

Degree programme	Type	Course
Interactive Communication	OB	2

Contact lecturer

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Prerequisites

The student must have an acceptable command of the English language, enabling them to understand documents written in this language.

Group languages

You can consult this information at the [end](#) of the document.

Objectives

To know:

- The technological evolution of animation creation techniques.
- The theoretical principles of audiovisual animation.
- The complexity of the production process of an animation piece.
- The importance of the different phases that take place before the actual animation begins.
- The practical applications and expressive possibilities of animation.
- How to conceive and produce an audiovisual piece using various animation techniques.

Learning outcomes

- CM33 (Develop interactive animated 2D and 3D projects for all types of audiences that respect ethical, democratic and diversity principles, as well as being sensitive to society's demands and needs considering the economic, regulatory, social, cultural and environmental context in which they are developed.) Develop interactive animated 2D and 3D projects for all types of audiences that respect ethical, democratic and diversity principles, as well as being sensitive to society's demands and needs considering the economic, regulatory, social, cultural and environmental context in which they are developed.
- CM34 (Master the composition of planning and creating 2D and 3D characters, starting with manual methods and ending with the most sophisticated modelling software available.) Master the composition of planning and creating 2D and 3D characters, starting with manual methods and ending with the most sophisticated modelling software available.
- KM24 (Explain the theoretical and practical fundamentals, techniques and production models of 2D and 3D animation, as well as the phases in the production of an animated piece.) Explain the theoretical and practical fundamentals, techniques and production models of 2D and 3D animation, as well as the phases in the production of an animated piece.

- SM23 (Adapt the principles and techniques of 2D and 3D animation to interactive communication projects.) Adapt the principles and techniques of 2D and 3D animation to interactive communication projects.
- SM24 (Plan the pre-production, production and post-production phases and the resources needed in animated interactive projects.) Plan the pre-production, production and post-production phases and the resources needed in animated interactive projects.

Contents

Block 1: A Brief History of Animation: Is That What We're Told?

- Introduction to the history of animation: an archaeological and genealogical perspective.
- Historical narratives and cultural realities.
- Artifacts that changed animation: the multiplane camera.
- Home practice: animation archaeology.
- Evolution of techniques and their global impact: rotoscoping, stop motion, 3D animation, and motion capture.
- Concept and application of "plasmaticity."
- The impact of transmedia narratives and Media Mix in the world of animation: an overview.

Block 2: Materiality and Technology in Animation

- Materials and technology in animation.
- Analysis of the production process in animation.
- Full and limited animation.
- Intermediate materials: what are they?
- The Watanabe Archive and preservation at Niigata University.
- The cel bank as an immaterial archive.
- Curation and exhibition of anime archives.
- Case study: ACASiN and the Peel-Apart TV anime installation.

Block 3: Formal and Technical Aspects of Animation

- Impact of performativity and repetition on the identity of animation.
- Concepts of the 12 principles of animation from a technical perspective and their application in professional software.
- Formal elements: line, shape, color, and movement.
- Principles of visual design in animation.
- Introduction to professional software for digital animation, including an initial approach to 3D environments.

Block 4: Introduction to Stop Motion Production

- Technical advice for stop motion production.
- Technical process, video features, backgrounds, and environments.
- Characters, image capture and adaptation, framing, and postproduction.
- Application of digital animation principles and their relationship to current 3D processes.

Block 5: Animation Techniques and Types of Animation

- Traditional Animation vs. Transdigital Animation. Example: Cut Out.
- Digital Animation: definition and characteristics.
- Stop Motion: advantages and challenges.
- Rotoscoping: applications in visual narratives and hybrid effects.
- 3D Animation and Motion Capture.
- Debate: Artificial Intelligence and animation-a complex relationship.
- Introduction to digital animation software (OpenToonz, Da Vinci Resolve) and initiation to Blender for creating simple 3D scenes.

Block 6: Pre-production, Production, and Post-production

- Introduction to pre-production.
- Concept development: idea, storyline, and guidelines.
- Storyboard: different models and their application depending on the type of animation.
- Animatic and Leica Reel.
- Character and environment creation.
- Design and planning of sets and animation: scenography and animation layouts.
- Viewing and analysis of practical examples created with Blender.
- Practical Blender initiation sessions (I & II):
 - Basic interface and core concepts of the software.
 - Elementary modeling and object manipulation.
 - Basic 3D animation.
 - Export and integration of simple scenes in animation projects.
- Production and direction of 2D and 3D animation.
- Assistance in 2D animation: clean-up, coloring, and texturization.
- Compositing and integration of visual elements.
- Introduction to post-production.
- Editing and montage: use of Da Vinci Resolve and Adobe After Effects.
- Sound: music, voice-over recording, effects, and final mix.
- Final copy: preparation for distribution.

Specific note on Blender

This course includes specific sessions and practical activities focused on learning Blender, aiming for all students to acquire minimum and practical knowledge of its basic operation, which is essential for coordination with the Advanced Animation course and to ensure coherence in the degree program's learning pathway.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Seminaries	0	0	CM33, SM23, SM24
Creation of an animation piece	60	2.4	CM33, CM34, SM23, SM24
Laboratory internships	33	1.32	CM33, CM34, SM23
Viewing of recommended material	11	0.44	KM24

Tutorials	7.5	0.3	SM24
Preparation of presentation	11	0.44	KM24
Theoretical sessions	19.5	0.78	KM24

The course combines theoretical sessions with practical activities that complement each other in order to facilitate the achievement of the intended learning outcomes.

Throughout the course, students will develop an animation project consisting of an animated piece of at least one minute in length that combines two or more animation techniques. This project will be carried out in groups of two to four students, depending on the number of students enrolled.

This final project will enable students to apply the theoretical and practical knowledge acquired throughout the course in an integrated manner.

The project development will be supervised through mandatory tutorial sessions, during which students will be required to present the materials and the stage of development of their project as requested by the teaching staff at each milestone. These tutorials are designed to support students throughout the production process, help them overcome any difficulties that may arise, and provide specific guidance to ensure a successful final outcome.

The detailed schedule, including the content of each session, will be presented on the first day of the course and will also be available on the course Virtual Campus. There, students will find all the teaching materials provided by the teaching staff, together with the information required for the successful completion of the course. Should the teaching modality need to be modified due to force majeure in accordance with the decisions of the relevant authorities, the teaching staff will inform students of any changes to the course schedule and teaching methodologies.

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.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Active participation in class	10%	0	0	KM24
Producción de un proyecto de animación	45%	2	0.08	CM33, CM34, SM23, SM24
Presentation of a short film or animation scene	15%	2	0.08	KM24
Animation exercises and partial deliveries	30%	4	0.16	CM33, CM34, SM23, SM24

Assessment for this course will be carried out through the presentation of different audiovisual pieces covering various stages of the production process and involving the use of different techniques.

Throughout the course, students will complete partial submissions of practical assignments (drafts, model sheets, animation exercises, and other requested materials related to the production processes of the audiovisual pieces). Some of these submissions must be included in the final project submission if they constitute an essential part of the project development.

The final project will consist of an animated short film of at least one and a half minutes in length, created using at least two different animation techniques.

During the final presentations, students will analyse animated short films or scenes and will be required to demonstrate that they have assimilated the theoretical content covered in class. These presentations will account for 15% of the final grade.

10% of the final grade will correspond to active participation in the activities carried out during class sessions.

Resit Assessment

Depending on the results obtained in the exercises/practical assignments and the group project, a new activity will be proposed to reassess the learning outcomes that have not been achieved. This reassessment will take place on the dates established in the academic calendar.

If a student commits any irregularity that may lead to a significant alteration of the grade of an assessment activity, that activity will be graded 0, regardless of any disciplinary procedure that may be initiated. If several irregularities occur in the assessment activities of the same course, the final grade for the course will be 0.

Single Assessment

This course does not include a single assessment system.

Use of Artificial Intelligence and Plagiarism Prevention

The use of generative Artificial Intelligence (AI) tools and Large Language Models (LLMs), such as ChatGPT or similar tools, is permitted in this course, provided that students clearly indicate which parts of their work or activity have been produced with AI support and properly acknowledge the tool used. Under no circumstances may these tools be used for animation generation.

During tutorial sessions, each team will define which activities may involve the use of AI, how it may be used, and the corresponding citation and transparency requirements.

Any use of AI that does not comply with these guidelines, or any failure to provide proper acknowledgment, may be considered a breach of academic integrity and, in the most serious cases, plagiarism.

Bibliography

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Software

- Blender
- Camera Simulator (developed by the UAB Gamelab)
- Image, Video and Audio Editing Tools

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	6	Catalan	second semester	afternoon
(PLAB) Practical	61	Catalan	second	afternoon

laboratories			semester	
(PLAB) Practical laboratories	62	Catalan	second semester	afternoon