
Department of Design & Creative Media

Project Brief

Course	BA in Animation		
Module	Drawing and Design	Semester	4
Tutors	J McCloskey, Mark Cullen	Project	1
Commence	26nd January 2021	Finish	Friday 23rd February 2020
Title	Alien Headers		

Learning Outcomes	On successful completion of this project the learner will be able to:	Project Weighting	30%
	1. Explore techniques applicable to the development of environments and associated characters	Module Credits	15
	2. Demonstrate a heightened awareness of perspective and depth as they relate to the camera plane.	Class Contact Hours	9
	3. Design layouts and environments with technical accuracy	Independent Learning	16
	4. Draw and build environments for use in digital media		
	5. Design characters specific to briefs.		
	6. Model characters in 3d that represent the 2d design.		

Late Penalties	<p>Missing a submission deadline will incur a penalty, except in exceptional circumstances, where an extension may be granted (see below).</p> <p>Up to one week late, a 15% reduction in the total mark would be applied: e.g. a mark of 50% would become 43%. Up to two weeks late, a 30% reduction in the total mark would be applied: e.g. a mark of 50% would become 35%. Work received more than two weeks late will receive a mark of zero.</p>	Plagiarism	<p>At LYIT plagiarism is defined as: <i>The act of presenting as your own, the words or ideas of someone else, whether published or not, without proper acknowledgement, within one's own work is called plagiarism.</i></p> <p>Plagiarism is a form of cheating and is dishonest. Suspected incidents of plagiarism will be dealt with through the Institute's disciplinary procedures. More Info: www.lyit.ie/About/Policies-Publications/Quality-Assurance</p>
Extensions	<p>If you require a short-term extension (up to one week) due to certified illness / exceptional circumstance, for a mid-project formative submission, this should be sought with your tutor(s), <u>before</u> the submission date. However, if you are seeking an extension of two or more weeks, and/or an extension for a final summative project/module submission, an extension request must be made <u>in writing</u> to nollaig.crombie@lyit.ie using the extension request form which can be downloaded from Blackboard by going to School of Business – Students > Forms.</p>	Presentation Standards	<p>Please note poorly presented work will not be accepted, will be returned to the student and a late penalty will apply.</p>

Alien Headers



The Brief

This brief introduces the full process of researching and development of a concept for use in 3d environments.

Requirements

- Quick thumbnailing is a key component of this brief and must be evidenced in hand in.
- Consider getting all your thumbnails and laying them out on one sheet for print
- Front and side view must line up as these are for reference for 3d modelling- usually these are passed off to another person so they need to be right. These should be uncoloured line art.
- Rendered images (digital painted) are used by texture artists and sculptures so these need to be complete and ready for pass off too.
- The Anatomy of the Alien is important as it will define to the modeller and animator how the character will move and articulate.

Presentation

- Thumbnails of initial concepts (at least 16 concepts)
- Anatomical and articulation references of at least one of these
- Front and Side view for modelling reference of at least one of these- Line art
- Digital paints of character. At least front and side but some articulation references or ¾ view desirable.

All to be submitted to your blog.

Do not use Dropbox, USendit etc....!!!

Assessment	Learning Outcome	Criteria	Weighting
	1, 2, 5, 6	<u>Research and thumbnailing</u> thumbnails and quick sketches and Anatomy	40%
		<u>Orthographic Views</u> Front and side views- detail references	30%
		<u>Digital Paintings</u>	30%

Schedule	Week	Activity
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