

AG0911A: Kinetic Illustration Coursework Specification

Single Core Module: Semester 1

Module Deliverer: Ewan Smith

Semester 1

Date of Issue: 21st September 2012

Date of Pitch Week: Week commencing Monday 8th October 2012

Date of Critique Week: Week commencing Monday 5th November 2012

Date of **coursework submission**: 9th January 2013

Date of Feedback: Start semester January 2013

Project Overview:

To experiment with digital illustration techniques and styles through software such as Photoshop and Illustrator and bring them to life so they become dynamic and engaging moving image pieces. This can be achieved by utilising 2D & 3D animation and film-editing packages. Photography, video sequences and audio may also be integrated into the projects.

The creative process should be documented and developed through an extensive and thorough sketchbook that can include both digital and analogue elements. This can be presented as a traditional physical book and/or an electronic PDF document. It should contain examples of tests and demonstrate evolving concept ideas, as well as referencing and contextualising the work in relation to other artists, designers, collectives, movements etc. This can be done through the use of annotations and examples of their work.

Project Tasks:

Choose ONE of the below project briefs:

- 1). A style magazine podcast series is launching on iTunes covering celebrity gossip stories. They'd like to produce a suitable logo and a short animated ident based upon that logo that instantly puts across the podcast's subject matter. The piece should be no longer than 15 seconds in duration.
- 2). A restaurant is rebranding and has commissioned a new logo and local television advert to promote their fresh look. The restaurant is of the fine dining variety and the owners want to stress high quality, sophistication and a clean contemporary feel in all of their promotional materials. The advert should run for no more than 20 seconds.
- 3). Create a short animated infographics piece which takes some real statistical data available in the public domain and presents it to the viewer in an engaging and interesting way. It should be no longer than 30 seconds and can include a voiceover and any onscreen elements necessary to best get the information across.
- 4). A digital shorts film competition is inviting entries in their 'experimental' category. The piece should explore the relationship between light and sound and can cover any subject in an abstract or more defined form. Pieces should be no longer than 15 seconds.

You should aim to discuss your initial ideas with the module tutor before the pitch week.

Submission Deadlines, Formats & Weighting**Task 1: (Sketchbook) 40%**

Format: An extensive and clearly laid-out sketchbook that documents the development of your drawing skills and idea generation. This should be used to support your electronic worklog.

Submission Deadline: 9th January 2013

Task 2 : (Project) 60%

Format: Final digital file(s) containing the outcome of the chosen project brief. This should be the realisation of your ideas and development explored within your sketchbook.

Submission Deadline: 9th January 2013

Source Material

To begin work on each piece you need to carry out research into the topic and collect source material. It is a requirement of this module that all source material is unique and individual. It is permissible to use images downloaded from the web for research and inspirational purposes but their use in your sketchbook must be referenced clearly to give credit to the original creator. You should be able to show evidence of references to all source material in your sketchbook.

Assessment Criteria:

In your submission you will be requested to provide evidence of the following.

- i. **Knowledge and Understanding**
Demonstrate knowledge and understanding of the creative process that supports the development of ideas from concept generation through to the creation of the digital 2D and 3D artefacts.
- ii. **Practice: Applied Knowledge and Understanding**
Demonstrate creative problem solving skills in both routine and non-routine contexts in response to the artistic and technical criteria of the set brief.
- iii. **Generic Cognitive Skills**
Present and evaluate arguments, information and ideas that are routine to Computer Arts and Visual Communication and Media Design.
- iv. **Communication, ICT and Innumeracy Skills**
Gather, analyse and present information, ideas, concepts and quantitative and qualitative data within the context of Computer Arts and Visual Communication and Media Design and reference sources appropriately.
- v. **Autonomy, Accountability and Working with others**
Exercise some initiative and independence in carrying out defined activities at the professional level. Take account of own and others' roles and responsibilities in carrying out and evaluating tasks.

Resources:

This module requires general software and hardware facilities available in the Institute labs. Additional equipment is also bookable on-line from Audio Visual Services.

Submission:

All work submitted must be clearly labelled. Name, student identification number, module number and title, and module deliverer must be displayed clearly on all pieces of work. This includes files included on CD. Submissions should be posted in the "Coursework Submissions Box" in the School Office no later than 4pm on the due date.

Late submission details:

Extensions will only be given if there are mitigating circumstances, and by strict adherence to the University guidelines as stated below.

If you are unable to submit a coursework on time, you must get approval both from your academic tutor **and** the relevant module tutor. You must also fill in an Absence Certification/ Mitigating Circumstance Form (from the School office).

Extensions are restricted to 13 days. Normally, you will be expected to ask for an extension **before** the submission date. Late course works may be accepted up to 7 days after the deadline without this approval, but will then be capped at grade 10.

No courseworks can be accepted after the end of a semester. No course works can be accepted after a lecturer has given feedback about the coursework. This will normally be a week after the submission date.

Attendance and Participation:

Attendance and participation in the pitch, critique and presentation sessions are compulsory and non-attendance without a valid reason will be viewed seriously. If you have a valid reason and are unable to attend, you must get approval both from your programme and year tutor and fill in an Absence Certification Form (from the School office). Normally, you will be expected to ask for an exemption before the presentation date.

Grading criteria: Year 1

Grade	Comment
<p style="text-align: center;">A Excellent: Outstanding performance</p>	<p>The student shows evidence of extensive background reading and visual research and demonstrates its direct application to the project under development.</p> <p>The student demonstrates exceptional technical proficiency in order to produce an end piece of very high quality.</p> <p>The student demonstrates a thorough development and evaluation of concept with extensive reference to the background reading and visual research.</p> <p>The student demonstrates great creative flair in exceeding the requirements of the brief.</p> <p>The student presents a thorough and comprehensive evaluation of the overall approach to the project.</p>
<p style="text-align: center;">B Commendable: Very good performance</p>	<p>The student shows clear evidence of background reading and visual research and demonstrates its direct application to the project under development.</p> <p>The student demonstrates strong technical proficiency in order to produce an end piece of very high quality.</p> <p>The student demonstrates a clear development and evaluation of concept with reference to the background reading.</p> <p>The student meets precisely the requirements of the brief.</p> <p>The student presents a detailed evaluation of the overall approach to the project.</p>
<p style="text-align: center;">C Good: Competent performance</p>	<p>The student shows some evidence of background reading and visual research, which has a direct application to the project under development.</p> <p>The student demonstrates an adequate level of technical proficiency in order to produce an end piece of reasonable quality.</p> <p>The student demonstrates adequate development and evaluation of concept with reference to the background reading and visual research.</p> <p>The student meets the majority of the requirements of the brief.</p> <p>The student presents a satisfactory evaluation of the overall approach to the project.</p>
<p style="text-align: center;">D Satisfactory: Threshold performance</p>	<p>The student shows some evidence of background reading and visual research, but fails to demonstrate fully its direct application to the project under development.</p> <p>The student demonstrates a basic level of technical proficiency and produces a below average end piece.</p> <p>The student demonstrates some development and evaluation of concept.</p> <p>The student meets the minimum requirements of the brief.</p> <p>The student presents some evaluation of the overall approach to the project.</p>
<p style="text-align: center;">MF Marginal fail</p>	<p>The student shows little evidence or use of background reading and visual research.</p> <p>The student demonstrates a satisfactory level of technical proficiency in most respects, but the end piece is lacking in one or more areas.</p> <p>There is little evidence of development or evaluation of concept.</p> <p>The student just fails to meet the minimum requirements of the brief.</p> <p>The student presents a superficial evaluation of the overall approach to the project.</p>
<p style="text-align: center;">CF Clear fail</p>	<p>There is insufficient evidence and little or no use of background reading or visual research.</p> <p>There is no evidence of technical proficiency.</p> <p>The student shows very little development or evaluation of concept.</p> <p>The student fails to meet the requirements of the brief.</p> <p>The student demonstrates little or no evaluation of the overall approach to the project.</p>