



Animation / Graphic Design - Introductory/Intermediate/Advanced

Teacher Contact Info:

Period 3 and 4	Way/Reid	Room 2103	chreid@cbe.ab.ca mdway@cbe.ab.ca
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Course Description:

With our Animation / Media Arts program, students will begin to build the basic skills and confidence for conceptual risk-taking in one of the fastest growing art forms in the world. As an animator you will begin to work in basic 2D visual effects for motion pictures, and independent shorts or animation clips. This class will combine your creative problem solving and digital communications skills with experimentation in media and computer technology, to become a leader in technical and conceptual practices for social media, and software.

Course Objectives and Assessment:

As this is a Career and Technology Studies (CTS) course, all curricular outcomes will be drawn from the [Alberta CTS Program\(s\) of Studies](#)

Competencies – 20%

In CTS at Nelson Mandela the following competencies will be assessed:

Competency	Descriptor
Information Management	Students demonstrate this competency when they identify and clarify clear criteria for problems, explore a variety of problem solving techniques, and then select and defend the most viable option.
Personal Management	Students demonstrate this competency when they take personal responsibility for their habits and wellbeing. This includes career skills like punctuality and professionalism as well as striving for personal excellence.
Communication and Collaboration	Students demonstrate this competency when they communicate clearly and effectively with a wide variety of audiences and peers. It also includes the effective use of communication technologies and the application of strategies to be an effective collaborator in a group.
Innovation and Creativity	Students demonstrate this competency when they take risks when exploring a variety of creative processes. They also adapt and persevere when exploring ways to create value and achieve excellence.
Complex Problem Solving	Students demonstrate this competency when they draw on multiple perspectives, disciplines and resources to select the most viable solution. They also approach all problems with optimism and hope.

Outcomes –

- 30% Knowledge and Understanding and
- 50% Plan, Create, Evaluate
 - Some credits have no Knowledge and Understanding outcomes in which case there is a 80%/20% Competency/Outcome split

Students taking Animation / Media Arts for the first time will be working towards the introductory set of credits while students in their second semester of the course will be working towards the Intermediate Credits.

These are the credits that may be offered in the course and they may change due to duplicate CTS credits in other courses. Students will typically earn five credits per semester.

Introductory Credits

Credit	Outcome
COM 1005 Visual Composition	Students learn to employ fundamental elements and principles of design for various media and gain a strong foundational multidisciplinary experience in preparation for other Communication Technology courses.
COM 1035 Graphics Tools	Students are introduced to the basics of computer graphics (vector and raster), and graphic computer programs. <i>Prerequisite: COM 1005: Visual Composition</i>
COM 1015 Media	Students discover the impact of the media and develop fundamental skills to relay a message effectively using various forms of media; e.g., photography, print, Web, and audio or video production. <i>Prerequisite: COM 1005: Visual Composition</i>
Com 2045 Vector Graphics 1	Vector graphics are commonly used in graphic design, page layout, typography, logos, sharp-edged artistic illustrations, technical illustrations, diagramming and flowcharting. In this course, students use vector editing software to create basic vector graphics. world. <i>Prerequisite: COM 1035: Graphic Tools</i>
COM 1145 Animation 1	Students are introduced to a variety of animation techniques and produce a simple animation; the focus is on basic skills, including planning, keyframing, stage set-up, and production, used to create a moving picture. <i>Prerequisite: COM 1005: Visual Composition</i>
COM 2920: COM Project C	Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

Intermediate Credits

Credit	Outcome
COM 2015 Media Impact	Students explore different media forms and examine their impact on personal, community and national interests. Using various media, students will plan, create and present a simple message. <i>Prerequisite: COM1005: Visual Composition</i>
COM 2145 Animation 2	Students explore the evolution of various animation styles and techniques (traditional and digital). Students apply planning, idea development and storytelling techniques to create an effective animation. <i>Prerequisite: COM 1145: Animation 1</i>
COM 2035 Raster Graphics 1	A raster format is commonly used in full colour images/graphics and photographs by using a data structure representing a generally rectangular grid of pixels or points of colour. In this course, students are introduced to the fundamental skills of raster graphics and their application. <i>Prerequisite: COM1035: Graphics Tools</i>
COM 3045 Vector Graphics 2	Students build on knowledge and skills acquired in Vector Graphics 1 by use vector editing software to create advanced vector graphics. <i>Prerequisite: COM 2045 Vector Graphics 1</i>
COM 2155 Brand Identity	Students are introduced to the value and importance of branding and the process of creating and establishing strong brands. Students work through the process of creating branding from planning, to the creation of a new, unique brand, through to creating touch points. <i>Prerequisite: COM1035: Graphics Tools</i>
COM 2285 Client Services 1	Students are introduced to the principles and practices of client services. <i>Prerequisite: COM1005: Visual Composition</i>

Advanced Credits

Credit	Outcome
COM 3285 Client Services 2	Students apply the principles and practices of client services. <i>Prerequisite:</i> COM2285: Com Tech Client Services 1
COM 3035 Raster Graphics 2	Students build on the knowledge and skills acquired in Raster Graphics 1 by using raster editing software to create advanced raster graphics. <i>Prerequisite:</i> COM2035: Raster Graphics 1
COM 3145 Animation 3	Students apply production planning techniques to produce a sophisticated animation for a client that tells a story, communicates an idea or message, and creates a mood or establishes a theme. <i>Prerequisite:</i> COM 2145: Animation 2
COM 3155 Design - Advertising Campaign	Students develop advertising skills through projects and activities in conceptualization, campaign development, and copy writing. The delivery and presentation of an ad campaign is also a major focus. Students enhance their abilities to integrate various media for the purpose of producing a multimedia message for a target audience. <i>Prerequisite:</i> COM2155: Design – Brand Identity
COM 3910 COM Project D	Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.
COM 3920 COM Project E	Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

Course Materials and Resources:

As video tutorials will be used for portions of this course, students are expected to provide their own headphones. (audio jack preferred as Bluetooth headphones are difficult to set up on school computers)