

**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	Practice		
Animation Studio	VCDE414	4	0	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		-	

<b>Language of Instruction</b>	English
--------------------------------	---------

<b>Course Instructor(s)</b>	Ali Çağan Uzman	E-mail : ali.uzman@arucad.edu.tr	
<b>Course Objectives</b>	The purpose of this course is to introduce students to the complete 2D animation pipeline, from foundational movement principles to final digital compositing. Students will explore the mechanics of motion, character basics, and environment design using Adobe Animate CC, and learn how to bring these elements to life dynamically using Adobe After Effects. Through hands-on exercises and a collaborative final project, students will develop both the technical software skills and the creative storytelling abilities required to plan, manage, and produce engaging, sound-driven animated shorts.		
Course Learning Outcomes	Students will be able to:	Teaching Methods	Evaluation Methods
	Apply core animation principles—such as keyframing, timing, and follow-through—to produce fluid and expressive 2D movements.	Lecture, Studio Practice	Midterm, Final Project

	Construct multi-layered environments and character assets using industry-standard digital animation software.	Studio Practice	Midterm, Final Project
	Implement digital compositing techniques, including virtual cameras and adjustment layers, to enhance the visual impact of animated scenes.	Studio Practice	Final Project
	Collaborate within a creative team to develop a complete, sound-driven animated project from initial concept to final render.	Studio Practice, Seminar	Final Project
<b>Course Content</b>	2D animation pipelines and visual benchmarking Keyframing and fundamental animation principles Timeline editing and refining movement in Adobe Animate CC Character animation basics and multi-layered background design Digital compositing and virtual camera techniques in Adobe After Effects Storyboarding, visual development, and animatic creation Audio synchronization and sound-driven animation techniques Team-based studio production workflows and peer review Post-production polish, rendering, and portfolio presentation		

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	Overview of general 2D animation pipelines. Analysis and discussion of various 2D animation examples—such as short films, motion graphics, and commercials—to establish visual benchmarks.		Lecturer's Notes and Slides
2	Animation Fundamentals: Getting started with Adobe Animate CC. Understanding the core concept of keyframes by creating basic bouncing ball animations.		Lecturer's Notes and Slides

3	Refining Movement: Deep dive into Animate CC tools. Utilizing onion skinning, timeline editing, and brush settings to refine and color animations. Finishing two distinct bouncing balls to contrast fluid and solid movement.		Lecturer's Notes and Slides Stephen Brooks (2017) Tradigital animate CC 12 principles of animation in Adobe animate
4	Character Animation Basics: Introduction to simple character animation. Evolving the bouncing ball into a character by adding details and applying the animation principle of follow-through.		Lecturer's Notes and Slides <a href="https://www.youtube.com/watch?v=8CBvgBARve0">https://www.youtube.com/watch?v=8CBvgBARve0</a>  Stephen Brooks (2017) Tradigital animate CC : 12 principles of animation in Adobe animate
5	Environment & Background Design: Creating a basic, multi-layered background design to give the jumping/bouncing character a sense of place and depth.		Lecturer's Notes and Slides <a href="https://helpx.adobe.com/cy_en/animate/how-to/managing-color-in-a-document.html?playlist=/services/playlist.h">https://helpx.adobe.com/cy_en/animate/how-to/managing-color-in-a-document.html?playlist=/services/playlist.h</a>
6	Compositing & Effects: Bringing elements together in Adobe After Effects. Learning the basic interface and virtual camera tools, and adding dynamic impact—like a screen shake effect when the character lands a jump.		<a href="https://helpx.adobe.com/products/SG_ANIMATE/learn-path:key-techniques/playlist:topic/setheader:get-started-more-more/en_CY.json&amp;ref=helpx.adobe.com">elpx/products:SG_ANIMATE/learn-path:key-techniques/playlist:topic/setheader:get-started-more-more/en_CY.json&amp;ref=helpx.adobe.com</a>
7	Advanced Compositing & Exporting: Deepening After Effects skills. Exploring advanced camera usage, composition techniques, adjustment layers, and simulations before mastering the final export pipeline.	P	Lecturer's Notes and Slides <a href="https://www.youtube.com/watch?v=UY7zbbA4pjQ&amp;feature=emb_title">https://www.youtube.com/watch?v=UY7zbbA4pjQ&amp;feature=emb_title</a> Stephen Brooks (2017) Tradigital animate CC : 12 principles of animation in Adobe animate
8	<b>MIDTERM WEEK</b>	<b>Midterm</b>	<b>MIDTERM WEEK</b>
9	Pre-Production & Team Formation: Kicking off the final project! Forming teams (1 to 5 students) to create a short, sound-driven animation. We will also explore various stylistic techniques like rotoscoping, motion design, and layer revealing.	<b>Midterm</b>	
10	Scenario & Planning: Brainstorming and crafting the animation scenario. Planning the narrative beats and	P	Lecturer's Notes and Slides

	outlining the team's production schedule.		
11	Visual Development: Pushing the animation forward. Presenting and approving the team's storyboards and initial concept art.	P	
12	Animatics & Character Lock: Developing the rough timing. Presenting and approving the animatic and finalizing character designs before full production begins.	P	Lecturer's Notes and Slides
13	Production & Peer Review: Focused studio time. Giving and receiving constructive feedback to refine the animation's movement, timing, and flow.	P	<a href="https://kotaku.com/tips-for-drawingbackgrounds-1759168924">https://kotaku.com/tips-for-drawingbackgrounds-1759168924</a> <a href="https://www.youtube.com/watch?v=ErSU7PqAi40">https://www.youtube.com/watch?v=ErSU7PqAi40</a> Lecturer's Notes and Slides
14	Final Polish: The last 10%. Adding final touches, tweaking timing, polishing visual effects, and preparing the final high-quality render.	P	<a href="https://www.youtube.com/watch?v=DY9SLPLBIO4">https://www.youtube.com/watch?v=DY9SLPLBIO4</a> Lecturer's Notes and Slides
15	<b>FINAL EXAM WEEK</b>	<b>Final</b>	

<b>Required Course Material(s) / Reading(s) / Text Book(s)</b>	Design for Motion motion design techniques & fundamentals written by Austin Shaw by Shaw, Austin, Material type: Text Text; Format: print ; Literary form: Publication details: New York : Focal Press, 2016 Availability: Items available for loan: ARUCAD (1)Call number: REF TR 897.7 .S3885 2016.
<b>Recommended Course Material(s) / Reading(s) / Other</b>	Tradigital animate CC 12 principles of animation in Adobe animate Stephen Brooks by Brooks, Stephen, 1983, Material type: Text Text; Format: print ; Focal Press Book [2017] Availability: Items available for loan: ARUCAD (2)Call number: TR897.72.F53 .B76 2017, ...

<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		100

<b>CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES</b>		<b>Level of Contribution</b> (1- lowest/ 5- highest)				
<b>PROGRAMME LEARNING OUTCOMES</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
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.			X		

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.			X		
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity			X		
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.				X	
9	Applies visual communication design techniques with design technologies in developing and changing media environments.			X		
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.			X		
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.			X		
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.			X		
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.
----	---

--	--	--	--	--



1

















<b>ECTS / STUDENT WORKLOAD</b>				
<b>ACTIVITIES</b>	<b>NUMBER</b>	<b>UNIT</b>	<b>HOUR</b>	<b>TOTAL (WORKLOAD)</b>
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	-		-	-
<b>TOTAL WORKLOAD</b>	-		-	129
<b>TOTAL WORKLOAD / 25</b>				5.16
<b>ECTS</b>				<b>5</b>


<b>ETHICAL RULES WITH REGARD TO THE COURSE</b>
--

### 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.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	X
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	X
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	X
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	X

	SDG 17:Partnership for the Goals	X
---	----------------------------------	---

**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.

<b>PREPARED BY</b>	Ali Çağan Uzman
--------------------	-----------------

<b>UPDATED</b>	02.03.2026
----------------	------------

<b>APPROVED</b>	
-----------------	--