

ANI 50: Visual Principles of Animation

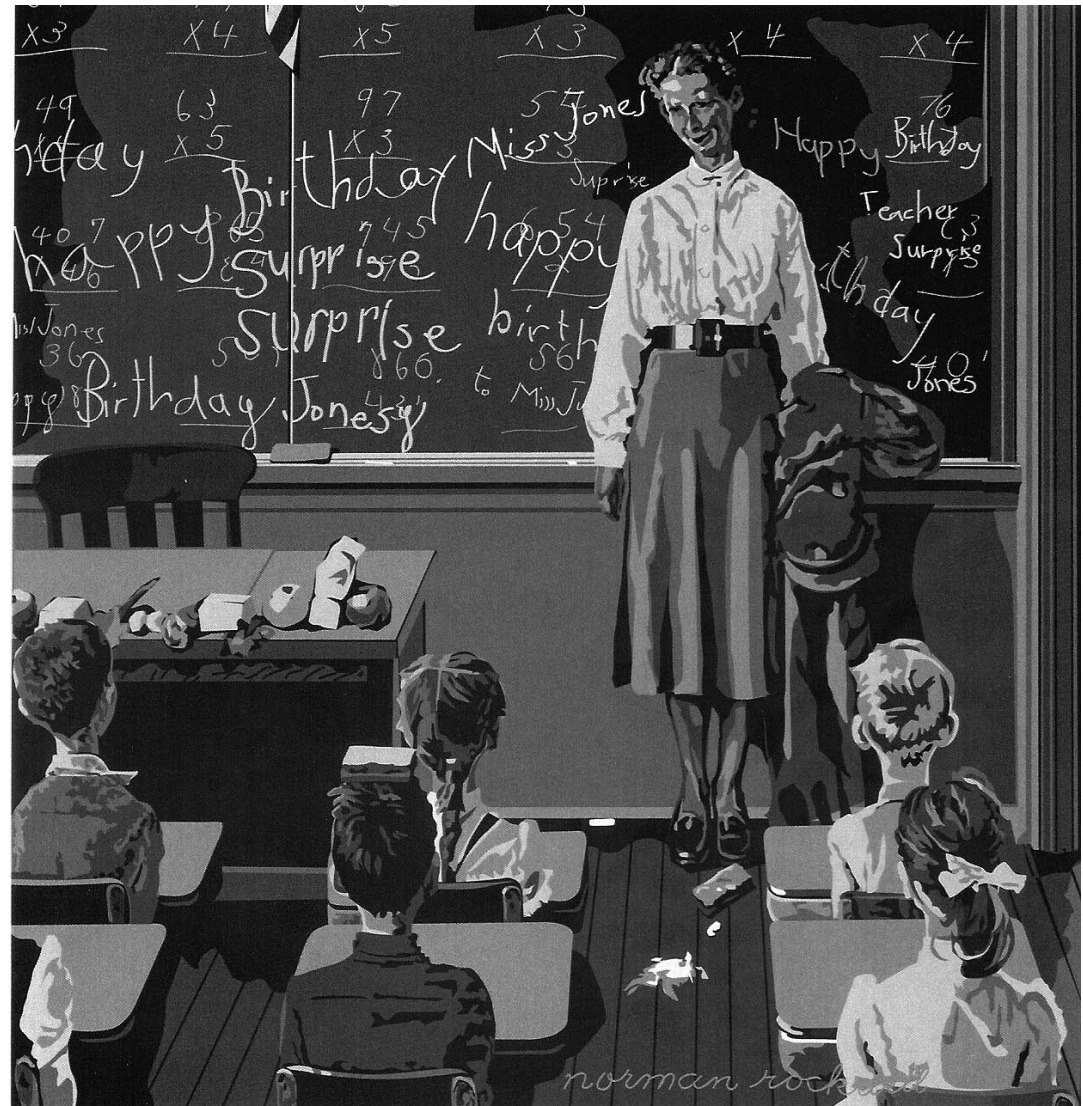
Course Overview

SJSU Animation/Illustration majors must be capable of visually and psychologically manipulating and controlling their audience for communicative effect.

To do so, in **ANI 50 Visual Principles for Animation**, SJSU A/I students acquire considerable knowledge of all aspects of composition, typography and page layout techniques. By understanding these principles they will be able to control where their audience looks, how they think and feel about any visual communication that they may create. ANI 50 is a first-semester foundation-level course within our program.

In-depth topics include: all aspects of composition including focal points and moving the eye, psychological effects of form, value, hue, size and position, how to use values to create depth and specific value relationships such as low and high key, how to reduce visual information to the most basic elements for impact and communication effect, create visual balance with visual weight, position and arrangement and alignment by knowing the 4 types of balance, create compositional unity with the rules of harmony, balance, repetition and variation, create thematic unity by bringing elements together conceptually, understand the psychological effects of color and how to create and apply color palettes for psychological effect. Students will also understand all aspects of typography, pass a test and then apply their knowledge to communicate a specific genre of movie for a film still.

A key point for articulation purposes is that students must be able to achieve high proficiency with all aspects of composition, typography and layout and the ability to consciously manipulate a viewing audience.



ANI 50: Minimum Standards

For articulation purposes—at a minimum—students would be expected to possess demonstrable competency with the following skills:

- Create complex compositions and control a viewers attention for communicative effect using all of the principles of form, value, hue, size, position, balance and unity.
- Exhibit self-discipline and independently keep a sketchbook with self-evaluation to chronicle everyday objects, people, and environments.
- Conduct relevant research of artists, distill critical information and complete a “copy” of a masterwork in sketch form to discuss composition.
- Exhibit significant proficiency using Adobe Illustrator to draw and Adobe InDesign to create a major well-designed multipage document using paragraph styles and imagery. Use Adobe Photoshop for basic image manipulation.
- Execute assignments as described with a high degree of competence, accuracy, and precision.
- Compile a journal (sketchbook) to chronicle the progress of study through the course of the semester and distill this information into a final, impeccable journal (book)—which serves as the final project/exam for the semester.



Alternative Means of Credit

SJSU A/I is aware that most schools do not offer any courses that are precisely equivalent to this course. Thus, it is possible that a given student may arrive at SJSU with the prerequisite skills, but without the formal course credit. To address such situations, SJSU A/I is prepared to test incoming students for the exit competencies expected for this course. Such tests can be conducted during the first week of any given semester. Successful applicants can have the course waived in favor of an elective of their choice.

