Final Assignment: Lesson Plan

Project Idea: Animation (using frame-by-frame and rotoscoping techniques)
Level: Intermediate
Time: 5 - 10 classes
Course: Media Arts / Digital Imaging / Communications Technology
Grade Level: Grade 9 - 11
Software: After Effects / Premiere / (Photoshop & Flash can be used if preferred)

Objective:

Applying frame-by-frame techniques and animation principles create a short three to five second final video clip that promotes your school, incorporating the style and methods used in the 'Lumosity Commercials'. https://www.youtube.com/watch?v=WfIbIsVRDcM

Learning Skills:

1. Students apply the principles of animation to construct and present digital art works using traditiona and emerging technology and tools in increasingly skillful ways.

2. Students deepen their understanding of theoretical concepts and expand their vocabulary for evaluating their own creations and those of other digital artists.

3. Students reflect on their artistic choices to determine their effectiveness.

Activities & Tasks

1. Sketch ideas and concepts that can be used in animation. Develop a clear message and purpose.
2. Record a short 3-5 second video clip or use available footage (https://vimeo.com/creativecommons
3. Follow PDF tutorial to complete animation using After Effects
4. Bonus: Add audio tracks such as; music, sfx's or voice overs using Premiere or After Effects.
5. Render and submit for presentation. To be shared and viewed by other students in the class.

Integration:

Building on the basic skills and principles of animation, students would have had previous knowledge the History of Animation and Technical Skills with frame-by-frame animation. This particular lesson co apply to any of the Adobe software used in this course. Edge Animate, Flash, Photoshop and After Affects. The basic principles remain the same, the procedures, software tools and processes would slightly vary. The course influenced this lesson by simplifying the concepts of animation and the softw tools available to accomplish the expectations. Techniques like drawing frame-by-frame or using the rotoscoping technique over a video layer provides opportunities for those who lack drawing skills. This lesson attempts to combine these above mentioned principles to create a unique and creative animation.

Rubric for Assessment

Knowledge/Understanding
    (Understanding of terms, techniques, elements and principles of animation)

Level 1 - demonstrates limited knowledge of content
Level 2 - demonstrates some knowledge of content
Level 3 - demonstrates considerable knowledge of content
Level 4 - demonstrates thorough knowledge of content

Thinking/Inquiry
    (Use of critical/creative thinking, design and exploration processes)

Level 1 - uses critical/creative thinking processes with limited effectiveness
Level 2 - uses critical/creative thinking processes with some effectiveness
Level 3 - uses critical/creative thinking processes with considerable effectiveness
Level 4 - uses critical/creative thinking processes with high degree of effectiveness

Communication
    (Expression and organization of ideas and understandings in digital forms)

Level 1 - expresses and organizes ideas and understandings with limited effectiveness
Level 2 - expresses and organizes ideas and understandings with some effectiveness
Level 3 - expresses and organizes ideas and understandings with considerable effectiveness
Level 4 - expresses and organizes ideas and understandings with a high degree of effectiveness

Application
    (Application of knowledge and skills of the principles, processes, technologies, and techniques of animation)

Level 1 - applies knowledge and skills in familiar contexts with limited effectiveness
**Level 2 -** applies knowledge and skills in familiar contexts with some effectiveness
Level 3 - applies knowledge and skills in familiar contexts with considerable effectiveness
Level 4 - applies knowledge and skills in familiar contexts with a high degree of effectiveness
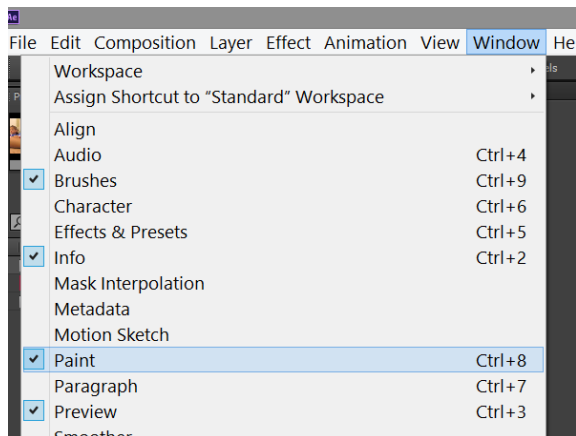

Comments & Suggestions:
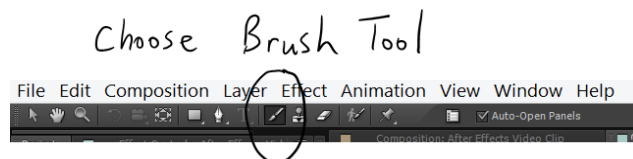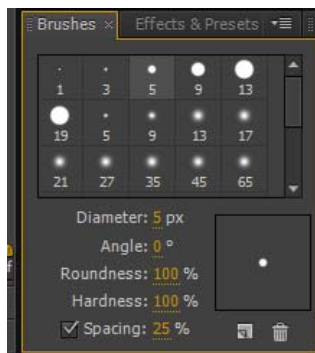
Tutorial: Animating in After Effects

Step 1: Open After Effects and Import Video Footage File
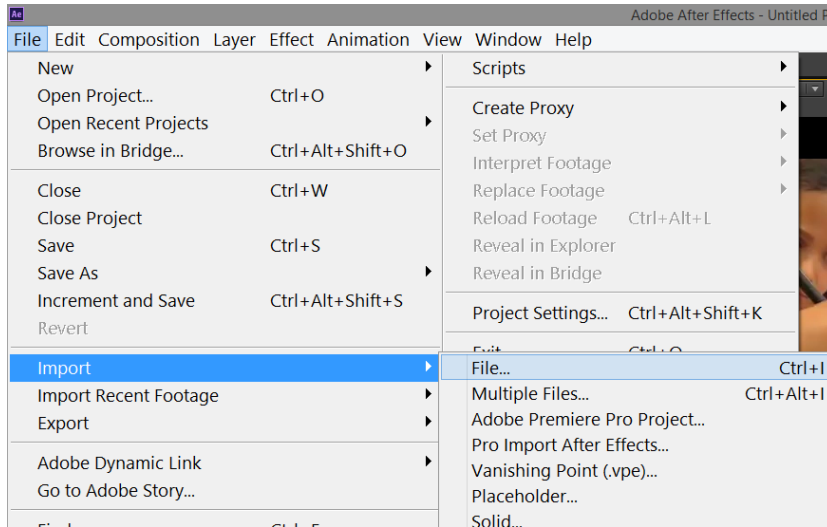
Step 2: Ensure that the Paint and Brushes Windows are open

Step 3: Choose an appropriate size brush 5px and ensure brush colour is white

Step 4: In the Paint Panel Choose the Mode to Add (changes blending mode of layer) and choose Duration Method depending on how you want to animate your drawing.

**Single Frame:** Drawing only applies to current frame and not visible in any other frame

Constant: Drawing is applied to all frames based on duration of video clip

Write On: Drawing will be applied to consecutive frames until length of drawing is complete

Custom: Drawing can be applied to a specific number of frames that is set
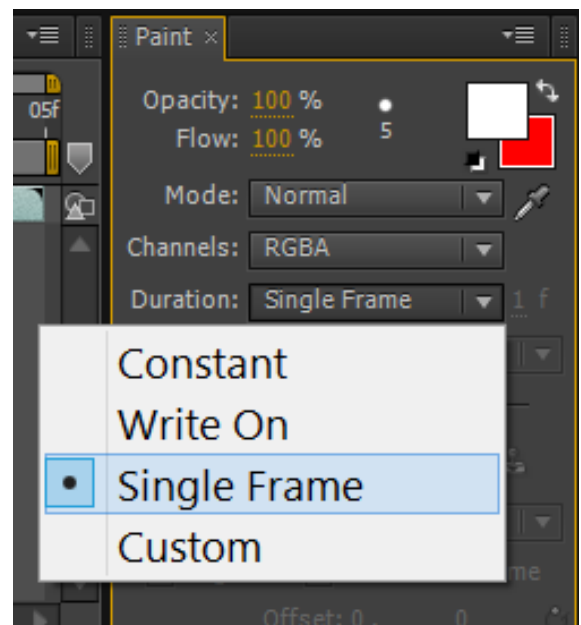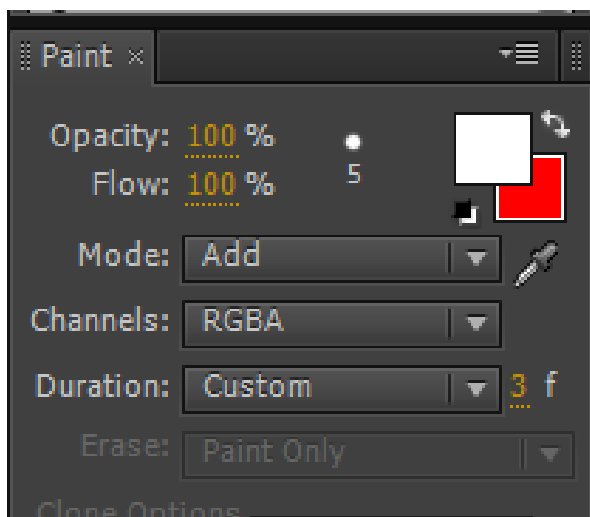
Step 5: Double Click on the Video Clip in the Preview Window to open the Layer
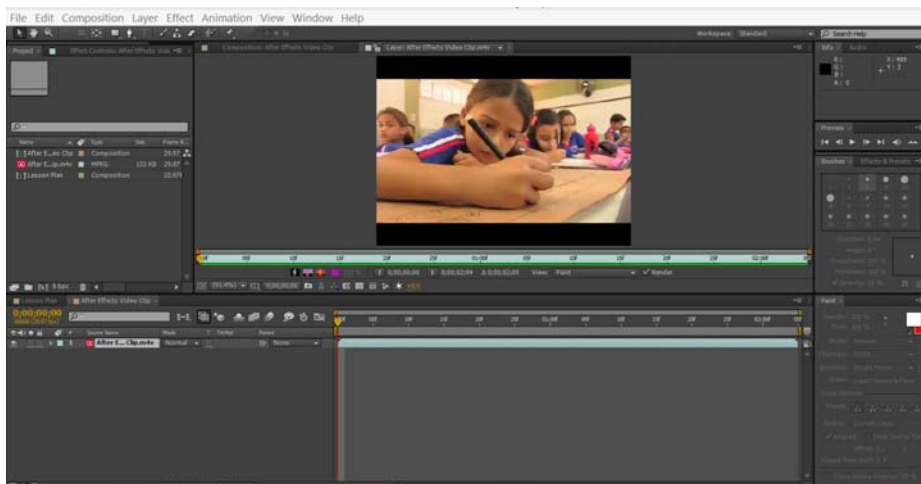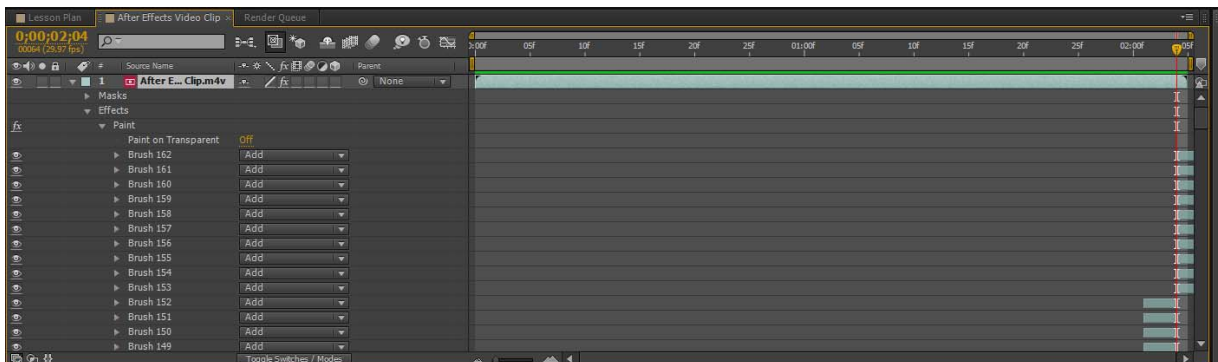
Step 6: Begin drawing your animation using the brush tool.

Step 7: You can view all your brush strokes by expanding the Video Layer. Brush strokes can b moved, duplicated and edited along the timeline.

Scrub through your frames and ensure you have accomplished what you set out to animate.
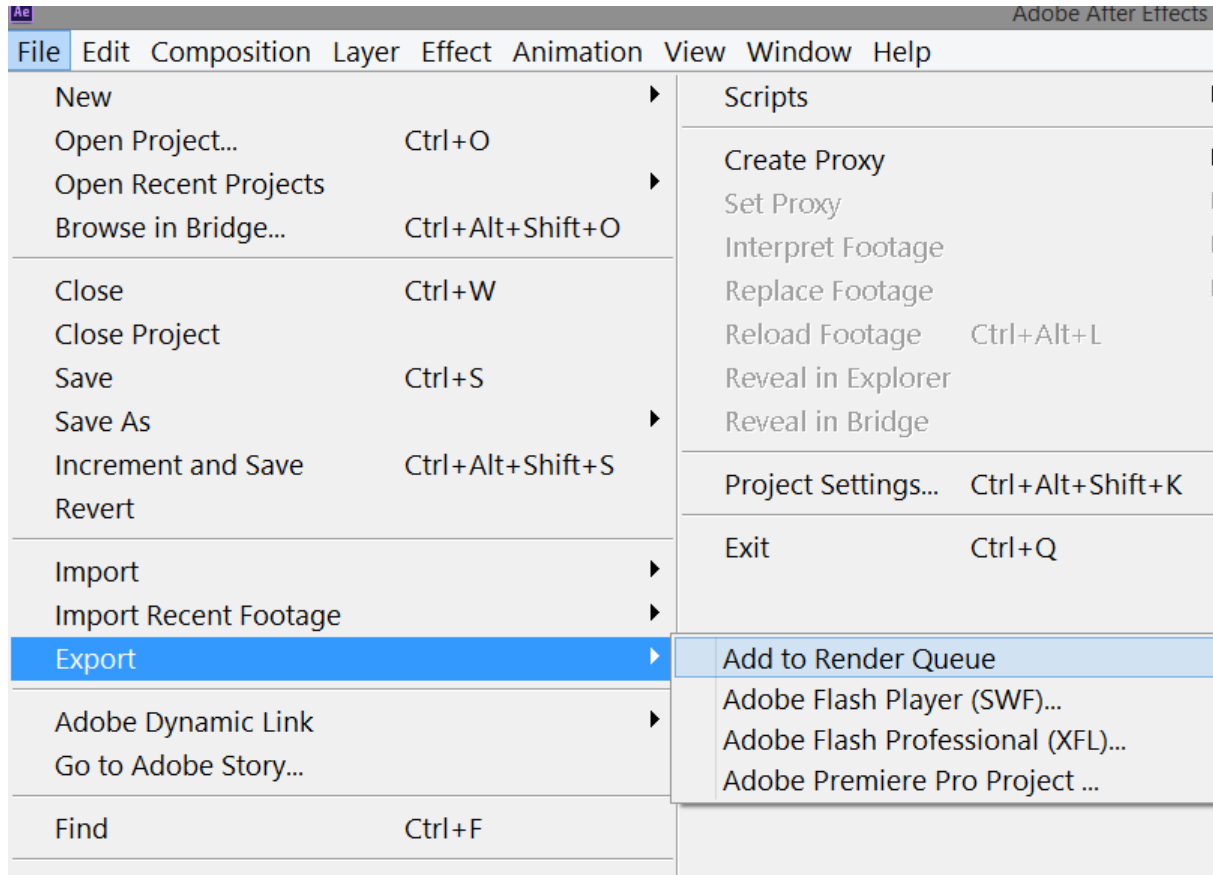

Step 8: Preview your animation and ensure it looks like what you want before rendering
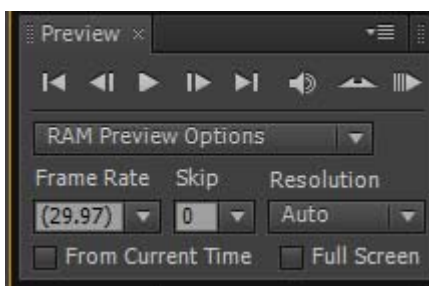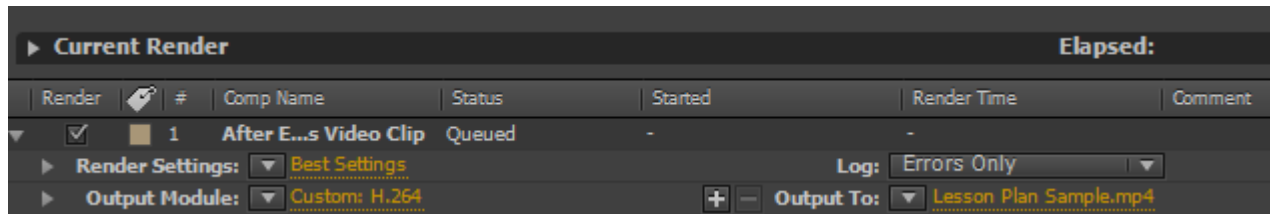
Step 9:

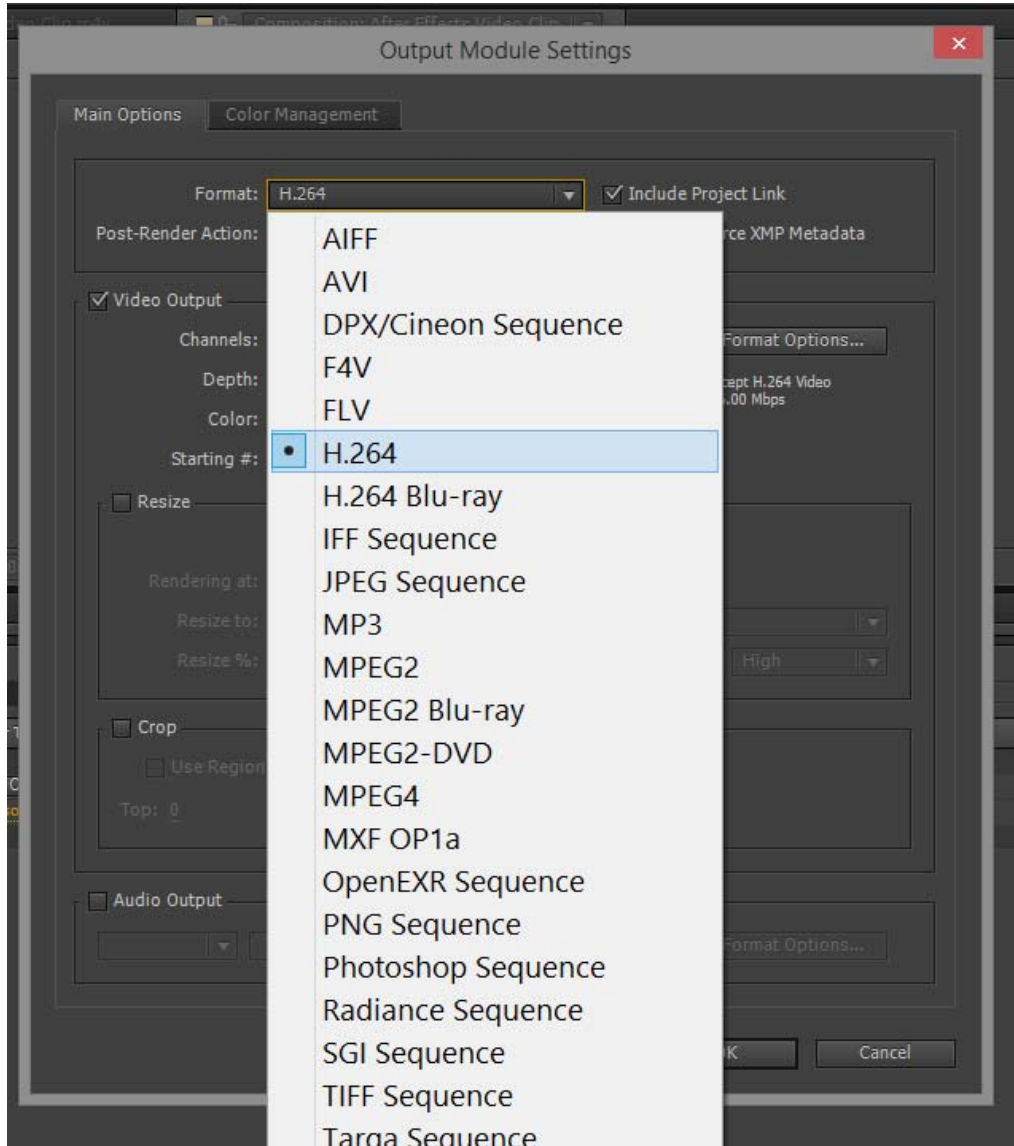Export your composition to the Render Queue

Step 10:

Choose the appropriate Render Settings for your Final Output and provide a name for your project file. Don't forget to save your After Effects project in case you have to go back and make any corrections or edits.

Step 11:
Choose your Output Module and select H.264 as a final output standard format.

Step 12:

Submit your final animation file for presentation and evaluation. Share your project with others and begin a discussion on what viewers may like about your work and accept tips and advice on ways to improve your final animation.

Link to Final Student Project: http://vimeo.com/97401028