

## AVA5 Advanced Visual Arts 5 - Course Outline and Assignment (13/14)

**Course name:** Advanced Visual Arts 5: Post-Production

**Course Code:** AVA5

**Academic year:** 2013 - 2014

**Lecturer(s):** Ronny Franken - [franken.r@nhtv.nl](mailto:franken.r@nhtv.nl), Kim Goossens - [goossens.k@nhtv.nl](mailto:goossens.k@nhtv.nl)

**Number of EC's:** 5

### Relation to other courses:

Over the course of AVA3, AVA4 and AVA5 which covers Block A, B and C of year 3, teams will produce an animated video of their own vision. The courses will subsequently cover the three most common phases in any development of CG related materials; pre-production, production and post-production.

After successfully finishing their project including a making of (optional) and portfolio presentation of their own contribution to the project, students will show proof that they are capable of working within a team for a full production cycle and able to meet pre-defined artistic as well as technical goals set by themselves.

### EXAMPLES & INSPIRATION of possible final product outcome (not representative of scope)

#### Ident

- [Sky 1, 2 & 3 Ident "Bones".](#)
- [Gorillaz - Russel Ident](#)
- [Nickelodeon Idents](#)
- [MovieBox Ident](#)
- <http://www.youtube.com/watch?v=ajbSFYV-maQ>
- <http://www.youtube.com/watch?v=7OyVqtU1y5U>
- <http://www.youtube.com/watch?v=XXLXcDQRTxo>
- <http://www.youtube.com/watch?v=zAGlp5kFdw>

#### Cinematics

- [Guardians of Middle-earth - E3 Debut Trailer](#)
- [Blur Studios - Behind the Scenes & New Cinematic Trailer](#)
- [Blur Studio: Game Cinematics with the Autodesk Pipeline](#)
- [Tetra Vaal \(Neill Blomkamp Movie\)](#)
- [The Witcher 2: Assassins of Kings - Behind the Scenes](#)
- [Creating the Visual Effects for Iron Sky: Behind the scenes](#)

#### Advert

- [Penguins April Fool - The Making Of - BBC](#)
- [Audi A4 2.0 TDI "Intelligently Combined"](#)
- [2011/2012 UK Audi A6 Avant advert with the Audi Bird](#)
- <http://www.youtube.com/watch?v=5a7zewiXt9E>

#### Realtime cinematic

- [Source Filmmaker: Introduction Trailer](#)
- [Source Filmmaker: loghouse fly-by](#)

#### Shorts & Misc

- <http://vimeo.com/58179094>
- <https://www.youtube.com/watch?v=hXMdFGxrWik>
- <https://www.youtube.com/watch?v=tGwulPmJVBE>
- <http://vimeo.com/29986424>
- <http://vimeo.com/47376460>
- <http://www.youtube.com/watch?v=Q-GPEi-24ek>
- [The Third & The Seventh by Alex Roman HD](#)
- <http://www.youtube.com/watch?v=X0UmVrKC9hA>
- <http://www.youtube.com/watch?v=MUwnVA6GNXo>
- <http://www.youtube.com/watch?v=dW7awX2q8FI>

**Relation to the industry:**

The process and topics covered during AVA3, AVA4 and AVA5 are widespread and common to almost any production involving Computer Graphics. Experience with this process including look development, technical research, problem solving, setting constraints and requirements as well as planning and managing this process is crucial to any artist.

**Competences:**

- A1. Graphic Communication
- A8. Lighting and Rendering

Many of the competencies experienced at IGAD will be used to help proof the deliverable for AVA3, AVA4 and AVA5. Students are expected to draw on the formally taught experiences and knowledge of modeling, texturing, animation/rigging, lighting and rendering given in years 1, 2 and 3 of their education.

**Course learning objectives:**

- Students are capable of working within a team for a full production cycle and need to prove this by successfully delivering their team project and/or set goals.
- Students are able to understand the importance of post-production and how it benefits the final product with regard to final level of finish and to simply get the job done, "fix it in post".
- Students are able to use post-production tools and techniques, the final product will show they applied appropriate techniques meeting their intended ideas and level of quality.
- Students are able to research, self-learn tools and techniques appropriate to their chosen discipline. The individual portfolio showing the student's contribution to the project will be proof of this.
- Students are able to successfully present their skills, knowledge and contribution to a full production project via portfolio ready and worthy materials.

**Number of hours:**

- 5 ECTS equals 140 hours per team member, in a 9 week schedule this approximately equals 2 full working days a week (including class time).

**Teaching method:**

- 1 X 4 hour lecture/workshop/response class each week
- Supervision, feedback and Q&A with lecturer(s)
- In class presentations

**Attendance policy:**

AVA5 is a team based assignment. None attendance is both detrimental to your teams project, and unprofessional. Students and teams are encouraged to have meetings with the teacher on the progress and (visual) development of their project, the scheduled classes facilitate this.

**Literature:**

For suggested reading, video tutorials and other resources, please check N@tschool.

**Materials needed:**

Examples of software required, there are no limits on the software used:

- Maya, ZBrush, Photoshop, After Effects, Autodesk Composite, etc.
- All material must be created by students, this means external assets cannot be used unless approved by supervisor(s).

**Course description and assignment:**

At the start of AVA5 projects have been "signed off" for post-production from the Advanced Visual Arts 4: Production course. All assets (models, textures, FX, animations) have been finalized to a professional level of polish and the scene has been optimized and is ready for final rendering.

Teams now take their project into the post-production cycle. The project will be rendered, composited and edited into a final product. At the start of this stage there will also be the opportunity to make last-minute changes to assets to increase final level of detail and finish in order to increase the final level

of quality of the final product. The team also needs to take care of adding an intro (title) and outro (credits) sequence which must fit the theme of the movie it belongs to.

In order to streamline the working process of AVA5, teams need to show an update of their animation each and every week. In order to facilitate this they need to set up a master file referring to individual shots and subsequent frames.

In addition students need to deliver a production planning at the start of AVA5, the milestones as listed under “Milestones and deadlines” below need to be planned ahead. This planning needs to be handed in and will be used to track the team’s progress each week.

Next to the final finished video, each team member must also prepare a personal project portfolio showing their individual contribution to the project. This can take many forms and is dependent on the nature of the art involved, this can be either images or video. Students need to have a plan of how to present their work, which they need to discuss with their supervisor(s).

If time allows teams are encouraged to provide a breakdown movie showing workflow, pipeline, assets and problem solving in great detail. This is not mandatory however.

**Outcome:**

- Final movie
  - Resolution: 1920x1080 (full HD)
  - File format: mp4
  - File size: under 250 MB
- Production planning
  - Make sure to plan the milestones listed under “Milestones and deadlines”.
- Workflow document describing workflow, pipeline and compositing tree
  - Use template from N@tschool.
- Personal project portfolio
  - Make sure to deliver an overview of your personal contribution. This can be a document, webpage and/or video reel showing your personal contribution to the final project. Make sure to mention your name.
  - In case you want/need to describe what you have been doing; use simple bullet points, avoid using long stretches of text.
  - A work log like a list or excel sheet with a day by day or hour by hour task overview can be added but will not be sufficient, we need to see art related images.
  - Pay attention to presentation, this is part of the assessment.
- Peer assessment
- Not mandatory
  - Breakdown movie (making of) of entire project

**Assessment:**

- The assessment will consist out of:
  - Final movie (team grade): 50%
  - Personal portfolio presentation (individual): 50%
- Both grades for final movie and personal portfolio presentation need to be 5.5 or higher otherwise the lowest grade counts.

AVA5 will result in a project grade for the final movie that applies to the entire team, in addition individual contribution and performance will be taken into account for final individual grading. Please make sure to provide an individual portfolio presentation, which visually shows your contribution to the final project. A peer assessment is part of the final deliverables to identify possible issues.

AVA5 will be graded on a 0-10 point scale. A grade of 6 or above is a passing grade.

**Grading criteria:**

*All items under outcome need to be present otherwise the project will NOT be graded.*

The assignment will be assessed according to the following grading criteria. The table shows the criteria, their weight and a description of when a certain performance level is reached.

<b>Rubric Final Movie - AVA5 Advanced Visual Arts - Post-Production = 50% of overall grade</b>				
<b>Criteria</b>	<b>Weight</b>	<b>Fail, grade: 0-5</b>	<b>Pass, grade: 6-7</b>	<b>Excellent, grade: 8-10</b>
<b>Story and appeal</b>	25%	Because of bad camera editing and bad character animations, the movie has a hard time telling its intended story. The look and feel how well it may have been designed is just barely translated into actual movie assets and rendered images.	The look and feel meets the intended purpose and story to be told. Editing, camera cutting, character animations and environments are really well done and tell a coherent, believable and enjoyable story.	The project in every sense is very appealing and brings a smile to people's faces or make them stare in awe. Storytelling has been carried out to a professional level and emotions are delivered as intended. Corny acting and/or storytelling has been avoided. The product is of such quality it could be submitted for an online animation festival.
<b>Level of finish</b>	25%	The project is clearly not finished or simply not delivered. Although the entire project is delivered as an animated movie, it is clearly not finished, quality and level of finish seriously had to suffer to meet the final deadline.	The entire animated movie has been rendered of and all aspects (e.g. camera editing, character animations, environments, audio, lighting, rendering, post and FX) have a sufficient level of detail and finish, they are clearly representative for the intended level of quality.	The entire movie has been rendered of in great detail and to a very high level of finish. The movie is ready to be published on a portfolio website or YouTube.
<b>Workflow/pipeline</b>	25%	The project clearly suffered from unclear and unfounded decisions regarding planning, workflow and art pipeline.	The project featured a clear efficient pipeline (incl. art development, lighting, final rendering, and compositing), which was clearly followed by the entire team and used for every shot of the movie.	The pipeline shows intelligent problem solving. Smart decisions were made along the project to accelerate development and to secure a successful polished final product at the end.
<b>Technical design</b>	25%	The animated movie is pretty straightforward, it didn't require any advanced problem solving or research. The project didn't provide any big challenges.	The project provided a few serious challenges that required research into unknown areas.	The success of the final product depended on a few very big technical challenges, which were successfully solved.

<b>Rubric Personal Project Portfolio - AVA5 Advanced Visual Arts - Post-Production = 50% of overall grade</b>				
<b>Criteria</b>	<b>Weight</b>	<b>Fail, grade: 0-5</b>	<b>Pass, grade: 6-7</b>	<b>Excellent, grade: 8-10</b>
<b>Presentation</b>	50%	The portfolio presentation isn't present. The submitted material isn't representative for the student's contribution. The material isn't selected with attention to clear presentation and appeal, it's basically just a few screen grabs or animated scenes thrown together.	The presented materials are clearly representative for the student's contribution to the final product. Attention has been paid to presentation, appeal, layout and composition. The materials can be put in a portfolio.	In addition, the portfolio/images/video clearly presents used skills, tools, applied knowledge and problem solving in great detail using breakdowns, additional text and/or overlays.
<b>Individual contribution</b>	50%	The personal project portfolio clearly shows the team member didn't put enough effort into the project. The team member didn't show up for class or presentations and didn't participate in any team activities. Although the team member might have put a considerable amount of effort into the project, his work doesn't show or didn't add anything special to the final project. The student showed to be a bad teamplayer.	The team member's efforts are on par with other team members' activity. The student more than sufficiently participated in the project, his ideas or efforts are clearly visible in the final product. The team member showed commitment and responsibility for the success of the final product.	The success of the project was highly dependent on this team member. He/she was highly committed to deliver a special, high quality final product.

**Grading standards:**

- 10 - High Professional Standard
- 8+ - Professional Standard
- 6+ - Academic Standard
- 5+ - Poor Academic Standard
- 3+ - Incomplete
- 1+ - Seriously incomplete.

**Milestones and deadlines:**

At the start of the project the team needs to deliver a planning that lists the milestones below.

Milestones (in preferred order):

- 1) Final edit, audio, cameras (framing, animations) and cutting
- 2) Final character animations
- 3) Final FX, particles and dynamics
- 4) Final assets, characters, environment, background elements, models, shaders and textures
- 5) Final lighting and compositing, post pipeline/composite tree is final
- 6) Final render, individual frames of each pass are rendered of
- 7) Final composite of frames, sequences and shots
- 8) Final product, movie is completely rendered of into one file, ready to be released

Please use the weekly schedule below to plan the milestones, make sure the items as mentioned are final and ready to be rendered of at that stage. Milestones 1 and 2 have already been planned.

In-Class Activities	Out-of-Class Activities (Homework)
<b>Week 01</b>	
<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Deliver planning document</li> </ul>	
	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Week 02</b>	
<ul style="list-style-type: none"> <li>• Present project progress, feedback, Q&amp;A</li> <li>• Work on project in class</li> </ul>	
	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Week 03</b>	
<ul style="list-style-type: none"> <li>• <b><u>Milestone 1 presentation</u></b> <ul style="list-style-type: none"> <li>○ Final edit, audio, cameras (framing, animations) and cutting</li> </ul> </li> <li>• Present project progress, feedback, Q&amp;A</li> <li>• Work on project in class</li> </ul>	
	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Week 04</b>	
<ul style="list-style-type: none"> <li>• Present project progress, feedback, Q&amp;A</li> <li>• Work on project in class</li> </ul>	
	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Spring holiday</b>	
<ul style="list-style-type: none"> <li>• No class this week</li> </ul>	
	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>

<b>Week 05</b>	<ul style="list-style-type: none"> <li>• <b><u>Milestone 2 presentation</u></b> <ul style="list-style-type: none"> <li>○ Final character animations</li> </ul> </li> <li>• Present project progress, feedback, Q&amp;A</li> <li>• Work on project in class</li> </ul>	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Week 06</b>	<ul style="list-style-type: none"> <li>• Present project progress, feedback, Q&amp;A</li> <li>• Work on project in class</li> </ul>	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Week 07</b>	<ul style="list-style-type: none"> <li>• Present project progress, feedback, Q&amp;A</li> <li>• Work on project in class</li> </ul>	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Study Week</b>	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>	<ul style="list-style-type: none"> <li>• Continue project</li> </ul>
<b>Exam Week</b>	<ul style="list-style-type: none"> <li>• FINAL PRESENTATIONS AND DEADLINE           <ul style="list-style-type: none"> <li>○ See below</li> </ul> </li> </ul>	

**Deadline and delivery:**

- Final deadline: Wednesday April 09 2014, before 12:00
  - Make sure to archive all files into one ZIP or RAR file:
    - ProjectName\_AVA5\_1314.rar
  - Please deliver by providing a download link to WeTransfer. Make sure the download is immediate and registration or e-mail verification is NOT needed.
- Final presentations
  - These will be scheduled on or after the final deadline mentioned above, industry will be invited.

**Retake:**

After the final assessment teams will get feedback on how they performed. In case of a fail the team can use this feedback to improve their project. They can keep working on the same project and finish it to meet the requirements during Block D. Team members can also work and improve on their own portfolio presentation if needed.

- Retake deadline: Wednesday June 25 2013, before 12:00