

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Animation Studio	VCDE414	4	Theory 0	Practice 6	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	-	X	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		X		-	

Language of Instruction	English
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Course Instructor(s)	Arvin Medghalchi	E-mail : arvin.medghalchi@arucad.edu.tr Office : SF 103
Course Objectives	This course is a good start for students who are interested in animation. They will experience pre-production, production and post-production in animation and will get familiar with all the positions and roles in the industry by practicing them.	
Course Learning Outcomes	<ul style="list-style-type: none"> •On the completion of the course, students will be able to create basic animations using 2D and cut out techniques. They will also be able to apply the 12 principles of animation. •Students will practice both traditional and computer-based animation using the digital tools. •Students will be able to create a short animated video at the end by writing the script, drawing and animate a character along with dialogue and sound. 	

Course Content	<ul style="list-style-type: none"> • Understanding the 12 principles of animation • General knowledge about production in animation. • Basics of 2D computer based animation. • 2D animation software lessons (Adobe Animate CC) • Develop skills in basic drawing and animation • Story writing in animation. • Preparing an animated project in the 3 phase of production.
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COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to the course. What can be done with Adobe Animate Course syllabus review. Explaining the course workflow and the aim.		Lecturer's Notes and Slides
2	Production process in animation. Animation Techniques Software interface. The concept of Key frames and timeline. Frame-By-Frame Animation		Lecturer's Notes and Slides
3	Timing in Animation Getting to know the library. Symbols. Get to know the motion tween tool. 12 principles of animation. Session 1		Lecturer's Notes and Slides Stephen Brooks (2017) Tradigital animate CC 12 principles of animation in Adobe animate
4	Animate a bouncing ball. Traditional. Cut out Practice with reference. 12 principles of animation. Session 2		Lecturer's Notes and Slides https://www.youtube.com/watch?v=8CBvgBARve0 Stephen Brooks (2017) Tradigital animate CC : 12 principles of animation in Adobe animate
5	Drawing objects and characters. Switch between software. Managing colour in a document. 12 principles of animation. Session 3		Lecturer's Notes and Slides https://helpx.adobe.com/cy_en/animate/how-to/managing-color-in-a-document.html?playlist=/services/playlist.helpx/products:SG_ANIMATE/learn-path:key-

			techniques/playlist:topic/set-header:get-started-more-more/en_CY.json&ref=helpx.adobe.com
6	Animate a walk cycle. Session 1 12 principles of animation. Session4	P	Lecturer's Notes and Slides https://www.youtube.com/watch?v=UY7zbbA4pjQ&feature=emb_title Stephen Brooks (2017) Tradigital animate CC : 12 principles of animation in Adobe animate
7	Animate a walk cycle. Session 2	P	76-
8	MIDTERM WEEK	Midterm	
9	Students should come up with a 60 second story idea. Storyboard for animation. Planning the production.	P	Lecturer's Notes and Slides
10	Students will present their storyboards in class and get feedback.	P	
11	Analyse to draw the characters, gather reference.	P	Lecturer's Notes and Slides
12	Objects and the background. Facial expressions, lip sync and sound.	P	https://kotaku.com/tips-for-drawing-backgrounds-1759168924 https://www.youtube.com/watch?v=ErSU7PqAi40 Lecturer's Notes and Slides
13	Sound design and record. Editing.	P	https://www.youtube.com/watch?v=DY9SLPLBIO4 Lecturer's Notes and Slides
14	Problem solving. Prepare the projects for the final.		
15	FINAL EXAM WEEK	Final	

Required Course Material(s) / Reading(s)/ Text Book(s)	External hard drive. *Optional: Laptop with Adobe software installed. The Animator's Survival Kit, Richard Williams, Faber and Faber, New York, 2001
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Recommended Course Material(s)/ Reading(s) /Other	<p>Expanded Edition. Cartoon Animation Preston Blair Walter Foster Publishing,CA,1994.</p> <p>Timing for Animation, Harold Whitaker, Focal Press,CA, 2009.</p> <p>The Illusion of Life: Disney Animation, Ollie Johnston, Frank Thomas, Disney Editions, CA,1995</p> <p>Stephen Brooks (2017) Tradigital animate CC : 12 principles of animation in Adobe animate/ CRC Press, Taylor & Francis Group, A Focal Press Book</p>
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5-highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.	√				

2	Knows the principles and elements of basic design.					√
3	Knows the history, theories and theorists of visual communication.					√
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					√
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.			√		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.				√	
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity			√		
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.			√		
9	Applies visual communication design techniques with design technologies in developing and changing media environments.					√
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.					√
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.			√		
12	Has the ability to use research methods and techniques in the field of Visual Communication.			√		
13	Has the competence to research, plan, implement and report during the project phase.			√		
14	Has the competence to establish the connection between design and aesthetic values.				√	
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.					√
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.					√
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.					√
18	Knows how to integrate and use digital technologies and artificial intelligence-based/supported design tools creatively and innovatively in visual communication design and production stages.				√	

19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.						√	
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ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	-		-	-
Mid-Term	1		10	10
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	10		4	40
Final Examination/ Final Project/ Dissertation	1		23	23
Other	-		-	-
TOTAL WORKLOAD	-		-	129
TOTAL WORKLOAD / 25				5.16
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
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Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

PREPARED BY	Arvin Medghalchi
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APPROVED	