

## **Course Description**

### **DIG2391C| Animation Studio 3 | 4.00 credits**

This is a capstone course for students majoring in Animation and Game Art. Students develop a project plan and produce a short, 3D animated movie. Students also create a website for the project, social media and market campaigns, and submit the short-animated movie to festivals. Pre/Corequisite: DIG2319 or CAP2920C (4 hr. lecture)

## **Course Competencies**

**Competency 1:** The student will demonstrate knowledge of post-production by:

1. Compositing different elements using an editing application
2. Compositing live action and CGI assets
3. Using green screen techniques for character composition

## **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities

**Competency 2:** The student will demonstrate knowledge of color correction by:

1. Gathering reference material
2. Color grading environments and characters
3. Matching lighting and shadows on different layers of a project

**Competency 3:** The student will demonstrate knowledge of editing by:

1. Editing rendered footage based on cinematics knowledge
2. Using different cuts and editing tools to create a final version of an animated movie
3. Using cinematic language to create a final project

**Competency 4:** The student will demonstrate knowledge of marketing a product by:

1. Creating a website to house the final version of a short-animated movie
2. Creating a comprehensive industry profile of the project
3. Creating promotional materials for an animated short film
4. Creating promotional printed materials, a logo, and a promotional campaign

**Competency 5:** The student will apply knowledge of social media marketing by:

1. Using social media to promote the final project and/or an animated short film
2. Creating a social marketing campaign to engage an audience

**Competency 6:** The student will create a short-animated film by:

1. Writing an original story and characters
2. Animating the characters in the 3D environment based on the original story
3. Editing and finalizing the animated film