

Module Code	ACCA7037
Title	Animated World Building
Date	06/02/2024
Level	7
Credits	20
Pre-Requisites	None
DBS Check	May be required ☐ Not required ☒

AIM(S)

- To gain an advanced appreciation of pre-production methods and approaches in devising characters, scenarios, shots and visual material that follows classical conventions and are at new digital frontiers of animated design.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- showcase a comprehensive comprehension of advanced research and creative methodologies during the conceptual and pre-production phases of animation production;
- utilise a diverse array of cutting-edge visualisation techniques effectively to generate and deliver original pre-production materials for a self-conceived sequence.

INDICATIVE CONTENT

- Film history, genre, and structure.
- Life drawing and observation (via poses, photography, film etc).
- Principles of animation/character animation as applied to character design and staging.
- Classical and digital animation techniques in devising shots and scenes.
- Conceptual and Production Design.
- Technical composition and design principles for animated film.
- Motion studies and scene development through digital drawing, traditional media, camera, digital techniques.
- Mood boards, lighting, sound, character model sheets, scripts, production bible.
- Digital/3D storyboarding and pre-visualisation methods.
- Digital design methods in the manufacture of film sequences.
- Sustainability within the animation industry

- Emerging design methods and new digital frontiers
- Narrative and storytelling conventions and structures.
- National identities, diversity, political viewpoints and meaning in interpreting and planning animation and film.
- Visual metaphors, signs and symbols in animated film.
- Animation innovators and auteurs, movements and styles.
- Genre and auteur approaches.
- Avant-garde, independent movements and commercial short (animated) film varieties.
- Categorisations of class, race, gender, age, social representation and stereotyping.

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	6-7 elements which may include a production bible (inc. research) on a proposed animation / sequence (8-10 slides / images).	100%

INDICATIVE READING LIST

Module Code	ACCA7037	
Module Title	Animated World Building	
Classification	Reading List entry	Electronic*
Essential	Studio Binder: https://www.studiobinder.com/category/directing/cinematography	☒
Essential	World Building in Animation: https://the-artifice.com/world-building-in-animation	☒
Essential	Fox, T. (2022), Anatomy for Artists: Drawing Form & Pose. 3D Total Publishing.	☐
Essential	(Ed) 3D Total Publishing, (2020), Fundamentals of Creature Design: How to create successful concepts using functionality, anatomy, colour, shape and scale. 3D Total Publishing.	☐
Essential	Holmes, M. T. (2016), Designing Creatures & Characters: How to build an artist's portfolio for video games, film, animation and more. 3D Total Publishing.	☐
Essential	Murdock, K. L. (2022), Autodesk Maya 2023 Basics Guide. SDC Publications.	☐
Essential	Glebas, F. (2018), Directing the Story: Professional Storytelling Techniques for Live Action and Animation. Routledge.	☐
Essential	Doyle, B. F (2019) Understanding Design in Film Production: Using Art, Light & Locations to Tell Your Story, Routledge	☐

Further	Blazer, L (2019), Animated Storytelling. Peachpit Press	☐
Further	Shaw, A, (2019) Design for Motion: Fundamentals & Techniques of Motion Design. Routledge.	☐
Further	(Ed) 3DTotal Publishing, (2020), Fundamentals of Character Design: How to create engaging characters for Illustration, Animation & Visual Development. 3D Total Publishing.	☐
Further	Dinur, E. (2017), The Filmmakers Guide to Visual Effects: The art and Techniques of VFX for Directors, Producers, Editors and Cinematographers. Routledge.	☐
Further	Li, J. Arevalo, K. Tovar, M. (2021), Creating Games with Unreal Engine, Substance Painter & Maya: Models, Textures, Animation & Blueprint. CRC Press.	☐
Further	Williams, E (2021), Virtual Reality Cinema: Narrative Tips and Techniques, Routledge	☐
Further	Johnson, O and Thomas, F. (1995). The Illusion of Life: Disney Animation, Hyperion Press.	☐
Further	FX Guide: https://www.fxguide.com	☒
Further	Short of the Week: https://www.shortoftheweek.com	☒
Further	Character Design: https://characterdesignreferences.com	☒