

San José State University
Animation/Illustration – Department of Design
ANI179 Sec 02, Special Topics in Animation/Illustration: Development,
SPRING 2022

Course and Contact Information

Instructor:	David Chai
Office Location:	ART 215
Telephone:	NA
Email:	David.Chai@sjsu.edu
Office Hours:	Tuesdays & Thursdays 11am-12pm by email appointment
Class Days/Time:	Tuesdays & Thursdays 8 am – 10:50 am
Class Messaging:	CANVAS
Google Drive	Will be emailed to students
Zoom Link:	Will be emailed to students
Prerequisites:	Pass A/I Mid-Program Portfolio Review & Instructor Consent

Course Format

Hands-on course, with weekly assignments, projects, class critiques and class discussions. Students will work in individual and group exercises. Weekly class meetings.

Course Description

This hands-on course focuses on current professional practices in the field of Entertainment Design related to Project Development. Projects will foster a deeper understanding of how to develop creative ideas in terms of narrative, stylization, individual point of view through hands-on creative work, class critiques and discussions. Students will aim to produce work that is both technically and conceptually sophisticated.

Course Goals

- To develop high level ideation and conceptual skills needed to produce quality projects for the entertainment industry that explores strong themes, original concepts, personal point of view, and unique visual stylization.

- To understand the process of taking a project from initial idea to pitch presentation including brainstorming, research & reference gathering, story narrative & theme, artwork creation, production pipeline, and proof of concept.

- To communicate ideas, concepts, and narrative in a clear and organized manner through a pitch presentation.

Course Learning Outcomes

Upon successful completion of this course, students will be able to:

CLO#1: IDEATION: *Students will understand the process of Ideation, Exploration, and Research as it relates to the development of projects within the Entertainment Industry and be able to incorporate these concepts into their own creative process.*

CLO#2: CONCEPT/THEME: *Students will understand of the importance of having a strong concept and/or theme as it pertains to creative projects and be able to develop their own projects containing strong conceptual ideas and themes.*

CLO#3: DEVELOPMENT: *Students will be able to produce, curate and organize a collection of their own artistic pieces created in support of their own creative project; That will encompass a deep understanding of story and character elements in order to create sophisticated visual concepts and/or animations to serve the narrative -not only illustrate but complement and add to - taking into consideration media/ technique and type of project (feature films, short films, TV shows, VR experiences, team park rides, console or mobile games etc.)*

CLO#4: PRESENTATION/PITCH: *Students will be able to produce and present a clear, engaging pitch presentation of a creative project of their own, clearly communicating the concepts, themes, narrative, and execution of their project.*

Recommended Texts/Readings

Prepare to Board! Creating Story and Characters for Animated Features and Shorts 2nd Edition
Publisher: CRC Press; 2nd edition (2012)*

- ISBN-13: 978-0240818788
- ISBN-10: 0240818784

*The SJSU library has this available online.

The Illusion of Life, By Frank Thomas and Ollie Johnston

Publisher: Disney Editions; Revised, Subsequent edition (October 19, 1995)

- ISBN-10: 0786860707
- ISBN-13: 978-0786860708

Other technology requirements / equipment / material

- Sketchbook & Drawing Materials
- Adobe Creative Suite, Digital Drawing Program, 3D Programs, Tablet/Cintiq, etc.

Course Requirements and Assignments

Specific Assignments and instructions will be given in class including handouts, resources and assignment submission guidelines. Some assignments may require group work.

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week, or 9 hours per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.

Projects

Students will work on individual assignments during the semester. The first half of the semester will consist of weekly assignments designed to explore creativity, ideation, and research. The second half of the semester will consist of weekly assignments related to developing an idea into a final pitch presentation.

There will also be many in-class exercises during the semester. Some will be individual exercises while others will be group exercises.

Guidelines, techniques, strategies, and further details will be provided by instructor.

Final Examination or Evaluation

This course will culminate on a final pitch presentation, which will occur on the Final Examination Day (Please consult SJSU Final Exams calendar.)

Grading Information (Required)

Students will be held accountable for meeting all deadlines with acceptable work. Directions given in class and for assignments must be followed accurately or grades will be lowered accordingly. Late work will not be excepted unless the instructor has given prior approval. Students are responsible for completing all work assigned during any absences, and absent students must make arrangements for their work to be turned in (on due date) and criticism recorded, by another student. No extra credit projects will be accepted for this class.

Class participation will be assessed and includes active engagement in critiques, intelligent questioning, peer mentoring, and proactive learning behavior.

Obviously, the quality of the work, both conceptually and its final execution, is the primary component of the grade; but as mentioned above, the student's grade is also determined by their professional attitude, their conduct, their work ethic, and their ability to meet their deadlines and the educational challenges posed by the assignments. Above all, students are graded on the intelligence they demonstrate while they pursue, question, attempt, evaluate, struggle, succeed and/or fail at their assignments.

While it is technically possible to pass this class with a grade as low as a D-, students should be aware that grades below the "B" range demonstrate a concerning lack of effort and are not considered even marginally adequate for pursuing a career in the entertainment or game industries; they also forecast poor professional prospects within our industry post-graduation. Students receiving grades of C+ or lower should therefore be on notice that their work as completed is barely adequate to graduate and better efforts are necessary if they are to pursue this field as a career. They may want to begin planning for a career path outside our industry.

Note that "All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades." See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

Grades may be reviewed privately at any time by arranging a meeting with the instructor. If you want to know your grade—ask.

Late work due to class absence, or any other reason, will not be accepted for grading without prior authorization from the instructor well in advance of deadlines and only for reasons that conform to professional standards. Students are responsible for completing all work assigned during any absences, and absent students must make arrangements for their work to be turned in (on due date) by another student. If an absentee student turns in work, they should make arrangements with another student to take notes for them in regard to criticisms they need to address.

Students should expect that some assignments will continue to receive criticism requiring further work on their part for several weeks, or even months, past the original deadline for the project. Failure to incorporate such changes into their work will result in the work being considered "unfinished" in regard to grading.

"Incomplete" grades are only given rarely, and only in the event of compelling personal or family emergencies and/or crises. If you do receive an incomplete you will have to complete the work on your own and have one year to submit all final materials for consideration or your grade will revert to an F.

Deadlines and participation

In order to receive credit for deadlines, students must submit assignments by the time specified and follow all submission guidelines. In order to receive credit for participation, students must arrive to class on time at the beginning of class and after breaks, and be prepared to work in class.

Deadlines

1 missed, late, or incorrectly submitted deadline – minus 1%

2 – minus 2%

3 – minus 3%

4 – minus 4%

5 – minus 5%

For a maximum of minus 10%

Students will be granted three opportunities to arrive late, to account for traffic, weather, and unforeseen circumstances. After which they will be docked as follows:

Participation

4 infractions – minus 1%

5 infractions – minus 2 %

6 infractions – minus 3%

7 infractions – minus 4%

8 infractions – minus 5%

For a maximum of minus 10%

COURSE GRADE

The final grade will be based on:

30% - Midterm

50% - Final Presentation

10% - Deadlines

10% - Class Participation

Extra Credit

Attending program events will increase your final grade. A photo must be posted in the appropriate folder for proof.

Eligible events include: 14F, studio/guest presentations, Entertainment Design Speaker Series events, and any others specified by your instructor. Students attending five or more events will earn an extra final grade percentage:

1 to 4 events = no extra credit

5 events = 5% extra credit

6 events = 6% extra credit

7 events = 7% extra credit

Etc. up to a maximum of 10% extra credit

A grades indicate excellent work.
B grades indicate above average work.
C grades indicate average work.
D grades indicate below average work.
F grades are failing.

A plus = 100% to 97%
A = 96% to 93%
A minus = 92% to 90%
B plus = 89% to 87%
B = 86% to 83%
B minus = 82% to 80%
C plus = 79% to 77%
C = 76% to 73%
C minus = 72% to 70%
D plus = 69% to 67%
D = 66% to 63%
D minus = 62% to 60%
F = 59% to 0%

Students should expect and plan their schedules to accommodate significant “homework” periods after each class session. Students are expected to bring and maintain prepared materials and be ready to work at the beginning of—and throughout—each class session. Failure to do so will affect one’s grade. It is always the student's responsibility to be prepared for class even if absent from the previous class.

Students will receive significant homework assignments every class, with potentially even assignments via email during the week. Several assignments may ultimately overlap at times.

A final critique will be held on the final exam day in the usual classroom at the time and date indicated by the university final exam schedule. Please consult the sjsu.com website to reserve those times in your calendar immediately.

Classroom Protocol

All Animation/Illustration students are expected to conduct themselves in a professional manner at all times. See the bulleted list below for general program policies and expectations.

Whether in class or working after hours, students must respect the facilities and fellow students and are expected to present themselves and their work in a clean professional manner. Students will be held accountable for both classroom participation and contributing to the creation of a positive atmosphere for education.

Classes and events are to be treated as business appointments and students are expected to be in attendance, fully prepared, and on time. Fully prepared means having all necessary materials needed to work on class projects, having prepared according to instructions, and having made

significant progress on assignments from the previous class. Failure to accomplish any of the above will significantly lower your grade.

The occasional absence is unremarkable, but if an absence is unavoidable, students are expected to notify the instructor immediately, and contact their peers to both turn in work on the due date and stay current with class assignments they may have missed.

Cell phones should be silent and should not be utilized during class unless otherwise directed. Students should refrain from eating food others can smell. At the end of classes, students are expected to leave the classroom cleaner than they found it, push in chairs, etc. During breaks and immediately before and after class, students should be conscious of the overall noise level in the room and try to minimize it in order to allow for the private instructor/student conversations that often occur.

Finally, students should maintain an awareness of the safety of their surroundings, belongings, and classmates. In particular, when working in the building and entering or leaving after hours, students should accompany one another in the interest of safety or call the University Police for an escort. Report any suspicious persons or behavior to the University police at 408-924-2222 or by picking up a blue emergency phone.

Class Online Policies

- Students must arrive to class on time with materials ready to work.
- Always have your camera on (unless you absolutely can't).
- Upload a profile pic of yourself to your Zoom account.
- DO NOT ENGAGE IN SOCIAL MEDIA during class (unless is required by your instructor).
- If using a virtual background, please make sure it is appropriate.

University Policies (Required)

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

Academic Integrity policy (Academic Senate Policy F15-7)

"The University's Academic Integrity policy, located at <http://www.sjsu.edu/senate/docs/S07-2.pdf>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at <https://www.sjsu.edu/studentconduct/>

Instances of academic dishonesty will not be tolerated by the Animation/Illustration program. Cheating on exams, plagiarism, presenting the work of another as your own, or the use of another person's ideas without giving proper credit will result in AUTOMATIC EXPULSION

FROM AND FAILURE OF THE COURSE, with possible expulsion from the Animation/Illustration Major. A second offense will result in IMMEDIATE EXPULSION from the Animation/Illustration Major.

This includes but is not limited to copying someone else's imagery, altering someone else's imagery, altering a pre-existing 3D model, tracing or copying animation, and submitting someone else's notes for a grade.

ANI179 Sec 02, Special Topics in Animation/Illustration, SPRING 2022		
Course Schedule (This schedule will change)		
Week	Date	Topics, Readings, Assignments, Deadlines
1	1/26/2022	Class Intro & Overview
2	1/31/2022	Inspiration/Ideation
2	2/2/2022	Inspiration/Ideation
3	2/7/2022	Brainstorming/Exploration
3	2/9/2022	Brainstorming/ Exploration
4	2/14/2022	Personal Point of View
4	2/16/2022	Personal Point of View
5	2/21/2022	Style Exploration
5	2/23/2022	Style Exploration
6	2/28/2022	Medium Exploration
6	3/2/2022	Medium Exploration
7	3/7/2022	Project Development – Ideation/Brainstorming
7	3/9/2022	Project Development – Ideation/Brainstorming
8	3/14/2022	Project Development – Research/Theme
8	3/16/2022	Project Development – Research/Theme
9	3/21/2022	Project Development – Story Structure/Script
9	3/23/2022	Project Development – Story Structure/Script
10	3/28/2022	SPRING BREAK
10	3/30/2022	SPRING BREAK
11	4/4/2022	Story Development – Character Development
11	4/6/2022	Story Development – Character Development
12	4/11/2022	Visual Development – Visual Language/Design
12	4/13/2022	Visual Development – Visual Language/Design
13	4/18/2022	Production Pipeline & Production Schedule
13	4/20/2022	Pitching & Presentation
14	4/25/2022	Proof of Concept
14	4/27/2022	Proof of Concept

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Course Schedule (This schedule will change)

Week	Date	Topics, Readings, Assignments, Deadlines
15	5/2/2022	Proof of Concept
15	5/4/2022	Proof of Concept
16	5/9/2022	Proof of Concept
16	5/11/2022	Proof of Concept
17	5/16/2022	Last day of Instruction
Final Exam	Tuesday 5/24/2022	9:45am – Noon Final Pitch Presentation