



TQF3 Course Specification

Section 1 General Information

1. Course Code and Title **ICFA 334** การผลิตแอนิเมชันและหลักการ
ICFA 334 Animation Production and Principles
2. Number of Credits 4(2-4-6)
3. Curriculum and Course Type
3.1 Program Communication Design
3.2 Type of Subject Minor Course / Elective
- 3.1 Program of Study Fine Applied Arts Minor Program
International Program
- 3.2 Course Type Elective / Minor Course/Certificate
4. Course Coordinator and Instructor Dr Millicent Young
FAA – 66 811792021 – 4602 millicent.you@mahidol.edu
5. Trimester/Class Level Tri 1
- 5.1 Trimester 2023
- 5.2 Number of Students Allowed Approximately 20 Students
- 6 (Pre-requisite)none.....
- 7 (Co-requisites)none.....
8. Study Site Location Adityathorn Building, Mahidol University International College
9. Date of Preparation/Latest Revision of the Course Specifications
Day 25 Month..Aug Year.. 2023



Section 2 Aims and Objectives

1. Aims of the Course

To provide a course on basic terminology, key principles and tools for animation production; including workflow development and construction processes; introducing and applying animation principles and narrative theory into practice; research into contemporary practitioners, context and distribution; an understanding of the technological and design constraints of the applications and production for recording images and objects frame by frame.

2. Objectives of Course Development/Revision

An introduction to understanding the key principles of animation, basic terminology and software tools for animation production; developing good project workflow skills and basic animation production process, familiarity with technology for recording and editing; practice animation principles in drawn and/or stop motion and applying narrative theory into storytelling. Familiarity with contemporary practitioners to be able to interpret ideas in various genre, styles, techniques and contexts. Developing confidence, creativity and experience working in teams and individually.

2.2 Course-level Learning Outcomes (CLOs)

By the end of the course, students will be able to (CLOs)

CLO 1 Employ and evaluate various medium, production processes and software for animation production to develop effective messages to targeted groups .

CLO2 Analyze contemporary practitioners, process and practice

CLO3 Implement key principles of animation and narrative theory to create frame by frame media texts to communicate effective ideas

CLO4 Recognise issues of copyright, creative commons and other intellectual property rights in the use of source material, distribution, reposting of animation media texts

CLO 5 Discuss rights under the new data protection and privacy laws with regard to consent from participants when crediting team and appropriate distribution of work in public forums

CLO 6 Demonstrate collaborative skills, individually and within teams, including delegating responsibilities and presentation

Section 3 Course Description and Implementation

3.1 (Course Description)

An introduction, practice and application to the 12 principles of animation; including familiarity with key principles of design and animation and an understanding of simple narrative structure; practical creative experience in the development and construction processes of animation production: hand-drawn and stop motion techniques; technical proficiency with media and animation software. Understanding of copywrite and privacy issues in relation to content, audience and distribution of animation.



3.2 Number of Hours Per Semester

Theory (hours)	Practice (hours)	Self-study (hours)
24	48	72

3.3 Number of Hours per Week for Individual Advice

4 hours advising as per Trimester Office times on timetable

Section 4: Development of the expected learning outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

By the end of the course, students who successfully complete the course will be able to:

CLO 1 Employ and evaluate various medium, production processes and software for animation production to develop effective messages to targeted groups ..

CLO2 Analyze contemporary practitioners, process and practice

CLO3 Implement key principles of animation and narrative theory to create frame by frame media texts to communicate effective ideas.

CLO4 Recognise issues of copyright, creative commons and other intellectual property rights in the use of source material, distribution, reposting of animation media texts

CLO 5 Discuss rights under the new data protection and privacy laws with regard to consent from participants when crediting team and appropriate distribution of work in public forums.

CLO 6 Demonstrate collaborative skills, individually and within teams, including delegating responsibilities and presentation

How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

Course Code	Teaching and learning experience management	Learning outcome measurements
CLO1	Lecture Discussion Demonstration Practice	Individual/ Group practice assignments In class discussion
CLO2	Lecture Discussion	Written documentation and verbal discussion for Creative Products
CLO3	Lecture Demonstration Practice	Individual/ Group assignments Final Creative Product
CLO4	Lecture Discussion Practice	Critique + Writing for Creative Product
CLO5	Lecture Discussion Practice	Critique + Writing for Creative Product
CLO6	Practice	Individual Group Assignments



SECTION 5 LESSON PLAN AND EVALUATION

1. (Lesson Plan)

Week Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
1	Intro to course Theory Illusion of Movement Theory Straight ahead action and pose to pose, Anticipation / Arcs and slow in / slow out In Class Screening and Discussion Assignment: <u>Straight ahead and pose to pose</u>	2	4	ALL		Dr Millie Young	
2	Basic motion in animation Squash and stretch, appeal and solid drawing Bouncing Ball, Film and Discussion Introduction to software Assignment: <u>Squash and stretch</u> “flour sack” exercise Sketchbook <u>appeal and solid drawing</u> flour sack into character	2	4	ALL		Dr Millie Young	
3	Theory The Walk Cycle theory	2	4	ALL		Dr Millie Young	



Week Class	Topic/Details	Number of hours		Online Sessions	On- Campus	Instructors	Note
		In-Class sessions	Lab sessions				
	In Class: Films and Discussion practice Assignment: <u>Walk Cycle (on 1s)</u> Work on project						
4	Theory The Walk Cycle – adding twists, turns and secondary actions In Class: Films and Discussion, practice Assignment: Developed <u>Walk Cycle ++</u> Work on project	2	4	ALL		Dr Millie Young	* Field Trip to the Opening of Beyond Animation Festival. 28 th Sept
5	Theory Performance Follow through, overlapping action and hold, secondary action, timing and asymmetry Assignment: Develop Follow through, overlapping, secondary action, holds, timing to motion reference exercise	2	4	ALL		Dr Millie Young	
6	Theory Metamorphosis & Exaggeration Assignment: MID TERM Metamorphosis Group Project Assignment: Metamorphosis & Exaggeration exercise	2	4	ALL		Dr Millie Young	



Week Class	Topic/Details	Number of hours		Online Sessions	On- Campus	Instructors	Note
		In-Class sessions	Lab sessions				
7	Theory Motion Reference Day Moyerbridge / interpreting action sequences / video recording Demonstration and practice <u>record motion reference</u> Sketchbook/animate from motion reference	2	4	ALL		Dr Millie Young	
8	Theory The Walk Cycle – backgrounds moving or still Assignment Develop scenes for project	2	4	ALL		Dr Millie Young	
9	Theory Basic Story structure, Staging + storyboards, reference contemporary works, basic Animation Production workflow Assignment GROUP or Individual design character, develop story and storyboard Assignment: Write simple 3 part scenario story Sketchbook thumbnail storyboards	2	4	ALL		Dr Millie Young	
10	Final project work Develop scenes for project	2	4	ALL		Dr Millie Young	



Week Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
11	Final project work Develop scenes for project	2	4	ALL		Dr Millie Young	
12	Final renders, edits, titles and credits Demonstration Premiere basics Finalize movies	2	4	ALL		Dr Millie Young	
13	FINAL presentation work					Dr Millie Young	
	Total	24	48				

2. Evaluation of the CLOs

2.1 Measurement and Evaluation of learning achievement

a. Formative assessment

- Targeted questions
- In Class Discussion
- Worksheets
- Individual Feedback on homework and Presentations
- Revision

b. Summative assessment

(1) Tool and weight for measurement and evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO 1 Employ and evaluate various medium, production processes and software for animation production to develop effective messages to targeted groups .	Sketch book, Process development Coursework	15	30%
	Final Presentation	15	



CLO2 Analyze contemporary practitioners, process and practice	Written assignment and verbal discussion	10	10%
CLO3 Implement key principles of animation and narrative theory to create frame by frame media texts to communicate effective ideas.	Sketch book, Process development Coursework	20	20%
	Written and verbal discussion supporting Final Presentation	20	20%
CLO4 Recognise issues of copyright, creative commons and other intellectual property rights in the use of source material, distribution, reposting of animation media texts	In Class Discussions One to one critique Final Presentation	5	5%
CLO 5 Discuss rights under the new data protection and privacy laws with regard to consent from participants when crediting team and appropriate distribution of work in public forums.	Sketch book, Process development Written Assignment Final Presentation	5	5%
CLO 6 Demonstrate collaborative skills, individually and within teams, including delegating responsibilities and presentation	In Class Discussions Process development Written Assignment Final Presentation One to one critique Final Presentation	10	10%
Total			100%

(2) Measurement and evaluation

Rubric scoring

Grade	Achievement	Final score (% range)
A	Excellent	90-100
B+	Very Good	85-89
B	Good	80-84
C+	Fairly Good	75-79
C	Fair	70-74
D+	Poor	65-69
D	Very Poor	60-64
F	Fail	Less than 60



ASSESSMENT CRITERIA FOR ATTENDANCE AND PARTICIPATION								
Assess ment Criteria	Excellent (A)	Very Good (B+)	Good (B)	Fair (C+)	Fair (C)	Pass (D+)	Pass (D)	Poor (F)
Attendance	Attend all classes Often participated in class activities	Attend 90% or more but less than 100% of classes with evidence Sometimes participated in class activities,	Attend 90% or more but less than 100% of classes with no evidence Sometimes participated in class activities,	Attend 85% or more but less than 90% of classes with evidences Occasionally participated in class activity	Attend 85% or more but less than 90% of classes with no evidences Occasionally participated in class activity	Attend 80% or more but less than 85% of classes with evidences Rarely participated in class activity	Attend 80% or more but less than 85% of classes with no evidences Rarely participated in class activity	Fail to attend 80% of the class. Students are not allowed to take their final examination. Never participated in class activity

Assignments

ASSESSMENT CRITERIA FOR PRACTICAL ASSIGNMENTS/ DISCUSSION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Knowledge and comprehension	Demonstrated comprehensive knowledge and understanding of the subject.	Demonstrated good knowledge and understanding of the subject.	Demonstrated satisfactory knowledge and understanding of the subject.	Demonstrated a very limited knowledge and understanding of the subject.	Demonstrated very poor knowledge and understanding of the subject.
Application	Demonstrated substantial application of concepts and technical skills effectively	Demonstrated clear application of concepts and technical skills effectively	Demonstrated satisfactory application of concepts and technical skills effectively	Demonstrated very limited ability to apply concepts and technical skills effectively	Unable to apply concepts and technical skills effectively
Analysis	Demonstrated clearly the ability to analyze and draw appropriate and inventive conclusions.	Demonstrated good effort in analyzing and drawing conclusions.	Satisfactory evidence of analyzing and drawing conclusions	Minimal evidence of analyzing and drawing conclusions.	Inability to analyze and draw conclusions.
Aesthetics	Demonstrated full understanding of the principles of art and design to develop appealing and consistent images	Demonstrated clear understanding of the principles of art and design to develop mainly appealing and consistent images	Demonstrated satisfactory understanding of the principles of art and design to develop mainly appealing images with some inconsistencies	Demonstrated limited understanding of the principles of art and design to develop some appealing images with many inconsistencies	Demonstrated limited to no understanding of the principles of art and design to develop images with many inconsistencies and limited appeal



ASSESSMENT CRITERIA FOR FINAL AND IN CLASS PRESENTATIONS					
Assessment Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Key Principles	Understanding of key Principle is tight and clearly-focused; accurate explanation of key concepts and theories; excellent applications of theory; use of accurate information;	Understanding of key Principle is adequately focused and relevant; explanation of key concepts and theories are mostly accurate; some good applications of theory; minor inconsistency and inaccuracy in information;	Understanding of key Principle needs more focus; some inaccurate explanation of key concepts and theories; fair amount of inaccuracy in the information;	Understanding of key Principle lacks relevance and focus; inaccurate or incomplete explanation of key concepts and theories; distractive amount of inaccuracy in information;	Absence of relevance and focus in Understanding of key principle; no reference is made to theory; highly inaccurate information frequents;
Organization	Extremely well-organized; clear and logical sequence of ideas; the presentation is clear and concise	Generally well-organized; mostly clear and logical order of ideas; the presentation is generally clear and understandable	Somewhat organized; a few ideas are not presented in proper order; some parts of the presentation may be wordy or unclear	Poor organization; many ideas are not presented in proper order; most parts of the presentation are wordy or unclear	Absence of organization; a lack of proper sequence of ideas; the presentation is not intelligible
Creativity & Use of technology	Excellent use of presentation techniques and technology to enhance presentation and capture audience's attention.	Some good attempts in using presentation techniques and technology to enhance presentation and capture audience's attention	Attempts in using presentation techniques and technology are not very effective.	The presentation is generally flat and dull.	Use of inappropriate techniques which produce negative effects for the presentation.
Visual and Creative application	Visually appealing, consistent and innovative use of creativity and story telling	Visually appealing, mainly consistent and some use of creativity and story telling	Visually appealing with some inconsistencies with some use of creativity and story telling	Visually limited appeal, inconsistencies with some creativity and story telling	Visually unappealing, inconsistencies with limited creativity and no story telling

(3) Re-examination (if the course allows any)

Re-examination (If course lecturer allows to have re-examination)

N/A

3. Students' Appeal

Addressed initially via Instructor; follow up if necessary with Program Director then Chairman.

Section 6 Teaching Resources

1. Required Texts

– N/A

2. Recommended textbooks and/or other documents/materials

White, Tony. (1986) The Animators Workbook: step-by-step Techniques of Drawn Animation. Phaidon



Williams, R. (2002). The Animation Survival Kit (A Manual of Methods, Principles + Formulas for Classical, Computer, Games, Stop Motion + Internet Animators).Faber & Faber.

Muybridge E. The Human Figure in Motion

Muybridge E. Animals in Motion

3. Suggested Materials

1. The Art of Disney /Pixar/DreamWorks compilations
2. Halas, J., and Whitaker, H. (2002). Timing for Animation. Focal Press
3. Johnston, O., and Thomas, F. (1995). The Illusion of Life: Disney Animation (Revised edition). Disney Editions.
4. Blair, P. (1995). Cartoon Animation (The Collector's Series). Walter Foster Publishing.
5. Culhane S. (1988) Animation From Script to Screen Columbus Books Ltd
6. Roberts, S. (2007) Character Animation: 2D Skills for better 3D Focal Press
7. Mattesi. M. (2000) Force: Character Design from Life Drawing Focal Press
8. Amidi, A. Cartoon Modern: style and Design in the Fifties

9. Other Resources (if any)

Blu-ray/DVD

Supplementary handouts

Visual references

Section 7 Evaluation and Improvement of Course Implementation

1. Strategy for Course Effectiveness Evaluation by Students

Informal discussion and feedback

Formal student evaluations

2. Strategy for Teaching Evaluation

Peer observation

Talking to and sharing with peers teaching methods

3. Teaching Improvement

Collating exemplar work for reference

Feedbacks from students

Dialogue with peers

Updating teaching methods through attending conferences or seminars

4. Verification of Standard of Learning Outcome for the Course

Comments from students on learning outcomes and evaluation criteria

Formative feedback to student's project and papers are clearly explained and commuted to students

Comments from students on feedback

5. Revision Process and Improvement Plan for Course Effectiveness

Dialogue with peers and people in the industry of their opinion on the outcome



Appendix

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

Communication Design Studio	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICFA 334	R	RP	R	P	R	P

I = PLO is Introduced and Assessed
 P = PLO is Practiced and Assessed

R = PLO is Reinforced and Assessed
 M = Level of Mastery is Assessed

Table 2 The relationship between CLOs and PLOs (Number in table = Sub LOs)

(ICFA334)	Learning Outcomes in General Education (MU-GE LOs)					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO 1 Employ and evaluate various medium, production processes and software for animation production to develop effective messages to targeted groups .	1.1	2.1		4.3	5.2	6.4
CLO2 Analyze contemporary practitioners, process and practice	1.2			4.2		
CLO3 Implement key principles of animation and narrative theory to create frame by frame media texts to communicate effective ideas.		2.2		4.1		6.3
CLO4 Recognise issues of copyright, creative commons and other intellectual property rights in the use of source material, distribution, reposting of animation media texts					5.3	
CLO 5 Discuss rights under the new data protection and privacy laws with regard to consent from participants, when crediting team						
CLO 6 Demonstrate collaborative skills, individually and within teams, including delegating responsibilities and presentation		2.3	3.1		5.1	6.1

Table 3 The description of PLOs and Sub Los for the course

PLO1 Classify the design problem in order to set the scope of work	1.1 Identify the practical design problem and define the appropriate target group to be able to search for a design solution 1.2 Develop potential visual research and analyze accurate information
PLO2 Create and develop solutions for design problems	2.1 Generate initial ideas effectively responding to the complex design problem 2.2 Apply design theories and principles in developing the concept, and create various executions and solutions with the appropriate techniques, technology, and media choices 2.3 Assemble the final work, as well as present, critique, and revise the design



PLO3 Exercise autonomy and Self-motivation	3.1 Demonstrate leadership skills, including taking initiative, displaying self-confidence, and making impactful decisions
PLO4 Solve design problems with an innovative approach	4.1 Develop original and innovative design solutions with a unique approach using creativity enhancing exercises 4.2 Transform raw information from research into new insights 4.3 Apply critical thinking skills in preparing the design solution 4.4 Demonstrate and adapt use of appropriate technology in the design solution
PLO5 Demonstrate professionalism in Communication Design, including ethical and responsible conduct	5.1 Show respect for the profession with a positive approach to co-workers and clients 5.2 Conduct proficient competency with industry standards 5.3 Demonstrate an understanding of copyright and intellectual property laws including guidelines of ethical practice in design
PLO6 Develop management and organizational skills	6.1 Demonstrate collaborative skills, individually and within teams, including delegating responsibilities 6.2 Utilize effective communication skills, including consulting and negotiation 6.3 Applying logic to complex organizational challenges 6.4 Demonstrate ability to deliver quality work on time and within budget