

ArtEZ Animation Design

Course Catalogue 2018-2019

ANIMATION DESIGN – YEAR 3 / SEMESTER 5

ZWOLLE

Animation Design exchange students are welcome in the 5th semester – 3rd year.

In the third year, the emphasis is on the deepening of knowledge. You get the opportunity to work according to your own personal taste and, through this, your aim is to deepen your knowledge and skills. The research is based on personal visual and narrative qualities. It is expected that the student recognizes their own personal qualities. Central is the search for individual themes. The student is asked to search for an authentic working style. However, most important of all is that the student concentrates on making their own choices and becoming less dependent on a mission.

In semester 5, the emphasis is on content, accountability and reflection, with a backdrop of an increasingly professional understanding of craft and technique.

The primary goal is to produce a film based on a self-chosen idea or theme. You learn to fine tune image, story line, acting, audio and music. In other words, you direct your own film. You develop your own style and themes. You learn to place yourself in the mind of the audience. You also develop and refine your animation technique and specialism.

This semester partly consists of lectures combining visual material with interactive methodology, maximum student participation is essential. The student can take notes, but will also have a syllabus and a file with a selection of corresponding visual material.

ASSESSMENT EXHIBIT

The student is not present during the assessment of their exhibit. The exhibit is viewed and discussed by the teachers. The commentary is noted in writing. Later in the week every student will have an interview with their mentor to get feedback and advice.

Each student has a right to re-sit a missed exam, if this is due to circumstances beyond their control. Also students who have failed an exam have a right to a re-sit.

MENTORS / TUTORS

Rick Steggerda, teacher Animation Design r.steggerda@artez.nl

Sytse van der Zee, head of Animation Design s.vanderzee@artez.nl

GENERAL INFORMATION

Visit the ArtEZ-website: <https://www.artez.nl/en/course/animation-design>

COURSES

Individual Research	10 EC
<i>tutorial: 1,5 hrs/week, self-study: 10 hrs/week</i>	
Instructional formats: Individual Research Language of instruction: English Assessment methods: Integrated team assessment Grading: Mark (0-10; pass rate is ≥ 5.5)	
<p>Individual research is eminently the subject where the initiative of the student determines the process. Students are encouraged to independently launch a workflow and keep it flowing. The student gains insight into their chosen specialism and in to their own abilities and preferences. The tutors support the students' research and help them whilst making choices during the work process.</p> <p>The subject Individual Research offers the student the opportunity to explore their own (media) fascinations and talent. The student gradually develops into an illustrator with a unique vision and motives. The strictly individual and personal nature of the investigation, require customized guidance.</p>	
Animation	3.0 EC
<i>tutorial: 3 hrs/week, self-study: 6 hrs/week</i>	
Instructional formats: Practical Language of instruction: English Assessment methods: Practical Assignment Grading: Mark (0-10; pass rate is ≥ 5.5)	
<p>The student makes a (film) plan which is then approved by the teacher. In the lesson this plan will be discussed and debated. During the semester, the progress will be monitored and assessed on the original goal and if this goal has been met a critical review will follow conducted by teacher and peers. The main question is if the film maker (student) has been successful in portraying his or her message. The students must be open to discuss and elaborate on their own work and react to each-others work. The student must remain within the framework set by the teacher but at the same time look for their own personal themes and motivate their story.</p> <p>Besides focus on the process and content, technical performance also comes on board. Movement, rhythm, assembly, and the use of sound is studied. Suitable technical support is adapted to the students created work.</p> <p>Necessary material • TV-paint • 3D stop motion techniques • "The Animator's survival kit" by Richard Williams (book is compulsory for all students).</p>	
Storytelling	3.0 EC
<i>tutorial: 1,5 hrs/week, self-study: 3 hrs/week</i>	
Instructional formats: Practical Language of instruction: English Assessment methods: Practical Assignment Grading: Mark (0-10; pass rate is ≥ 5.5)	
<p>In this semester, the student prepares for the final phase of their study be working on a journalism project in conjunction with the primary subject Animation. This storytelling subject focuses on the foundations of story writing. The student receives individual training in writing scenarios, and learns to clarify the story they wish to communicate. Students learn what a story is, what elements differentiate and how a story is told. In addition, they learn to turn their own ideas, fascination and imagination into concrete stories. Lessons consist of group and individual discussions, feedback on selected concepts, supplemented with comments from classmates.</p>	
Drawing perception	3.0 EC
<i>tutorial: 3 hrs/week, self-study: 2 hrs/week</i>	
Instructional formats: Practical Language of instruction: English Assessment methods: Practical Assignment Grading: Mark (0-10; pass rate is ≥ 5.5)	
<p>The core purpose of the subject drawing perception is to develop and enrich the visual perception and translate that perception in two dimensions. With practice throughout the program a consistent imagery develops with ever improving detail, and finds its own reality. This process of experience and perception allows the student an increasing ability to demonstrate their image instead of mirroring others, creating more authentic work.</p>	

The student learns through observation whilst drawing, the importance of distinguishing between the process and the result. The emphasis in the lessons is on the process, but the evaluation is partly assessed on the result. It is important that the student is open to receiving criticism about their work and can verbally express their own opinion regarding their work.

Students study the formal aspects of shape, such as anatomy, proportions and the structure of complex shapes. The student also studies how different visual aspects, determine their work; tone, composition, texture, structure, colour, space suggestion, light and shade, contour, perception.

Correlation with other subjects within the curriculum: The foundation of many processes in the field of visual design is in visual perception. The target is to develop perception as an essential contribution in all visual activities in the curriculum, even if they are not focused on direct observation. This includes, developing a sense of shape and proportion, the internalization of imagery as the basis for developing creativity and reflection of visual work, gaining experience in dealing with materials and techniques, and training visual endurance. Often during the classes links are established with relevant images from art history.

Workshop Cinema 4D

1.0 EC

Instructional formats: Technical **Language of instruction:** English **Assessment methods:** Participation
Grading: G/V/O (G=good / V=Adequate / O=Inadequate)

Exploration of the Dutch animation industry

2.0 EC

self-study: 3 hrs/week

Instructional formats: Individual Research **Language of instruction:** English **Assessment methods:** Research Paper
Grading: G/V/O (G=good / V=Adequate / O=Inadequate)

Theory in Art

5.0 EC

tutorial: 1,5 hrs/week, self-study: 5 hrs/week

Instructional formats: Art Theory & Reflection **Language of instruction:** English **Assessment methods:** Essay
Grading: Mark (0-10; pass rate is ≥ 5.5)

In the 5th semester, we examine the development of modern art from after the 2nd world war thru to the 70ties. The focus is on the cultural polarization between Europe and the United States. The semester starts with the individual expression in Action Painting, Cobra and Ecole de Paris and ends with art in which the concept has become so important that in some cases the artwork itself is no longer relevant. This has led to a cry from the art world that (modern) art is dead.

Winter Lab

3.0 EC

Instructional formats: Multidisciplinary **Language of instruction:** English **Assessment methods:** Project
Grading: G/V/O (G=good / V=Adequate / O=Inadequate)

The Winter lab project is a two-week period in which you work in groups with students from other disciplines within ArtEZ. The group works as a team on 'real' projects that are commissioned by clients, for example the local county council or municipality of Zwolle.