MODULE DESCRIPTOR

Module Title

Digital Media Design and Development

Reference	CM2107	Version	1
Created	April 2017	SCQF Level	SCQF 8
Approved	August 2017	SCQF Points	30
Amended		ECTS Points	15

Aims of Module

To provide the student with the fundamental principles of concept development, scriptwriting, storyboarding and animation. To develop 2D animation based on core fundamentals.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Select appropriate animation theories, processes and outcomes in the development of an animated product.
2	Research and develop an animation concept.
3	Identify key concepts in scriptwriting and storyboarding and implement them in the animation process.
4	Select and implement a range of appropriate fundamental animation techniques.
5	Critically evaluate and report on the development of an animated product.

Indicative Module Content

Preparation: Research methods, scriptwriting, storyboarding, concept resolution and general workflow. Perspective: Horizon, vanishing points, guidelines, grid. Composition: Camera, scene staging, lighting and depth. Concept & design: Environment, character, movement, character and environment development. Animation techniques: Disney's 12 principles of animation, walk cycles, timing, animation style, effects and sound development for animation.

Module Delivery

Key concepts are introduced and illustrated through lectures. In the laboratories the students will progress through a sequence of exercises to develop sufficient knowledge of 2D animation techniques to enable them to complete the practical design and implementation.

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Indicative Student Workload

	Full Time	Part Time
Contact Hours	77	N/A
Non-Contact Hours	223	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5

Description: This component consists of a coursework assignment assessing the module learning outcomes.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighing of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1
B	The student needs to achieve a B in C1
C	The student needs to achieve a C in C1
D	The student needs to achieve a D in C1
E	The student needs to achieve an E in C1
F	The student needs to achieve an F in C1
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	CM1105 Digital Graphics Techniques, CM2106 Interactive 2D Scripting, or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	WILLIAMS, R., 2009. The Animator's Survival Kit. Expanded Edition.
2	SCOTT, J., 2002. How to Write for Animation. Overlook Hardcover.
3	HART, J., 2013. The Art of the Storyboard: A Filmmaker's Introduction. Focal Press.
4	GHERTNER, E., 2012. Layout and Composition for Animation. Focal Press.
5	WHITE, T., 2006. Animation from Pencils to Pixels: Classical Techniques for the Digital Animator. Focal Press.