

Infography, Animation and Virtual Spaces

Code: 103102
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

Basic knowledge of script and audio-visual language, as well as a minimum domain of editing software.

Objectives and Contextualisation

To meet:

The technological evolution of infographic and animation techniques.
The theoretical principles of audiovisual animation
The tools and techniques to create infographics and animations, with their possible application in virtual spaces
Practical applications and the expressive possibilities of infographics and animation
Conceive and produce a piece of audiovisual using some of the techniques of animation and computer graphics combined to produce a message.

Competences

- Generate innovative and competitive ideas in research and professional practice.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Use advanced technologies for optimum professional development.
- Use ones imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the technologies and systems used to process, produce and relay information for new genres and multimedia audiovisual formats.
2. Apply theoretical principles to creative processes.
3. Generate innovative and competitive ideas in research and professional practice.
4. Use advanced technologies for optimum professional development.
5. Use ones imagination with flexibility, originality and ease.
6. Use the language specific to each audiovisual communication medium in its combined modern forms or digital formats for producing infographic products.

Content

1. ANIMATION

1.1.-Introduction to animation:

- formed
- techniques
- domains basic language.
- principles general of animation

1.2.- Different practical models of animation as message producers

- complementary material
- with its own entity
- Channels and platforms (virtual spaces)

1.3.- The logistics:

Control mechanisms

- responsible for the process
- coordination between the different areas involved
- necessary production equipment

2. INFOGRAPHY

2.1.-Introduction to infographics:

- first infographics
- formats
- techniques

2.2.- Different practical models of infographics as producers of messages

- complementary material
- with its own entity
- Channels and platforms (virtual spaces)

3. COMMON ELEMENTS TO BE DEVELOPED

3.1.- PREPRODUCTION

- idea-Argument-script
- Story-board (different story-board models)
- The creation of the characters (model sheets)
- The definition of environments

- The Concept Art
- The Animatic / leica reel
- The layouts (scenarios and animation)
- The lipsing

3.2- PRODUCTION

- Backgrounds
- The direction of art and / or animation
- Animation

Composition

3.3.- SOUND

- The music to the cartoon

Work methodology

- Locutions
- The effects
- The mixtures

3.4.- Comparison between the different techniques

Common processes and differentialelements

Methodology

The theoretical sessions are complemented with other practical ones.

Throughout the first sessions, 4 individual exercises will be carried out to put into practice different animation techniques (rhythm, arcs, anticipation, acceleration, braking ...), intermediate processes in the elaboration of an animated infographic ("Story-board" , "Animatic").

Throughout the last sessions, the students, in groups of three or four, will develop a piece of animated infographic, at least 2 minutes long, using the techniques of computer graphics and animation made in individual practices.

The teachers will monitor production through tutorials, three of which will be mandatory and will be specified as the project progresses. In these three evaluable tutorials, the requested material must be presented in order to verify the correct development of the piece and be able to solve the problems that have arisen and advise on the production.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical sessions	35	1.4	5, 1, 3, 6, 4

Type: Supervised

Creation of an audiovisual piece of 2 minutes minimum	60	2.4	5, 1, 3, 6, 4
Practical works of application of infographics and animations	30	1.2	5, 1, 6, 4
Type: Autonomous			
viewing of material. Comment and analysis of the techniques used	10	0.4	6

Assessment

- 1) The evaluation of the subject will be done through the presentation of an audiovisual piece (done in a group), with its own entity (news, survey, informative piece, informative) And the delivery of the material that is requested referring to the processes of the production of the piece (45% of the final grade)
- 2) Throughout the course there will be several individual and compulsory deliveries of practical works (infographics and animations) that will serve as an evaluating tool (45% of the final grade).
- 3) 10% of the final grade will be fixed by the attendance and participation in the classes.

Depending on the results obtained between the individual exercises / practices and the group piece, there will be a new exercise to reevaluate the aspects that have not been overcome. This re-evaluation will be done on the dates scheduled in the academic calendar.

Students who have not submitted any of the exercises / individual practices provided will not be able to be evaluated.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
3 tutorials with partial deliveries. Final project delivery	45%	10	0.4	2, 5, 1, 3, 6, 4
Attendance and participation in the classes	10%	0	0	5, 3, 6
Practical works of application of infographics and animations	45%	5	0.2	2, 5, 1, 3, 6, 4

Bibliography

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THE ILLUSION OF LIFE. Frank Thomas&Ollie Johnston. Abbeville Press-Publishers-New York 1981
ANIMATOR'S SURVIVAL KIT. Richad Williams. Faber&Faber. London 2001
THE COMPLETE ANIMATION COURSE. Chris Patmore. Barron's Educational Series,Inc. Nueva ork 2003
LA IMAGEN ANIMADA: ANÁLISIS DE LA FORMA Y EL CONTENIDO DEL DIBUJO ANIMADO, Hipólito Vívar Zurita, Editorial Complutense, Madrid 1988
THE ART AND SCIENCE OF COMPUTER ANIMATION. Stuart Mealing, Intellect Books. Oxford 1992
LA MAGIA DEL DIBUJO ANIMADO (Actores del lápiz). Raúl García. Edicions De Ponent. Alicante 2000