804343 - PBL3-A - Project 3

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre
Academic year:	2019
Degree:	BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Compulsory)
ECTS credits:	6 Teaching languages: Catalan, Spanish

Teaching staff

Coordinator:	Fonts González, Elisabet
Others:	Bolarín Molina, Salvador

Degree competences to which the subject contributes

Specific:

CEAAD 1. (ENG) Analizar la historia y evolución del arte digital e identificar los diferentes estilos y periodos de los valores estéticos y culturales de la sociedad.

CEAAD 2. (ENG) Representar de forma esquemàtica i visual conceptes, idees i / o dades complexes a partir d'habilitats personals i referències externes, amb l'objectiu de transmetre atractiu, originalitat i creativitat.

CEAAD 3. (ENG) Dominar el gran abanico de herramientas profesionales del sector para la elaboración de contenidos digitales de todo tipo.

CEAAD 4. (ENG) Dominar les bases de la il·luminació, la fotografia i el tractament digital per dissenyar i desenvolupar productes artístics, audiovisuals i d'animació.

CEAAD 6. (ENG) Dissenyar, modelar, texturitzar i animar objectes, personatges i escenes 2D i 3D per a la seva inclusió en projectes digitals, seqüències audiovisuals i videojocs.

CEAAD 10. (ENG) Identificar el procés de direcció i producció dels diferents projectes artístics de l'àmbit digital, les metodologies existents, els rols implicats i les seves funcions.

CEAAD 12. (ENG) Implementar i gestionar projectes de disseny i animació incloent la planificació, direcció, execució i la seva avaluació.

Transversal:

04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.

02 SCS N3. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 3. Taking social, economic and environmental factors into account in the application of solutions. Undertaking projects that tie in with human development and sustainability.

05 TEQ N2. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.

06 URI N3. EFFECTIVE USE OF INFORMATION RESOURCES - Level 3. Planning and using the information necessary for an academic assignment (a final thesis, for example) based on a critical appraisal of the information resources used.

07 AAT N3. SELF-DIRECTED LEARNING - Level 3. Applying the knowledge gained in completing a task according to its relevance and importance. Deciding how to carry out a task, the amount of time to be devoted to it and the most suitable information sources.

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Teaching methodology

- Project based learning. Individual and team work, with coordination and distribution of tasks to facilitate the development of the project. Students progress by applying the knowledge learned in the different subjects of the course, they look for the information they need, they consult the project teacher and the professors of the other subjects and learn new knowledge and resources applicable to the project. A part of the work takes place during the classes, and in this case the work is guided and supervised by the teacher. Another part is developed as a team, during class hours or during self-employment hours. Finally, another part is of individual work for the subsequent sharing.

- Group tutoring, explanation of the materials provided and work plan.

- Autonomous work. Students work autonomously, outside of class time, studying, reading, solving exercises or problems, developing practices.

- Report writing, public presentation and defense of the conclusions drawn and evaluation tests.

Learning objectives of the subject

- Be able to plan, conceive, deploy and manage projects in the field of design, animation and digital art, leading the Its implementation and its continuous improvement and valuing its economic and social impact.
- Show understanding of the concepts and procedures involved in the management of audiovisual projects and, be able to plan and manage a project using project management tools as support.
- Be able to apply in the development of a project, the necessary theoretical and practical knowledge acquired in the materials studied
- Be able to design and develop different 2D and 3D animation projects.
- Show understanding about the importance of negotiation, effective work habits, leadership and skills Communication in the entire surroundings of a design and animation project.
- Show knowledge of the appropriate personal and social competences for teamwork in development of audiovisual projects and, mastery of them at the level corresponding to the current project.
- Have initiative and acquire basic knowledge about organizations and become familiar with the instruments and techniques,
both of generation of ideas and of management, that allow to solve well-known problems and to generate opportunities.
- Take initiatives that generate opportunities, new objects or new solutions, with a vision of process implementation and of market, and that implies and participates to others in projects that must be developed.
- Use knowledge and strategic skills to create and manage projects, apply systemic solutions to Complex problems and design and manage innovation in the organization.
- Analyze systematically and critically the global situation, taking into account sustainability in an interdisciplinary way as well as the
sustainable human development, and recognize the social and environmental implications of the professional activity of the same
scope
- Apply sustainability criteria and deontological codes of the profession in the design and evaluation of solutions technological
- Take into account the social, economic and environmental dimensions when applying solutions and carrying out coherent projects
with human development and sustainability.
- Plan oral communication, respond appropriately to the questions formulated and write level texts high technician
- Use strategies to prepare and carry out oral presentations and write texts and documents with content coherent, an adequate structure and style, and a good spelling and grammatical level.
- Communicate clearly and efficiently in oral and written presentations adapted to the type of public and the objectives of the
Communication, using the appropriate strategies and means.

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- Participate in teamwork and collaborate, once the objectives and collective responsibilities have been identified
Individuals, and jointly decide the strategy to follow.
- Contribute to consolidating the team, planning goals, working effectively and favoring the communication, distribution of
Tasks and cohesion.
- Lead and dynamize work groups, solve possible conflicts, valuing work done with other people and
evaluating the effectiveness of the team as well as presenting the results generated.
- Identify the information needs themselves and use the collections, spaces and services available to design
and perform simple searches that are appropriate in the thematic field.
- After identifying the different parts of an academic document and organizing bibliographic references, design and
Run a good advanced search strategy with specialized information resources, selecting the information
pertinent taking into account criteria of relevance and quality

Study load

Total learning time: 150h			
	Hours large group:	14h	9.33%
	Hours medium group:	18h	12.00%
	Hours small group:	0h	0.00%
	Guided activities:	28h	18.67%
	Self study:	90h	60.00%

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Content

PREPRODUCTION	Learning time: 50h
	Theory classes: 10h Guided activities: 10h Self study : 30h

Description:
- Narrative structure. Type GAPS ("Character in conflict with oneself")
- Visual references
- Storyboard. Establishment of number of plans
- Animation. Analyze the complexity of the project
- Planning. Calendars and Production

PRODUCTION	Learning time: 75h
	Theory classes: 13h 20m Guided activities: 16h 40m Self study : 45h

Description:
- Character design: visual references, 2D creation and color palette
- 3D modeling: characters, props and surroundings (Ciclorama)
- Create UV
- Materials and lighting (Look Dev)
- Rig of the character
- Animation: creation of the layout from the animation
- Effects
- Render

POSTPRODUCTION	Learning time: 25h
	Theory classes: 3h 20m Guided activities: 6h 40m Self study : 15h

Description:
- Composition
- Edition and sound

Qualification system

1. Control at the end of preproduction. Delivery of all material generated by equipment. 20%
2. Control Look Dev with a rendered frame. (Including, lights and materials). Individual delivery 20%.
3. Final delivery of the project. 50%
4. Participation and learning attitude. 10%

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Bibliography

Basic:

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Sito, Tom. Timing for Animation.   Focal Press, 2013.

Thomas, F.; Johnston, O.. The illusion of life: Disney Animation. New York: Hyperion, 1995.

Osipa, Jason. Stop staring : facial modeling and animation done right . 2a ed. Indianapolis, Indiana : Wiley, 2007. ISBN 9780471789208.

Lutha, E.; Roy, K.. How to cheat in Maya 2012: tools and techniques for character animation. Waltham, MA: Focal Press, 2011.

Docter, Pete.. Walt Disney Animation Studios: The Archive Series. Walt Disney's Nine Old Men. USA: Box Gtf Dl. Hachette Book Group, 2014.

Deja, Andreas. The Nine Old Men: Lessons, Techniques and Inspiration from Disney's Great Animators.   2015.

Complementary:

Hooks, Ed. Acting for Animators. London: Routledge, 2011.