3040 Project #2: Animated Art

Animated Art – 15 points

Using a painting or photograph as a foundation you will create a minimum 10 sec animated version of the artwork. You will prepare and separate the artwork into pieces to be animated and use a 2.5D camera to give depth to the piece. Attention should be paid to how the animations and depth can contribute to bringing the artwork to life or giving it additional meaning. The artwork it is based on can be your own or available under public domain/Creative Commons Zero (CC0) but should be of a high enough resolution to allow HD animation. The animation should properly demonstrate the principles of graphic design and animation.

- o   Milestone 1:   Artwork selection due by Feb 16th
- o   Milestone 2:   Art preparation due by Feb 19th
- o   Milestone 3:   Rough cut due by Feb 26th
- o   Milestone 4:   Final Delivery Due by Mar 2nd

Objectives for the project:

- ● Learn to solve the creative challenges in creating 2.5D animations
- ● Continue the basics of animating, and rendering in After Effects
- ● Demonstrate knowledge of the principles of graphic design
- ● Demonstrate knowledge of the principles of animation

Milestone 1: Present a chosen artwork
Milestone 2: Have artwork prepared for animation
Milestone 3: Present rough animated version
Milestone 4: Present completed project in class
Submit self-reflection critique on D2L
Submit deliverables following the naming convention
ANIM3040_S18_P2_lastname_assetID_v###.extension
1. Rendered 1920x1080 23.976 fps .mp4 video file using the H.264 codec assetid = 001
2. Final After Effects .aep project file with collected footage assetid = 002

Rubric for Animated Art				
CATEGORY	**3** **(Above Average)**	**2 - 1** **(Average)**	**0** **(Below Average)**	**Points**
Productivity	Student has above average time management skills for this project. Class time was used wisely. Considerable progress was made week-to-week as seen during in-class critiques. It is clear the student worked at home and/or in school in the lab. All milestones were met.	Student has average time management skills for this project. Class time was used wisely some of the time. Only average progress was made week-to-week as seen during in-class critiques. Some milestones may have been missed.	Student has below average time management skills for this project. Not much progress was made week-to-week as seen during in-class critiques. Class time was not always used wisely, but student did do some additional work at home or the lab. Milestones were missed.	/ 3
Concept and Pre-Production	Concept is creative, well thought out, and ambitious. Drawing is expressive and detailed. Storyboard is very detailed and conveys a clear message.	Concept is creative and thought out, but some fixes are required. Drawing is expressive and somewhat detailed. Storyboard is average and conveys a message, but some errors are present.	Concept is not very creative or not well thought out. Drawing has few details and is not very creative. Storyboard is not very detailed and does not convey a clear message. Many errors are present.	/ 3
Execution	Use of the tools and techniques needed for this project are efficient and precisely executed. Created assets are high quality and achieve intended concept.	Use of the tools and techniques needed for this project are somewhat efficient or executed with some precision. Created assets are average quality and somewhat achieve intended concept.	Use of the tools and techniques needed for this project are not efficient or executed without precision. Created assets are low quality and do not achieve intended concept.	/ 3
Animation Effectiveness	Animation is clean. Much time and effort went into making the animation follow the principles. Subjects are emotive and lifelike. Attention was paid to storytelling and timing actions to be as readable as possible.	Animation is somewhat clean. More time and effort could have been spent making the animation follow the principles. Subjects are somewhat emotive and lifelike. Some attention was paid to storytelling and timing actions to be readable.	Animation is not clean. More time and effort could have been spent making the animation follow the principles. Subjects are not very emotive or lifelike. More attention is needed on storytelling and timing actions to be readable.	/ 3
Project Scope	Student ensures that final submission is of the outmost quality. Work was handed in on time and in the correct format(s) required. Followed naming convention. All project criteria were met.	Work may have been handed in late and in some of the correct formats required. Somewhat followed naming convention. Some of the project criteria were met.	Work was handed in late and many of the formats that were required were incorrect. Did not follow naming convention. The project criteria were not met.	/ 3
TOTAL POINTS				**/ 15**