

Module Details	
Module Title:	Conventions of Animation
Module Code:	GAV4001-B
Academic Year:	2019-20
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Games, Animation and Visual Effects
FHEQ Level:	FHEQ Level 4
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	6
Tutorials	3
Laboratory	18
Directed Study	173

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
Cultivate an understanding of the 'animation principles' for a solid grounding in animation mechanics. Stimulate the research, observation and evaluation skills necessary for use in an animation pipeline. Develop and apply the technical skills necessary to implement the 'animation principles' to assessed work. Develop positive critical evaluation skills. Develop effective time management. Stimulate autonomy and personal responsibility.

Outline Syllabus

Industrial context of animation, timing / spacing, squash and stretch, slow in and slow out, anticipation, follow through and overlapping action, secondary action, arcs, straight ahead action and pose to pose, exaggeration, staging, appeal, solid drawing, mini project.

Learning Outcomes

1	understand the key concepts of traditional and computer animation; demonstrate knowledge of animation production tools and delivery methods.
2	demonstrate a solid understanding of animation principles using a computer.
3	complete a project to a deadline using appropriate resources.

Learning, Teaching and Assessment Strategy

The module is delivered through a combination of lectures, seminars, practical's and directed reading. The learning outcomes are demonstrated by a completion of a practical project accompanied by documentation:

20% Documentation - Demonstrate a theoretical understanding of animation principles

50% Exercises - Demonstrate the application of animation principles

30% Project - Combine theory and practice in mini project

Supplementary assessment is to repair deficiency in original submission.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Produce examples of animation mechanics evidenced by documentation animation exercises and a mini animation project.	0 hours	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.