

**Audiovisual Animation**

Code: 103039  
ECTS Credits: 6

| Degree                            | Type | Year | Semester |
|-----------------------------------|------|------|----------|
| 2501928 Audiovisual Communication | OT   | 3    | 1        |
| 2501928 Audiovisual Communication | OT   | 3    | 2        |
| 2501928 Audiovisual Communication | OT   | 4    | 2        |

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**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 of television / film language

**Objectives and Contextualisation**

To learn:

The technological evolution of animation creation techniques.

The theoretical principles of audiovisual animation.

The complexity of the production process involving an animation piece.

The importance of the different previous phases that intervene before starting to animate.

The practical applications and the expressive possibilities of animation.

Create and produce an audiovisual piece using some of the animation techniques.

**Competences**

- Audiovisual Communication
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate creative capacity in audiovisual production.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.

- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

## Learning Outcomes

1. Apply the technologies and systems used to process, process and transmit information for new audiovisual media genres and formats.
2. Apply theoretical principles to creative processes.
3. Demonstrate a critical and self-critical capacity.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Demonstrate ethical awareness as well as empathy with the entourage.
6. Develop autonomous learning strategies.
7. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
8. Disseminate the areas knowledge and innovations.
9. Generate innovative and competitive ideas in research and professional practice.
10. Generate quality audiovisual products with innovative aesthetics.
11. Manage time effectively.
12. Master technological tools for audiovisual production.
13. Respect the diversity and plurality of ideas, people and situations.
14. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
15. Use advanced technologies for optimum professional development.
16. Use ones imagination with flexibility, originality and ease.
17. Use the language of each of the audiovisual media in modern combined forms or in digital media for carrying infographics products.
18. Value diversity and multiculturalism as a foundation for teamwork.

## Content

### Theme 1

Introduction to animation:

-Generators of movement: ("pose to pose", "stop-motion" and rotoscoping / capture movement)

-Techniques

-Basic animation vocabulary.

-Principles of animation.

### Theme 2

-Optimal organizational model of an animation production.

-Different practical organizational models of producing companies.

-Other production models

-Structures more or less consolidated:

American and Japanese product

-Structures to consolidate:

European product

-Structure of services

Asian models.

Theme 3

-The logistics:

-Control mechanisms.

-Responsible for the process

-Coordination between the different areas involved.

-Production equipment needed.

Theme 4

-Sound reinforcement

-The music in the cartoon.

-Work methodology

-The locutions.

-The FX.

-The mixtures.

Theme 5

-The creation process, from the idea to the broadcast copy. Comparison between the different techniques.

-Common processes and differential elements.

5.1 Preproduction

-Idea-argument-script

-Story-board (different models).

-The creation of the characters (model sheets).

-The modeling (3D).

-The definition of scenarios.

-The Concept Art.

-The Animatic / leica reel.

-The layouts of scenarios.

-Animation layouts

-The XSheets.

-Lipsing

## 5.2 Production

- Backgrounds.
- The direction of the animation.
- Animation (2D and 3D)
- Assistance (2D).
- Int / Clean-up (2D).
- Ink & Paint (2D).
- Composition.

## 5.3 Postproduction

- Edition.
- Sound and mixes.
- Final copy.

## Methodology

The theoretical sessions are complemented with practical lectures.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Once these sessions are given, the students, in pairs or groups of three (depending on the number of students enrolled) will develop an animation, of at least 1 minute. The teacher will follow the production through tutorials, three of which will be compulsory, these sessions dates will be appointed during the development of the short film. In these three tutorials, which will be evaluated, students must bring the material requested by the teacher in order to check the correct development of the short film and be able to solve the problems that have arisen and advise on the production.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

| Title                | Hours | ECTS | Learning Outcomes                              |
|----------------------|-------|------|--|
| Type: Directed       |       |      |  |
| Practice             | 22.5  | 0.9  | 2, 16, 14, 5, 3, 12, 10, 9, 11, 13, 15, 18     |
| Seminary             | 15    | 0.6  | 7, 8, 12, 9, 13, 15, 18                        |
| Theoretical sessions | 15    | 0.6  | 2, 16, 14, 5, 3, 12, 10, 9, 11, 13, 17, 15, 18 |
| Type: Supervised     |       |      |  |
| Tutorials            | 7.5   | 0.3  | 4, 3, 13, 18                                   |

Type: Autonomous

|   |    |      |   |
|---|----|------|---|
| Creation of a piece of at least one minute duration | 60 | 2.4  | 2, 16, 4, 14, 5, 6, 12, 10, 9, 11, 13, 17, 15, 18 |
| Presentation preparation                            | 11 | 0.44 | 14, 7, 8, 9, 11, 18                               |
| Viewing recommended material                        | 11 | 0.44 | 7, 10, 9  |

## Assessment

1) The evaluation of the subject will be done through the presentation of an audiovisual piece of about one minute, (made in group) with the delivery of the material that is going applicant regarding the processes of production, such as story -board, Animàtic, concept art ..., of the piece (45% of the final grade)

2) Throughout the course there will be several individual and compulsory deliveries of practical work 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.

Re-evaluation:

Depending on the results obtained between the individual exercises / practices and the group piece, there will be a new exercise to re-evaluate the aspects not passed. This re-evaluation will take place on the dates provided in the academic calendar. In order to be able to take the retake of the subject, an average grade of at least 3.5

## Assessment Activities

| Title                        | Weighting | Hours | ECTS | Learning Outcomes                                      |
|------------------------------|-----------|-------|------|--|
| Partial deliveries           | 45%       | 6     | 0.24 | 2, 16, 1, 4, 14, 5, 6, 3, 7, 12, 10, 9, 13, 17, 15, 18 |
| Participation in the classes | 10%       | 0     | 0    | 16, 4, 14, 6, 3, 7, 9, 13, 15, 18                      |
| Presentation of the project  | 45%       | 2     | 0.08 | 2, 16, 4, 14, 5, 3, 7, 8, 10, 9, 11, 17, 15, 18        |

## Bibliography

### BIBLIOGRAFIA BàSICA:

Bendazzi, Giannalberto 2003. *Cartoons: 110 años de cine de animación*. Ocho y Medio. Madrid.

Delgado, Pedro Eugenio 2000. *El cine de animación*. Ediciones JC, DL. Madrid.

Lord, Peter; Sibley, Brian 1998. *Cracking Animation. The Aardman Book of 3-D Animation*. Thames & Hudson.

MacLean, Fraser 2011. *Setting the Scene. The Art and Evolution of Animation Layout*. Chronicle Books, San Francisco.

### COMPLEMENTÀRIA:

Bakedano, José J. 1987. *Norman McLaren. Obra completa. 1932-1985*. Museo de Bellas Artes. Bilbao.

Levitan, Eli L. 1980. *Generación electrónica de imágenes*. Ediciones Bellaterra, S.A. Barcelona.

Mealing, Stuart 1992. *The Art and Science of Computer Animation*. Intellect Books. Oxford.

Rondolino, Gianni 1974. *Storia del cinema d'animazione*. Giulio Einaudi editore s. p. a., Torino.

Solomon, Charles: 1994. *Enchanted Drawings. The History of Animation*. Wings Books. New York.

Vivar Zurita, Hipólito 1988. *La imagen animada: Análisis de la forma y del contenido del dibujo animado*. Editorial de la Universidad Complutense. Madrid.

## **Software**

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject