
Department of Design & Creative Media

Project Brief

Course	BA in Animation		
Module	Drawing and Design 2	Semester	4
Tutors	Mark Cullen	Project	4
Commence	15 th April 2021	Finish	Thursday 13th May
Title	Reference Project		

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>

Reference Project



The Brief

This project is about using reference for creating animations. Reference for both background and animation.

Create an animation of either of:

A bird taking off from one location and landing in another

OR

A person walking from one location and into another.

These 2 scenes should link together to tell a story or at least make sense as they play into each other.

Requirements

Reference materials

- Photographic images to be used as reference for your backgrounds. This should be a wide variety of locations and angles.
- Film or find footage for reference for your animations.
- Act out the scene and use that as reference.

Backgrounds

- 2 Background images should be taken from 2 reference photos selected
 - These should be based heavily on the reference but contain some embellishments. An example might be a castle reference image with a spaceship crashed into it for example.
 - Think about how you can layer these up to create an illusion of depth or parallax movement.
 - Make sure it is recognisable where the reference is coming from as this is the main point of the project.
 - The two backgrounds should tie together in style, colour in some way.
 - Think about your staging. Where is the animation going to happen?
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Animations

- The animation must also be created using reference
- A character or a bird must leave one scene and enter another.
- Try and tie the two in a way that makes sense or creates part of a simple story.

Final Animation.

- Link the two animations together in one video and add sound to the final piece.
- Upload to Vimeo for online availability.

Presentation

- Upload the 2 reference images for backgrounds to website
- Upload the reworking of the photographs to the Website.
- Upload the Animation references to Vimeo and link to the website or link to the reference if it already is online.
- Upload the completed animation to Vimeo and link to webpage.
- Any back up work such as thumbnails or storyboard panels etc should be put up on the website too.

Assessment	Learning Outcome	Criteria	Weighting
		<u>Reference Images</u>	15%
		Background Images	30%
		Animation	30%
		Final Animation	25%
