of my Colleagues.

Your colleagues may want to ask the same question but are too shy to do so.

Although it is nice to demand the respect of your colleagues, it doesn't really matter what they think of you at this stage of the programme.

I don't like asking questions because:-

I will look stupid in front of my Tutor and he /she will not give me good marks.

Not true. If you ask questions it means that you are awake and are listening.