



## COURSE OUTLINE

### DIGITAL MEDIA ARTS

|               |               |                              |
|---------------|---------------|------------------------------|
| <u>DMA125</u> |               | <u>Pre-Production Design</u> |
| Course Number |               | Course Title                 |
| <u>3</u>      | <u>1</u>      | <u>4</u>                     |
| Credits       | Lecture Hours | Studio/Lab Hours             |
|               | :             |                              |

#### COURSE DESCRIPTION

Pre-Production planning and design for animation and interactive media. Without use of computers, students learn to apply creative thinking, design principles and production processes essential to the creation of successful animations and multi-media programs. Practical experience in concept generation, concept drawing, storyboarding, and project organization.

Text (s): **Reference Division Booklist**

Prerequisites: **ART102 (Basic Drawing), ART105 (2D Design), and DMA105 (Introduction to Computer Graphics) with minimum C grades or divisional permission**

Co-requisites: **ART104 (Life Drawing)**

**Last revised: Fall 2006**

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## **I. RATIONALE**

Good design and planning are essential to the success of these two related media which are very expensive to produce. This course focuses on concept generation, development, and communication before production begins. Students will learn the planning process and written and visual communication skills by producing written concept descriptions, character designs, concept sketches, and storyboards.

## **II. GENERAL COURSE GOALS**

*At the conclusion of the course, the student should:*

- A. Be conversant with the styles of animation and various steps in the pre-production process.
- B. Be able to generate concepts and story lines appropriate to their intended audience and communicate them effectively by concept sketches, written treatment, storyboards, and production flow diagrams.
- C. Know and demonstrate competence in and understanding of the pre-production process and understand how essential it is to the success of the final production.

## **III. SPECIFIC COURSE OBJECTIVES**

*For the successful completion of the course, the student is expected to:*

- A. Achieve the General Course Goals.
- B. Write clear concept and storyline treatments and audience profiles.  
Analyze the storyline and production requirements of animation projects.
- B. Create character designs, concept sketches, and storyboards that accurately demonstrate the production process for animation and multimedia.
- C. Create accurate lists and documents to organize project production.
- D. Discover your creative strengths in the pre-production process.

## **IV. INSTRUCTIONAL MODES TO BE USED**

- A. One lecture hour and four instructor-led studio hours per week for 15 weeks.
- B. Assigned and suggested reading.
- C. Occasional field trip.
- D. Films, video tapes or slides, (as available).
- E. Examples of professional pre-production work.
- F. Studio assignments with specifications and limitations set by the instructor.
- G. Demonstrations, discussions and critiques of student work.
- H. Visiting guest professionals, as available.
- I. Written course evaluations and self-evaluations.
- J. The World Wide Web.

V. **THE MATERIALS OF INSTRUCTION ARE**

1. Texts: (Reference Division Booklist)
2. Current news stand publications (newspapers, magazines, etc.)
3. Sample examples from the instructor's files.
4. Library reference materials.
5. Films, video tapes, video disks and slides.
6. Handouts.
7. The World Wide Web.

VI. **ATTENDANCE, EVALUATION AND GRADING**

Lectures are often accompanied by demonstrations of techniques and examples of computer graphic materials which cannot be repeated for individuals. The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. In these ways, the students learn the terms used in the field for which they are preparing. **Diligent work on assignments is essential to developing the skills required to succeed in this field.** The work you put into your assignments during class and in open lab periods will generally be visible in the quality of the project you produce.

**Evaluation**

Evaluation of progress and grades are determined by the instructor based upon the following considerations:

- |   |       |
|---|-------|
| A. Attendance at lectures and presentations.  | (10%) |
| B. Maintenance of reading assignments and participation in class discussions and critiques. | (10%) |
| C. Estimate of quality of class work and homework assignments (by instructor).              | (50%) |
| D. Results of quizzes, tests, or exams.   | (10%) |
| E. Result of final critique and evaluation.   | (20%) |

**Academic Integrity Statement:**

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website ([http://www.mccc.edu/admissions\\_policies\\_integrity.shtml](http://www.mccc.edu/admissions_policies_integrity.shtml)).

## **Grading**

Values of quality, aesthetics, taste, etc., are based upon the instructor's judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade. After one missed class period, late assignments will receive the grade of "F".

The grade of "A" will be earned by students who demonstrate mastery of the skills and essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of "D" is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of "F" will be earned by students who do not demonstrate achievement.

## **VII. VOCABULARY**

Many of the terms used in the field of computer graphics are unique. They are not always part of everyday language. These trade terms must be learned if the students expect their instructions on a job to be understood.

NOTE: If you hear a term which is not clear to you, write it down and ask for its meaning at an opportune time.

## **VIII. SUPPLIES**

To be specified by your instructor.