ACADEMIC PROGRAM

PROJECTS I: CREATION OF DIGITAL SIGNAGE

B.F.A. IN ANIMATION

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Projects I: creation of digital signage
Degree :	Animation
Location:	Centro Universitario de Tecnología y Arte Digital
Area:	Projects
Year:	1º
Teaching period:	2
Type:	B
ECTS credits:	3
Teaching modality:	On campus
Language:	English
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SUBJECT DESCRIPTION

Area description

 The Projects subject is a tool that allows students to strengthen and reinforce the skills acquired in the rest of the subjects of the degree, the development of teamwork skills, and the acquisition of professional work dynamics. It also allows for an interdisciplinary approach, both of which are absolutely necessary to complete their professional profile.

It is a subject that favors the subsequent integration of the student to the labor world since in it the student carries out to a great extent the portfolio or the demonstrative reel of their work, which is a requirement and common practice in the sector for the hiring of professionals.

Subject description

In this course the student will acquire the theoretical contents necessary for the realization of projects, both in the processes of production, financing and marketing of a project, as well as those necessary for the organization, control and monitoring of production. The course aims at carrying out a team work conceiving, planning, developing and producing animation contents. The dynamics allows each student to focus their work on the areas of greatest specialization related to their chosen specialization and their professional interest, while learning to communicate their work to other students, and also to understand the specialized work of other areas. The monitoring of the projects is done through weekly meetings and the presentation

of partial results periodically according to the planned milestones. In these meetings the students will present internally to the rest of the team and to the teachers and tutors the contents developed as part of the project. This communication of results is developed continuously to validate, and if necessary correct, the progress of each project. This dynamic allows to encourage participation and effort in the students. It also facilitates the development of the student's portfolio or the demonstrative reel of their work, which is a requirement and common practice in the sector for the hiring of professionals.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL

CG11 - Know the legal framework of the professions associated with the degree.

GC3 - Participate in the management of projects linked to the design and development processes of a digital product.

GC5 - Analyze in a general way a context and, based on the data collected, make decisions about the associated digital project according to the target audience and the established business model.

GC7 - Knowing the employability resources of the professions associated with the degree.

CG8 - Optimize the work according to the technological resources related to the processes and tools of the project to be developed.

CG9 - Use the techniques and artistic tools associated with the generation of digital content.

CG10 - To express ideas and data graphically and in writing, in a structured, orderly and understandable way.

CG6 - Apply the creative fundamentals of idea generation in audiovisual projects for digital environments.

CB1 - That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.

CB4 - Students should be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

TRANSVERSALS

CT1 - To know the definition and scope, as well as to put into practice the fundamentals of the methodologies of management of technological development projects.

CT2 - Know the main agents of the sector and the complete life cycle of a project in development and commercialization of digital content.

CT3 - Know the hardware and software fundamentals of computers and communication networks, as well as the principles of storage and cloud computing along with their usefulness and application to digital economy development projects.

CT4 - Update the knowledge acquired in the use of digital tools and technologies according to the current state of the sector and the technologies used.

CT5 - Demonstrate versatility, flexibility and creativity in the development of projects, activities and work.

CT6 - Develop collaborative projects in a climate of teamwork based on respect, cooperation and responsibility.

SPECIFIC

CE16 - Know the concepts and apply the tools and techniques that allow the introduction of visual effects in an audiovisual project.

SC17 - Use texturing techniques to apply materials to 3D models.

SC18 - Devise, design and capture, through drawing, the design and construction of environments, landscapes and scenarios for their construction in 3D.

SC6 - Use the principles and techniques of artistic creation for the conceptualization, design and development of characters, environments, vehicles and props.

CE7 - Create audiovisual pieces applying the principles of composition, audiovisual narrative and graphics animation to the realization, planning, editing and post-production of sequences and shots.

CE10 - Create images with a high level of finish using the most appropriate tools for the project of which it is part.

CE11 - Use the theory, techniques and tools associated with lighting, rendering and composition.

CE12 - To create a graphic document demonstrating personal technical and artistic skills.

SC13 - Knowing the methodology of synthesizing sound elements and the application of sound techniques in a digital product.

SC14 - To develop different types of scripts according to the medium to which they are addressed.

Learning outcomes
At the end of the degree, the graduate will be able to:

- Manage the different phases of production and the pipeline of a digital animation project.

- Manage time, resources and work processes in the planning and development of an animation project.

- Adapt the style of a project to the needs of each animation production.

- Solve problems derived from teamwork in animation projects in a collaborative way.

- Contribute creative or innovative ideas to the established production processes of an animation project.

- Apply ideation and creativity techniques to artistic production such as flow state or lateral thinking.

- Choose the appropriate resources and processes for the production plan of an animation project.

- Convey complex information graphically through text and image for the creation of dossiers, pitches and other documents about an animation project.

- Organize information for the effective presentation of an idea in briefings, reviews, pitches or portfolios.

- Create audiovisual narratives through the application of the principles of shot and scene composition of audiovisual language.

- Create static or moving digital images

CONTENTS

· Fundamentals of the digital image.

· Processing of the digital image.

· Tools for digital painting.

· Softwares for digital treatment and retouching

· The selection and masks.

· Working with layers in a digital image.

· Photography retouch and filters.

SUBJECT SYLLABUS

Unit 1. Digital workflow using Photoshop: Experimentation

1.1. Introduction Photoshop's workplace

1.2. Formats, image sizes and layers

1.3. Digital retouching tools

1.4. Drawing and painting tools

1.5. Photomontage

Unit 2 2. Project planning with Photoshop

2.1. Project development

2.2. Presentation of projectsProject development

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
Theoretical / Expository classes	5,00	5,00

Practical classes	11,00	11,00
Tutorials	0,00	0,00
Independent study and autonomous work of the student	6,00	0,00
Elaboration of work (group or individual)	33,00	0,00
Evaluation Activities	3,00	3,00
Project Follow-Up	17,00	17,00
TOTAL	75	36

Teaching methodologies

Expository method or master class

Case method

Problem-based learning

Project-based learning

Cooperative or collaborative learning

Inquiry-based learning

Flipped classroom or inverted classroom methodology

Gamification

TEMPORAL DEVELOPMENT

Topic 1. Digital Workflow with photoshop. 8 weeks.

Theme 2. Project planning with Photoshop. 6 weeks.

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)

Assessment of participation in class, exercises or projects of the course	20	40
Assessment of assignments, projects, reports, memos	40	70
Objective test	10	40

GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
Assessment of participation in class, exercises or projects of the course	30	30
Assessment of assignments, projects, reports, memos	40	40
Objective test	30	30

General comments on the evaluations/assessments

Ordinary assessment:

In order to pass in ordinary exams, the student must obtain an average mark equal to or higher than 5.00 in the sum of all the grades.

In order to obtain the average, the student must obtain at least a 5.00 in the final project and a 5.00 in the exam. It will be necessary to have handed in each of the practicals carried out during the course in order to obtain the total grade.

Extraordinary assessment:

Students who have failed any of the parts corresponding to both the exam and the final project may sit the extraordinary assessment.

IMPORTANT NOTES

The exam in the extraordinary exam will have the same percentage value as the exam failed or not presented during the course.

The final project in the extraordinary exam will have the same percentage value as the project failed or not presented during the course.

The percentage for attendance, participation and delivery of activities in the classroom will not be recoverable in the extraordinary exam.

It is crucial to hand in the assignments on time. There will be 10 minutes of courtesy in which the delivery will be considered on time. After this time, work may be handed in within 24 hours of the deadline, but with a penalty on the mark that will be determined by the teacher. No work will be accepted after 24 hours.

Any detection of plagiarism in a paper or exam will result in the failure of that paper with a zero, a report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Basic:

ALEKSANDER, Nykolai; TILBURY, Richard (2014): Beginner´S Guide to Digital painting in Photoshop. 3d Total Publishing.

GREENWAY, Tom (2012): Photoshop for 3d artist. Acanto.

Bibliografía recomendada

AMIDI, Amid (2009): The Art of Pixar. Chronicle Books.

BACHER, Hans P.; SURYAVANSHI, Sanatan (2018): Vision: Color and composition for film. Laurence King Publishing.

LARDNER, Joel (2012): Técnicas de arte digital para ilustradores y artistas. Acanto.

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom
Theory

Materials:
Display - Digital whiteboard, Laptop

Software:
Software básico de Adobe.