

ACCF GDAN 490 3D ANIMATION

Program	Three-year course in Graphic Design
Course	3D ANIMATION
Credits	3
Professor	Simone Passaro

Course Description	This course covers 3D art as it is applied to traditional graphics (3D logo design and logo animation). It presents the basics of 3D modeling and animation (especially its application in the field of traditional graphics). Students will learn to produce high quality composite images.
Learning Objectives and Outcomes	At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Create simple objects in 3D (text and abstract objects) 2. Make a video with professional scene lighting 3. Create and present small posters and a short video
Student Assessment	Students will be evaluation on: <ol style="list-style-type: none"> 1. Their ability to manage simple objects in video and still images 2. The quality of scene illumination in their work <p>The projects that will be evaluated include three Typograph Art posters and a self-promotion video.</p>
Evaluation Scale	The Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded.
Bibliography, Webography, Filmography	Cinema 4D – <i>Guida completa alla modellazione e alla animazione</i> , Version R15 - User's guide, Massimo Carboni, ITA 2014

Week 1	Introduction to the course: modeling and three-dimensional animation for traditional graphic design and advertising Cinema 4d software, interface, management of objects from the menus, solids, surfaces and modifiers. NURBS modeling.
Week 2	Reflective material, base lighting, global illumination and HDR systems
Week 3	Typography art. Create a text in 3D Work: Modeling of a three dimensional text with 2 colors

Week 4	Classroom work and reviews of the work
Week 5	Texture, texture mapping in objects, Bump-type materials, Displacement and Glow. Work: modeling of a three-dimensional text with textures
Week 6	Classroom work and reviews of the work
Week 7	Camera setup, basic animation. Description of animation tools, a project setting. Key framings
Week 8	MoGraph 2 tool (main features for animation)
Week 9	Description of the final project: Personal spot-intro (animated advertising video)
Week 10	Classroom work and reviews of the work
Week 11	Classroom work and reviews of the work
Week 12	Classroom work and reviews of the work
Week 13	Presentation of the student's final work
Week 14	Final evaluation of individual projects