

N190 Animatic assignment details

Due date: Tuesday, November 25, 2008 at the end of class

Instructions:

Using After Effects and whatever image manipulation and audio software you choose, create a 1-2 minute animatic of your story. Your animatic needs to have evidence of the concepts taught this semester. Slide shows are not animatics, so make sure you incorporate some of the camera moves we have been practicing. Story is of the utmost importance; every aspect of your animatic reinforces your story.

Your animatic must meet the following criteria (I will use this as a check list for the requirements of the assignment when grading – I suggest you use it like that too:)

- 1-2 minutes in length (story portion)
- It may not contain any video
- It may not contain full animation like complete walk cycles, etc. It is an animatic.
- All images must be original by you (drawn, photographed, collaged, whatever – but they must be original by you – images found on the web are unacceptable, unless they are images created by you)
- It must have multiple images that tell a story synched to the soundtrack or other evidence of well thought pacing and rhythm if no audio is used
- You must demonstrate an understanding of the camera angles discussed in class, but your camera moves must be appropriate to your story; no showboating just for the sake of adding a cool camera move unless it forwards your story in some way
- The music/audio you use for this project does not need to be original – any music you want to use is fine but credit must be given and if it is used without permission you must include a statement that it was used without permission
- The animatic needs to be on one of the three aspect ratios discussed in class – 720 x 480 is NOT one of the aspect ratios used in this class
- The animatic must be a minimum of 400 pixels in one direction with a maximum of 1024 pixels in any direction, 800 as a maximum is preferable (these are guidelines, your animatic dimensions need to fall within these number, but it does not need to include one of the numbers...)
- Your animatic must be created at 15 frames per second
- Your animatic must use non-square pixels
- Your animatic must be rendered as a Quicktime movie (.MOV)
- Your animatic must use MPEG-4 video compression
- If your animatic contains audio you must make sure it renders with the .MOV file (no need to compress the audio unless you want to)
- You must create opening titles and ending credits (these are not included in the 1-2 minute limit but anything over 30 seconds for either will be frowned upon...)
 - Your opening titles must include at least the following items:
 - The rating of your animatic (G, PG, PG-13, R, NC-17, X, or something that would be appropriate)
 - The name of the production company that created the animatic
 - The name of the Director of the animatic
 - The title of your animatic
 - Anything else you want to include
 - Your ending credits must include at least the following items:
 - Yourself as the creator

- Credit for the audio (if applicable)
- A statement as to whether or not the audio was used with permission (if applicable)
- The location your animatic was created
- That it was a project for N190: Topics in Interactive Media
- That it was created for the School of Informatics, IUPUI, Media Arts and Science program
- The date (semester or the actual date)
- Anything else you want to include

Deliverables:

- 1 CD or DVD that includes the following files (be sure to use a Sharpie and put your name on the CD or DVD itself, not the case – CD's or DVD's without a name in permanent marker on the label side of the CD will not be accepted)
 - Your rendered animatic entitled "yourlastname,first-animatic.mov"
 - your .MOV settings need to be Quicktime with MPEG-4 video compression
 - Your .AEP file entitled "yourlastname,first-animatic.aep" with a subfolder of your images and sounds (any assets used in the AEP should be in this folder and their file names can be anything you want)
 - Electronic copies of all your storyboards entitled "yourlastnamefirst-story1.jpg" or "yourlastnamefirst-story1.pdf" ...2.jpg. ...3.jpg, etc. OR printed copies of your storyboards handed in with the CD (your name must appear on EACH page of the storyboards to get full credit for them)
 - An electronic copy of a Word document that sums up your experience with the animatic process and the semester in general. Any length for this paper is appropriate, and once again communication is the main goal, not creative writing, so outlines are fine. Please address the following points:
 - Changes you had to make to various aspects of the animatic throughout the semester (i.e. pacing, editing, art direction, etc.)
 - How close do you feel you got to creating the animatic you wanted
 - What compromises to your original vision did you have to make in the final animatic
 - What was the most challenging aspect of the animatic process
 - What was the most rewarding aspect of the animatic process
 - What was the most surprising aspect of the animatic process
 - How well do you think you did on the animatic (honestly)
 - Optional: You can assign a grade for yourself, but I will grade you myself based on the criteria listed in this assignment sheet, not what you say (I know you all want an A, but based on your own experiences with this project do think you deserve one and why or why not? This will help me understand where you are coming from with your work...)
 - Think back on the first day in class and what you knew then, now take a moment to think about what you know now and try to summarize the difference
 - What are you likely to take with you from this experience into future Media Arts classes, if anything
 - Anything else you want to include

You will hand in your CD or DVD on November 25, 2008. Nothing is due via Oncourse. Your animatic will be too large to upload and the folder of assets will create issues, therefore CD's or DVD's are required.

Grading considerations:

I will consider the following points when grading this project:

- Technical ability and mastery of software
- If the deliverables match the requirements of the assignment
- Evidence of application of concepts from lecture and reading such as Target Audience, Attitudes, Art Direction, Bare Bones Editing, Genre, Expanded Bones (or your unique “take” on your story), appropriate Camera Angles and moves, and other concepts covered in this course
- Aesthetics (this does necessarily mean it has to be “pretty” but that it has a consistent and well thought aesthetic concept throughout the animatic)
- Appropriate audio (if used)
- Appropriate timing and pacing
- Creative and appropriate use of camera angles
- Storytelling ability and clarity
- Art direction implementation
- Integration of audio/pacing/rhythm into story (not just slapped in at the last minute)

Grading breakdown:

Animatic -----	150 points
AEP and supporting files -----	50 points
Complete Storyboards -----	100 points
Word document -----	50 points

Final project total points -----	350 points