



# Digital Animation

Lesson 1

Exploration of different types of Animation





**GRADING CRITERIA**

LO	Pass	Merit	Distinction
	The assessment criteria are the Pass requirements for this unit.	To achieve a Merit the evidence must show that, in addition to the Pass criteria, the candidate is able to:	To achieve a Distinction the evidence must show that, in addition to the pass and merit criteria, the candidate is able to:
1. Understand the types and uses of animations	P1: Explain the different techniques for animation  P2: Describe the uses for digitised animation in the media	M1: Assess the suitability of animations for the target audience	D1: Compare the different styles of animations across global cultures
2. Be able to plan an animation to a client brief	P3*: Develop concept ideas and sequence for an animation to meet a client brief  <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i>  P4*: Create a pre-production plan for the animation  <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i>	M2*: Complete a SWOT analysis for the intended animation for the client  <i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i>	
3. Be able to create a planned animation	P5: Create the content for the animation  P6: Complete and edit the animation content in line with the plan	M3: Optimise the content for use in the final animation	D2: Justify the choice of animation technique for the frame rate and duration

**Learning Outcome**

**Research and Identify the different genres and types of animation.**

# STARTER

How many genres of  
animation in total  
can you find online?

write them down

Learning Outcome

Research and Identify the different genres  
and types of animation.



# Let's explore

Film is still  
producing  
"Claymation"  
animations as seen  
in "The Nightmare  
Before Christmas"

After watching this  
explore:

How do you think  
stop motion  
animations  
constructed?

How long did the  
film take to make?

Structure

So, how was the Nightmare Before Christmas animation constructed?

What elements were needed to create the film?



Techniques

What technique(s) were used to create this animation?

How long did it take to make and why?



Learning Outcome

Research and Identify the different genres and types of animation.



# Group Work

Split into groups, go to the website and watch your allocated animation then...

Explain the **STRUCTURE** and **TECHNIQUES** used in your groups animation type.

**LINE DRAWING**  
**CEL ANIMATION**  
**2D ANIMATION**  
**3D ANIMATION**

Create a short presentation using 1 film as an example that explores this.



## Learning Outcome

Research and Identify the different genres and types of animation.

## Further Information / Useful Links

U10 LO1 U10 LO2 U10 LO3

### Useful Links LO1

- Types of Animation Styles 1
- Types of Animation Styles 2
- Types of Animation Styles 3
- Splash Screen
- Adverts
- Children's Cartoon
- Target Audience 1
- Target Audience 2
- Target Audience 3
- Animation Studio 1
- Animation Studio 2
- Influential Animation Studios
- Storytelling in Animation
- Story Ideas
- Harryhausen
- Stop Motion 1
- Stop Motion 2

### Structure

So, how was the Nightmare Before Christmas animation constructed?

What elements were needed to create the film?



### Techniques

What technique(s) were used to create this animation?

How long did it take to make and why?



## In your opinion....



Learning Outcome

Research and Identify the different genres and types of animation.

Compare the structure and techniques used across all the different animations we have looked at in this lesson.

How are they similar / different in terms of:  
Target Audience?  
Durations?  
Resources/Constraints?  
Characters/stories?

Plenary



Learning Outcome

Research and Identify the different genres and types of animation.



How have you met today's learning objective?