

**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Fundamentals of Communication	GAME206	IV	Theory 2	Practice 2	3	6
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	-	YES	-	-	-	-
Level of Course	Associate degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor(s)</b>	Görkem Esengöl	E-mail: gorkem.esengol@arucad.edu.tr  Office: N/A, contact via teams if you want to meet me for questions	
<b>Course Objectives</b>	A 2D Game Animation Course is a type of educational program that focuses on teaching students the skills and techniques needed to create engaging and dynamic animations for 2D games. This type of course typically covers topics such as keyframe animation, rigging, character design and special effects. Students may also learn about the software and tools commonly used in the industry, such as Adobe Animate. The goal of the course is to prepare students for careers in game development, either as animators or as part of a larger team. By the end of the course, students should have a strong understanding of the principles of game animation and be able to create polished animations for themselves or game companies.		
<b>Course Learning Outcomes</b>	<b>Students will be able to:</b>	<b>Teaching Methods</b>	<b>Evaluation Methods</b>

	<p><b>Example Verbs Used:</b></p> <p>Students will identify and define key principles and terminology of 2D game animation, list essential animation sequences and techniques, recall classic movement cycles, choose appropriate animation methods for different gameplay scenarios, and describe the processes involved in creating smooth and expressive character animations.</p>	Demonstration and Direct instruction technique	Project submission with certain criteria in design is expecting to be met, criteria will be animation, drawing quality and document management, same applies for exams
	<p><b>Example Verbs Used:</b></p> <p>Explain (Explains) Summarize (Summarizes, tells briefly) Interpret (Comments, Discusses) Compare (Compares, indicates differences) Giving Examples (Examples, Applications)</p>		
	<p><b>Example Verbs Used:</b></p> <p>Apply (Applies, Uses) Planning (Plans, Designs) Calculate (Calculations, Solutions) Explaining by Showing (Shows, Illustrates) Organize (Organizes, Systematizes)</p>	Demonstration and Direct instruction technique	Project submission with certain criteria in design is expecting to be met, criteria will be animation, drawing quality and document management, same applies for exams
	<p><b>Example Verbs Used:</b></p> <p>Students will decompose complex animations into individual frames and motion elements, classify animation techniques based on movement type and purpose, examine the effectiveness of timing and spacing in gameplay, criticise animation choices in peer projects using industry standards, and establish cause-and-effect relationships between animation principles and player perception or experience.</p>	Demonstration and Direct instruction technique	Project submission with certain criteria in design is expecting to be met, criteria will be animation, drawing quality and document management, same applies for exams

<b>Course Content</b>	<b>Example Verbs Used:</b> Students will produce and design original 2D game animations that align with narrative and gameplay goals, develop hypotheses on how animation styles affect player engagement, plan and develop animation sequences using industry-standard tools, synthesise visual elements and motion principles into cohesive animation systems, and bring innovation to character or environment animations by inventing unique styles or alternative animation techniques.	Demonstration and Direct instruction technique	Project submission with certain criteria in design is expecting to be met, criteria will be animation, drawing quality and document management, same applies for exams
	<b>Example Verbs Used:</b> Students will criticise animation projects using aesthetic and technical evaluation criteria, compare different animation techniques to identify stylistic and functional differences, support their animation choices with reasoned explanations and industry references, make informed decisions regarding timing, style, and motion based on gameplay needs, and evaluate the effectiveness of animations by analysing player feedback and interpreting performance within the game environment.	Demonstration and Direct instruction technique	Project submission with certain criteria in design is expecting to be met, criteria will be animation, drawing quality and document management, same applies for exams
	<ul style="list-style-type: none"> <li>• Introduction to animation using Adobe Animate and learning the principles of animation</li> <li>• Using tools available inside adobe animate to create interesting animations</li> <li>• Learning aspects of animation and being able to apply it to other types of creative work</li> </ul>		

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	Introduction to the course. Course syllabus review. Explaining the course workflow	T/P	<u><b>Lecturer notes and Slides:</b></u> <u><b>Websites &amp; Notes:</b></u> N/A
2	Production process in animation. Animation Techniques and types of motion.	T/P	<u><b>Lecturer's Notes and Slides:</b></u> <u><b>Websites &amp; Notes:</b></u>

			<ul style="list-style-type: none"> <li><b>The Animators Survival Kit</b> by Richard Williams</li> </ul>
3	<p>Getting started with Adobe Animate Timing in Animation Getting to know the library. Symbols.</p> <p>Introduction to motion tween tool. 12 principles of animation. Session 1</p> <ul style="list-style-type: none"> <li>Squash &amp; Stretch</li> <li>Anticipation</li> <li>Staging</li> </ul>	T/P	<p><b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a></p> <ul style="list-style-type: none"> <li><b>The Animators Survival Kit</b> by Richard Williams</li> </ul>
4	<p>Animation Basics and Practice with references.</p> <p>12 principles of animation. Session 2</p> <ul style="list-style-type: none"> <li>Straight Ahead/Pose to Pose</li> <li>Follow Through &amp; Overlapping Action</li> <li>Slow In &amp; Slow Out</li> </ul>	T/P	<p><b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a></p> <p><b>The Animators Survival Kit</b> by Richard Williams</p>
5	<p>Drawing objects and characters. Using software together Managing colour in a document.</p> <p>12 principles of animation. Session 3</p> <ul style="list-style-type: none"> <li>Arcs</li> <li>Secondary Action</li> <li>Timing</li> </ul>	T/P	<p><b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a></p> <p><b>The Animators Survival Kit</b> by Richard Williams</p>
6	<p>Animate a walk cycle. Session 1</p> <p>Practice and preparing for midterm project.</p> <p>12 principles of animation. Session 4</p> <ul style="list-style-type: none"> <li>Exaggeration</li> <li>Solid Drawing</li> <li>Appeal</li> </ul>	T/P	<p><b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a></p> <p><b>The Animators Survival Kit</b> by Richard Williams</p>
7	Midterm Preparation	T/P	<p><b><u>Lecturer's Notes and Slides:</u></b> This week I will go over the previous weeks and help you with any areas that you are struggling with</p>
8	Midterm Exam	Midterm	

9	Review Animate a walk cycle. Session 2  Grouping for final project	T/P	<b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a>  <b>The Animators Survival Kit by Richard Williams</b>
10	Background animation	T/P	<b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a>  <b>The Animators Survival Kit by Richard Williams</b>
11	Facial Expressions, lip sync, sound and starting to work on final projects in class	T/P	<b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a>  <b>The Animators Survival Kit by Richard Williams</b>
12	Portfolio Preparation	T/P	<b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a>  <b>The Animators Survival Kit by Richard Williams</b>
13	Presentation of final work	T/P	<b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a>  <b>The Animators Survival Kit by Richard Williams</b>
14	Working on final project	T/P	<b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b> <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a>  <b>The Animators Survival Kit by Richard Williams</b>
15	Working on final project	T/P	<b><u>Lecturer's Notes and Slides:</u></b> <b><u>Websites &amp; Notes:</u></b> <b>Adobe Animate tool shortcuts:</b>

			<a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a>  <b>The Animators Survival Kit</b> by Richard Williams
16	Final Preparation	T/P	<b><u>Lecturer's Notes and Slides:</u></b> This week I will go over the previous weeks and help you with any areas that you are struggling with
17	Final Exam Week	Final	

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<ul style="list-style-type: none"> <li>• <b><u>Library Catalogue number:</u></b></li> <li>• <b><u>Materials:</u></b> USB or HDD (Hard Disk)</li> <li>• <b><u>Optional:</u></b> Laptop with Adobe software installed. (Adobe Animate)</li> <li>• <b><u>Reading Material:</u></b> <b>The Animators Survival Kit</b> by Richard Williams</li> </ul>
<b>Recommended Course Material(s)/ Reading(s)/ Other</b>	<p><b>Recommended Sites:</b>  <b>Adobe Animate Shortcuts:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html">https://helpx.adobe.com/animate/kb/animate-keyboard-shortcuts.html</a></li> </ul> <p><b>Sound Effects:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://sonniss.com/gameaudiogdc">https://sonniss.com/gameaudiogdc</a></li> <li>• <a href="https://freesound.org/">https://freesound.org/</a></li> <li>• <a href="https://99sounds.org/sounds/">https://99sounds.org/sounds/</a></li> </ul> <p><b>What is a showreel:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://isaacwho.com/blog/what-is-a-showreel">https://isaacwho.com/blog/what-is-a-showreel</a></li> </ul> <p><b>Recommended Readings:</b></p> <ul style="list-style-type: none"> <li>• <b>The Animators Survival Kit</b> by Richard Williams (<b><u>VERY IMPORTANT AND HELPFUL BOOK</u></b>)</li> <li>• <b>The Illusion of Life</b> by Frank Thomas and Ollie Johnston</li> <li>• <b>Cartoon Animation</b> by Preston Blair</li> <li>• <b>Character Animation Crash Course</b> by Eric Goldberg</li> <li>• <b>Animation for Beginners</b> by Morr Meroz</li> <li>• <b>Timing for Animation</b> by Harold Whitaker and John Halas</li> <li>• <b>The Nine Old Men</b> by Andreas Deja</li> <li>• <b>Drawn to Life: 20 Golden Years of Disney Master Classes</b> by Walt Stanchfield</li> <li>• <b>Animated Performance</b> by Nancy Beiman</li> <li>• <b>Animation: From Script to Screen</b> by Shamus Culhane</li> <li>• <b>How to Make Animated Films</b> by Tony White</li> <li>• <b>Animation Methods: Rigging Made Easy</b> by David Rodriguez</li> <li>• <b>Directing the Story</b> by Francis Glebas</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Animating Your Career</b> by Steve Hickner</li> <li><b>The Win Without Pitching Manifesto</b> by Blair Enns</li> </ul>
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	30
Quiz	-	-
Assignment	1	15
Project	-	-
Field Study	-	-
Presentation / Seminar	1	15
Studio Practice	-	-
Other	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	40
<b>TOTAL</b>		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.		X			
2	Knows the basic concepts and terminology related to the field of game design.					X
3	Has knowledge about the history of computer and video games and developments in this field.		X			
4	Knows game design processes and related applications.	X				



5	Has the ability to utilize various disciplines such as communication, art, music, psychology, mythology, cinema, etc. in the game design process.			X	
6	Has the ability to analyze analog and digital game genres.				X
7	Has the ability to use contemporary game engines and problem-solving skills.				X
8	Has the knowledge of questioning the game designs with an analytic and critical perspective.			X	
9	Has knowledge about media literacy.			X	
10	Has the competence to prepare projects based on ethical principles in game development processes.				X
11	Has the competence to evaluate games as an art form.			X	
12	Has the competence to use game design concepts and methods in related fields such as design, software development and media.			X	
13	Has the competence to take part and responsibility in game development teams.			X	
14	Has the competence to collect, analyze and interpret analytical data about games and players.				X
15	Has the competence to develop and present a digital game project by using game design practices effectively.			X	
16	Evaluates artificial intelligence applications in their studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.			X	

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		4	60
Preliminary Preparation and self- study	15		1	15
Mid-Term	1		20	20
Quiz	-		-	-
Assignment	1		12	12
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25



Other	-		-	-
<b>TOTAL WORKLOAD</b>	-		-	132
<b>TOTAL WORKLOAD / 25</b>				5.28
<b>ECTS</b>				5

**ETHICAL RULES WITH REGARD TO THE COURSE**
**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 life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

**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 with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the 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 a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

<b>PREPARED BY</b>	Görkem Esengöl
<b>UPDATED</b>	18.03.2025
<b>APPROVED</b>	