

UNIT 10 - CHECKLIST	
U10 LO1	<p>Understand the types and uses of animations</p> <p>P1: TITLE - EXPLAIN THE DIFFERENT TECHNIQUES FOR ANIMATION</p> <p>You must explain the different genres (at least two) and uses of digital animations (at least two) as outlined below; you must give examples to illustrate your explanation.</p> <p><i>For example:</i> <i>How does a Film like Monster Inc use 3D animation?</i> <i>Explain the structure and techniques used to bring the story and characters to life, explain the pros and cons of this type of animation, explain how the animation was made, explain how the durations convey messages or the themes to the target audience.</i></p> <p>The Genre's you can choose from are:</p> <ul style="list-style-type: none"> ■ TV programme ■ Children's animations ■ film ■ advert ■ comedy ■ horror ■ super hero ■ anime ■ manga ■ fantasy ■ adventure <p>in terms of how they use:</p> <ul style="list-style-type: none"> ■ line drawing ■ cel animation ■ hand-drawn animation ■ rotoscoping ■ live action animation ■ stop motion (e.g. claymation) ■ 2-D/3-D animation (e.g. computer-generated images) ■ character animation <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Either an embedded presentation that includes images and speaker notes > A video complete with clips/still from various animations and a comprehensive voice over

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P2: TITLE - DESCRIBE THE USES FOR DIGITISED ANIMATION IN THE MEDIA

You must **explain** the **different genres** (at least two) and **uses of digital animations** (at least two) as outlined below; you must give examples to illustrate your explanation.

Refer back to P1 for the choice of genres and techniques.

For P2 you may simply ADD this information to the two genres you studied for P1 or you may choose two new genres.

In this you should explain:

> The use of characters

- Describe the main protagonists and antagonists in your chosen mediums.
- Analyse - What journey do they go through in the plot?
- What links can you find between the character and the narrative themes within the mediums?
- Post some images of your character from the medium you have chosen to back up the answers above.
- How do these characters represent either: the views of the writer / studio they come from / the place they come from in the world?

> The use of environments and themes in the global culture context of animations

- Describe the environment used in the animations you are studying - how is this environment represented? Is it a true representation of the global culture you live in?
- What narrative themes are explored in your chosen animations? Compare the two animations - do the themes differ depending on film/tv studio or culture?
- How do the narrative themes match the character and the environment?
- Are they realistic or idealistic? Why?

> The use of storyline based on a situation or series of events, or storyline based on a character

- Describe the story of both your animations and compare them
- Is it plot driven or is the plot driven by the actions of the character?
- If it is character driven then what decisions do the characters have to make, what problems are they faced with? What are their moral values and ethics and what messages do they send to the target audience?
- If it is a situation or series of events - what problems occur? How do the characters react/cope? What messages are sent to the target audience?

So for example if you chose Disney's "Aladdin" you would describe how the film uses animation to bring the characters to life, how it uses the Persian environment and narrative themes of poor vs rich in the global culture context of animations. Then describe if the storyline itself is based on a situation or character.

You should evidence this by:

> Evidence must be shown to illustrate different genres of animation and these must include at least two different explanations of how the animation portrays that genre. At least two different uses for digital animation should be illustrated and examples of each must be included.

> You should add this to your presentation for P1.

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M1: TITLE - ASSESS THE SUITABILITY OF ANIMATIONS FOR THE TARGET AUDIENCE

You must be able to assess the **suitability** of animations for the **target audience**.

Find 3 different types of animations, for example those created for apps, adverts, film or television and identify:

- the type of product (*what sort of animation is it*)
- the target audience (*who it is targeted at and why you think this is so*)
- where it is distributed (*on what platform*)
- how visuals and narratives are used to communicate the purpose and genre (*the suitability*)
- the length of the animation and why it is this length.

You should evidence this by:

- > Creating a video discussing the animation, use clips from the actual animations or stills or
- > A Presentation complete with supporting images, video and notes.

D1: TITLE - COMPARE THE DIFFERENT STYLES OF ANIMATIONS ACROSS GLOBAL CULTURES

You must **compare** and **contrast** different **genres** of animation across **global cultures**.

Go back to P1 and choose 2 genres find examples from animations that fit those genres. For example, if you chose TV Programme you could look at an animation like USA shows The Simpsons, Family Guy and then compare and contrast that genre to say the Far East, Manga Anime films.

Alternatively you could choose UK Children's TV Programmes like Hey Duggee, Charlie and Lola, DipDap and compare and contrast those with USA Films like Cars or Finding Nemo.

You could compare and contrast them in terms of:

- > Type of Animation used (see P1)
- > Target Audience
- > Durations
- > Resources / Constraints
- > Characters / Stories
- > Colours used
- > Cultural Messages/Themes
- > Studios that made them
- > Distribution

You should evidence this by:

- > Creating a video discussing the animation, use clips from the actual animations or stills or
- > A Presentation complete with supporting images, video and notes.

UNIT 10 - CHECKLIST	
U10 LO2	Be able to plan an animation to a client brief
	<p>P3: TITLE - DEVELOP CONCEPT IDEAS AND SEQUENCE FOR AN ANIMATION TO MEET A CLIENT BRIEF</p> <p>You must visualise ideas for your animation, using, as far as possible industry standard methodologies. You will have to annotate your concept idea's and state clearly in the annotation how the elements meet the clients brief/requirements.</p> <p>You should evidence this by:</p> <p>Concepts You will start this by developing a storyline that is suitable and relevant for the brief. It must be based on a situation or series of events or a storyline based on character.</p> <p>Final Story Concept Write down what the final story will be and how it is suitable for the clients target audience. Also include in this: a series of panels or rough sketches that outline the sequence of the scenes, the action and the plot of the short animation or the sequence of an animation character's development – drawings based on animated movement, including sound</p> <p>Character Concepts Several drawings of character ideas complete with annotations showing all the different characters characteristics. Include what "type" of animation you will use. (See P1 for types)</p> <p>Environment Concepts Several drawings of environments ideas complete with annotations showing the layout of the environment and it's features.</p> <p>Running Time How long you imagine the piece being and why.</p> <p>Clearly identified target audience Produce a mood board with a 100 word explanation of how the piece will appeal to them</p>

UNIT 10 - CHECKLIST**P4: TITLE - CREATE A PRE-PRODUCTION PLAN FOR THE ANIMATION**

You must create the full pre-production plan for your animation.

You should evidence this by:**Script**

Format your script in the "Film" style, you may re-draft but every draft must be evidenced on the blog and it must state what the changes were between each draft.

Risk Assessment

Once you are happy with this, you must identify via a risk assessment, potential hazards/risks and find solutions to any problems. These might include:

- > Legislation surrounding health and safety at work (for example, working with computers or heavy equipment)
- > A risk assessment for claymation may include working with heavy equipment like lights, risks arising from the malleability of the clay and the use of the sets that are often small and thus can be easily broken. For digital animation the Health and Safety at Work and Computer Misuse Acts need to be reviewed as often animators spend a lot of time on their computers.

Production Schedule

Complete a standard production schedule that outlines the recording dates for your voice over artists. This should also outline all the equipment and resources you will need to create your animation.

Detailed Final Character & Environment Drawings

Show what you are planning to use as final characters and final environments. Produce high quality finished images to support this.

Animation Tests

Complete some rough tests of your animation sequence. Up to 4 test shots will be required.

Storyboard Sequence

An industry standard storyboard that clearly outlines the entire sequence. It must include everything an industry standard storyboard would use. It has to include the following things:

- (i) A shot name and picture
- (ii) A indication of what the sound will be
- (iii) An indication of the environment
- (iv) An indication of the characters actions
- (v) Indicate with arrows any camera movement
- (vi) How long the shot will stay on screen for in terms of time
- (vii) How we will transition from one shot to another (i.e. Cut, Wipe, Fade, Dissolve)

Consider

Consider the content learned in Unit 2 - Pre-Production and Planning. Identify at least 1 other aspect of pre-production and planning and include it here. State why you considered this aspect relevant and then complete the aspect you have identified. Consider something that might evidence your deadlines and working schedule such as a Gantt Chart.

M2: TITLE - COMPLETE A SWOT ANALYSIS FOR THE INTENDED ANIMATION FOR THE CLIENT

You must complete a SWOT analysis for the intended animation **for the client**.

You should evidence this by:

Adding your detailed SWOT analysis to this section of the blog

UNIT 10 - CHECKLIST	
U10 LO3	Be able to create a planned animation
	<p>P5: TITLE - CREATE THE CONTENT FOR THE ANIMATION</p> <p>When generating and producing the new animated production, you should, where possible, work to deadlines and follow industry standard production processes.</p> <p>You should evidence this by:</p> <p>Create screen recordings with a voice-over to show how the animation has been generated, alternatively a behind the scenes video showing how you have created your animation complete with a voice over or talking while you are making approach.</p>
	<p>P6: TITLE - COMPLETE AND EDIT THE ANIMATION CONTENT IN LINE WITH THE PLAN</p> <p>When editing the animation footage, you should, where possible, work to a deadline and follow industrial standard production skills.</p> <p>Add the finished animation content to this post.</p> <p>You should evidence this by:</p> <p>Taking photographs/video showing you using editing equipment, and include the edited animation product.</p>
	<p>M3: TITLE - OPTIMISE THE CONTENT FOR USE IN THE FINAL ANIMATION</p> <p>You must be able to optimise your final content for use in the final animation. There are some links on the website to help with this aspect of the course. Optimise the animation (e.g. size versus quality, frame optimisation, colour optimisation, compression optimisation, exported file type used)</p> <p>Discuss:</p> <p>How the file sizes are being optimised, including frame optimisation, colour optimisation and file compression techniques.</p> <p>How the file optimisation process affects quality (for example load times, visual quality).</p> <p>You should evidence this by:</p> <p>Creating a screen recording of the optimisation process with an audio commentary discussing what you are doing, be very specific.</p>
	<p>D2: TITLE - JUSTIFY THE CHOICE OF ANIMATION TECHNIQUE FOR THE FRAME RATE AND DURATION</p> <p>You must justify the choices of animation techniques for:</p> <ul style="list-style-type: none"> > The frame rate used > The duration of the animation. <p>Your justification should show testing to tune and debug the animation as well as user testing.</p> <p>You should evidence this by:</p> <p>Create a test plan for your animation explore any faults and create suggestions to fix them. Screen your animation to the target audience and gain audience feedback to see if it meets the clients brief and is fit for purpose. This could be evidenced by a survey or several videos that show discussion with the target audience and then a report conclusion from you. Justify the frame rate used for the medium (e.g. 25fps = Standard TV Pictures) did you use that many frames when creating your animation or not? Why? Justify your actions here. Justify the length of your animation. When you look back at LO1 was your sequence the right length? You can justify this by comparing it to a product in the real world that was similar. What could have been done differently in the planning, production and edit? Be honest and extremely critical of your work here. If you had to do something like this again in the future with a totally different brief - what would you do differently and why? Please make a list and not just reference one or two things. Discuss this in detail.</p>