# DEPARTMENT OF DESIGN & CREATIVE MEDIA

# PROJECT BRIEF

|  |  |
| --- | --- |
| COURSE BA in Animation | |
| **TUTORS:** Mark Cullen  **GROUP:** Animation Year 3  **COMMENCE:** 29THSeptember 2020  **TITLE:** Visual Effects Portfolio | **SUBJECT:** Visual Effect Animation  **PROJECT NUMBER:** 001  **SEMESTER** 3  **FINISH**: 12thJanuary 2021 |



**BRIEF**

This module is based around industry standard effects in animation. This brief is about understanding and producing short snappy animations using these principles through a series of short projects.

The following exercises will be handed in by each member of the class. **One example of each techniques** is required.

* **Animated Gif**  
  Create an animated gif of your design using photoshop using the timeline and gif exporter features. Follow the rules set out below:
  + Gifs should be 400x400px dimension
  + 3-5 seconds long
  + Make the Gif Loop infinitely
  + Upload final gif to your Blackboard Blog

**Upload Date:** Tuesday 6th October

* **Rotoscoping Animation**  
  Rotoscoping is a really quick way of getting an animation down and a very good way of working with reference footage. You should either shoot the footage yourself or use something that exists but use it in a creative way!
  + Final production should be rendered at 1920x1080
  + Use a 10 frames per second time rate for low action film and higher for higher speed action.
  + Animations should be 5-10 seconds in length and looping (if appropriate)
  + Final animations should be Uploaded to your Blackboard Blog.

**Upload Date:** Tuesday 20th October

* **Fire, Smoke and Water**

Fire, smoke and water are effects that are commonly required to be animated and often stand out as off style from the rest of an animated scene. Pick a style and create each 3 examples of the three effects in a style that works for all three. Research how these effects animate. **This can be done in 3d or 2d**

**Fire:** Is it a fireball? A Campfire? A Fireplace? An Explosion?

**Smoke:** Is it combined with the Fire? Is it engine exhaust? Is it Puff of smoke?

**Water:** Is it a splash? Is it the sea lapping in? Is it a river flowing?

* + Final Production should be 1920x1080
  + Make sure there is transparency in the frames so it can be used again in the future.
  + Final Animations should be uploaded to your Blog.

**Upload Date:** 10th November (suggest 1 element a week)

* **3d Planes in After Effects**  
  Set up an image using layered matte painting techniques either hand drawn or photomontage in Photoshop. Add some secondary animation to your scene either green screened or hand drawn animation. Follow the set of rules below.
  + Final production should be full HD (1920x1080|
  + Thumbnails and images showing planning and asset list should be submitted to hand in folder.
  + Start with 2 seconds of still camera followed by 4-8 seconds of camera movement (keep it simple) followed by 2 seconds at the end of the final camera position
  + Upload video to Vimeo and add link Upload final video to your Blackboard Blog
  + Back Up work should be submitted to blog also.

**Upload Date:** 24th November

* **3d Projection in After Effects or Maya**  
  Create a simple background layout hand drawn or a photograph (of your own). Make it from a 1 point perspective. Think corridor, large room or the corner of a building.
  + Final production should be full HD (1920x1080|
  + Start with 2 seconds of still camera followed by 4-8 seconds of camera movement (keep it simple) followed by 2 seconds at the end of the final camera position
  + Upload final animation to Vimeo and Uploaded to your Blackboard Blog
  + Back Up work should also be included.

**Upload Date:** 8th December

* **3d in film or 2d in film**  
  Plan and shoot a piece of film that will be used as a background for a piece of animation. This can be adding a 2d character to a real life scene, adding a 3d character to a real life scene or it can be adding a real life character to a toon scene.
  + Final production should be full HD (1920x1080)
  + Consider a title screen before the video.
  + Animations should be 5-10 seconds in length
  + Upload final animation to Vimeo and Uploaded to your Blackboard Blog
  + Back up work should also be included/

**Upload Date:** January 12th

**REQUIREMENTS**

* These exercises should be done on an individual basis and done over the course of the module.
* You may resubmit any of the above at any time before final hand in if you are happy with the result.
* Put all the exercises into one Visual Effects Animation showreel clearly titled with your name... upload to Vimeo and Link to your blog as a Visual Effects showreel. FULL HD!

**PRESENTATION**

Finished solutions to be submitted to the hand in folder on or before 12thJanuary 2021.

**ASSESSMENT CRITERIA Brief 1.**

Concept 20%

Use of Production technique 20%

Originality 10%

Blog Update 10%

Final Outputs (Showreel) 40%

**PENALTIES**

The total marks available for an assessment is reduced by 15% for work submitted up to one week late. The total marks available are reduced by 30% for work up to two weeks late. Assessment work received more than two weeks late will received a mark of zero. (Incidents of alleged plagiarism and cheating are dealt with in accordance with the institute’s Assessment

**PLAGIARISM**

Learners should be aware of LYIT’s policy on Plagiarism and Cheating (See LYIT Quality Manual, section 7.1 Assessment Regulations).Plagiarism refers to 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.