

Objective 204

Apply production methods to plan and create advanced digital media animation projects.



Course Weight : 10%



ExplorNet CareerTech

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Objective 204 - Animation

Objectives are broken down into three sub-objectives : pre-production, production, and post-production. **Click the blue text for each sub-objective to jump to that particular part of the presentation.** The course weight for each sub-objective is written in green.

204.01 - Understand advanced **pre-production**
(3%) methods for digital animation.

204.02 - Understand advanced **production**
(4%) methods for digital animation.

204.03 - Understand advanced **post-production**
(3%) methods for digital animation.



204.01

Course Weight : (3%)

Understand advanced
pre-production methods
for digital animation.

planning with the client, making preliminary decisions about the animation, and creating a storyboard to visually represent the project

Meet with the client to create a **project plan** :

- ✓ Determine the **purpose** of the animation
- ✓ Define a **target audience** for the project
- ✓ Set overall **goals** of the animation
- ✓ Agree on **deadlines** for phases of the project
- ✓ Create a **budget** for the project
- ✓ Set a **color scheme** and set of **typography** based on client's current marketing and branding materials

Choose appropriate software :

- Adobe® Flash
the industry standard **2D animation software** that is used to create games, advertisements, websites, and more
- Maxon® Cinema4D Studio / Autodesk® Maya
industry-standard **3D animation softwares** that create three-dimensional models and animate them in a virtual environment
- Adobe® Edge Animate
an **HTML-based 2D animation software** that specializes in creating animations for the Internet using HTML5 code

Gather and manage information and digital assets provided by the client :

- ✓ **Convert any files as necessary** in order to access and edit them in the software
- ✓ **Create a file-naming convention** to assure proper organization and storage
- ✓ Save and **organize files** for easy and quick access

Generate a storyboard to give the client a visual representation of ideas :

- ✓ **Sketch out a visual representation** of each major scene or major phase of the animation
- ✓ Provide the client with information about the **movement and / or transitions**
- ✓ **Note other components of the animation** such as audio, interactive buttons, etc.

Stop Motion Animation Preparation

- ✓ **Create a scene** for the figurines or graphics in the stop motion animation to interact with
- ✓ **Create and/or prepare the figurines or graphics** to be used in the stop motion animation
- ✓ **Light the scene and setup camera** to capture each individual frame of the stop motion animation

204.02

Course Weight : (4%)

Understand advanced
production methods
for digital animation.

*working in a design software to
create an original digital animation*

Advanced Animation Terms

Basic concepts of digital animation and design techniques (types of animations, basic software terms, and file formats) were covered in Digital Media (Level 1).

In order to best meet the needs of the client and to accomplish the purpose of the animation project, more advanced terminology and editing techniques are necessary.

These new terms and editing techniques can be broken down into two main categories : **interactivity** and **advanced motion**.

Interactivity Terms

- ActionScript

the language of computer code that is used by Adobe® Flash to create user interactivity in animations (buttons, controls, links, etc.)

- Code Snippets

small blocks of ActionScript code that can be applied to an object or the animation in general

- Script Assist

a feature found in the actions panel that can be used to generate ActionScript without writing code from scratch

- Instances

editable copies of symbols that can be changed individually after dragging them from the library



Interactivity Terms (continued)

- **Button State**

the specific visual appearance of an interactive button that corresponds to the particular phase of interaction

- **Up State**

when the button is not rolled over or pressed down; the normal appearance

- **Over State**

when the mouse cursor hovers over the button

- **Down State**

when the button is clicked and the mouse button is held down

- **Hit State**

not a visible change; the clickable area of the button or hot spot

Advanced Motion Terms

- Onion Skin

a feature that reveals a range of previous and next frames relative to the current frame and allows the user to compare the position of the objects when creating movement

- Masking

similar to masking in Adobe® Photoshop; allows an object in the animation to be hidden by an editable layer to reveal or hide what's underneath

- Easing

generating movement in an animation that is not a constant speed but can speed up or slow down to create a more realistic appearance

Advanced Motion Terms (continued)

- Motion Path

a pre-determined path that moving objects can follow exactly; helps create movement that is not just linear but specific to a set route

- Moquette / Model

a physical representation of characters or objects in an animation that is used to ensure realistic and true movement; animators adjust the moquette or model into a specific pose and then use it as a guide to model a virtual counterpart or create life-like animation

204.03

Course Weight : (3%)

Understand advanced
post-production methods
for digital animation.

*previewing the project with the client to receive feedback;
optimizing the output file for specific client needs*

Debug the Animation

- ✓ **Preview the animation** and visually check for errors or undesired movement
- ✓ **Use a debugger program** to check the ActionScript code for syntax or omission errors
- ✓ **Address any errors** that are detected by a visual check and/or debug program

Export/Publish the Animation

- ✓ **Choose the correct file format** based on client needs and/or requires of the animation content (interactive buttons, videos, audio, etc.)
- ✓ **Publish the exported animation** to allow the client to view it on their local computer (post it to the Internet, copy it to a flash drive, etc.)
- ✓ **Preview the published animation** a final time to check for errors

Optimize the animation based on specific client needs

- ✓ File size requirements
- ✓ File name requirements

Submit the finalized version(s) of the digital animation to the client