Higher National Unit specification

General information for centres

Unit title: Animation for the Audio Visual Industries

Unit code: F1TG 34

Unit purpose: This Unit is designed to provide candidates with an introduction to, and practical understanding of contemporary digital animation processes, for use in audio visual presentation, programme origination or other moving image contexts. Candidates will gain an understanding of animation techniques through the use of key-frames, in-betweens, and understanding of timing and pace. On completion of this Unit the candidate should be able to:

1   Plan an animated sequence for audio visual production.
2   Create content for an animation sequence.
3   Output an animated sequence for delivery.

Credit points and level: 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.

Recommended prior knowledge and skills: While access to this Unit is at the discretion of the centre, it would be beneficial if the candidate had competence in drawing skills, graphic design skills, or video production skills. For example: D947 11 *Drawing skills-Analytical Drawing*, D962 11 *Two-Dimensional Design — The Design Process*, E8GM 12 *Graphic design: Television Graphics* 2, D1D0 11 *Multimedia Computing: Introduction to Video Production*, EF69 12 *Video: Basic Origination Techniques*, E7LG 04 *Video Production Techniques*.

Core Skills: There are opportunities to develop the Core Skills of Information Technology at SCQF level 6 and Problem Solving at SCQF level 6, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: The assessment for Outcome 1 will involve the planning for an animated sequence from a given brief. Outcome 2 will involve the creation of visual elements for an animation sequence, which may comprise artwork, graphics or manipulation of video originated material, using key-frames and in-betweens to determine timing and pace. Outcome 3's assessment will take the form of the production of a completed animation sequence, delivered to an agreed brief.

Higher National Unit specification: statement of standards

Unit title: Animation for the Audio Visual Industries

Unit code: F1TG 34

The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Plan an animated sequence for audio visual production

Knowledge and/or Skills

♦   Proposal development
♦   Storyboard
♦   Production schedule
♦   Budgets

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can for a given brief:

♦   produce a proposal detailing: title, duration, target audience, aims, synopsis, and technique
♦   produce a storyboard detailing key frames in a sequence of at least six images
♦   produce a production schedule detailing stages of work to be produced
♦   produce a sample budget appropriate for the visual complexity and duration of the proposal. The budget should include relevant costings for time and resources

Candidates should produce pre-production paperwork appropriate to the given brief, indicating an awareness of its requirements, and including details of their full proposal, the storyboard, schedule and budget, in the form of a pitch to a client. The proposed duration of the animation sequence should be relevant to the intended use as detailed within the brief. The minimum length of the proposed sequence is a duration of 10 seconds.

Assessment Guidelines

Storyboards may be produced by varying means appropriate to the proposal, ie sequence of drawings, collage, composite images, frame-grabs of test artwork, etc Budgets may be realistic and based on approximate industry rates.

Higher National Unit specification: statement of standards (cont)

Unit title: Animation for the Audio Visual Industries

Examples of a brief given to candidates might include a title sequence for a proposed programme, an animated sequence for a music video, an animated graphic sequence for a public display, a short narrative piece, or a special effects sequence superimposed on live action. The duration of the sequence will reflect the level of complexity required for production.

Outcome 2

Create content for an animation sequence

Knowledge and/or Skills

♦ Image creation
♦ Text creation
♦ Key-frame creation
♦ In-between application
♦ Software skills
♦ Interpolation
♦ Hardware skills

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:
♦ identify and manipulate key-frames to create illusion of movement
♦ use in-betweens and/or interpolation to control timing and pace of animation
♦ use suitable hardware and software to create and /or manipulate content to create an animation sequence of a duration defined by intended use as indicated by the proposal

Assessment Guidelines

Candidates may identify and manipulate key-frames to define movement, and apply in-betweens to define timing and pace. While sequences must be sufficiently manipulated by the candidate using appropriate animation techniques and/or software, they may include any from a range of styles eg drawn, digitally created, scanned, captured, or imported from video. Combinations of software and technology to achieve the desired effect are acceptable where available but could be outlined as part of the proposal and approved for assessment.

Higher National Unit specification: statement of standards (cont)

Unit title: Animation for the Audio Visual Industries

Outcome 3

Output an animated sequence for delivery

Knowledge and/or Skills

♦ Delivery file formats
♦ Software applications
♦ Technology
♦ Output product

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ select and apply relevant software applications and/or technology for the production of an animation sequence
♦ demonstrate resolution and file size requirements
♦ export file formats which are appropriate for delivery

Assessment Guidelines

Candidates should demonstrate file formats and delivery outputs which are most appropriate for the intended use of the animation. For example an animation intended for television broadcast would be output to a higher resolution to maintain picture quality, and would therefore be of a larger file size, and need to be output on a suitable format, DVD, tape, etc. An animation intended for use on the internet, or as a podcast would require to be output to a lesser resolution and file size.

Administrative Information

Unit code: F1TG 34

Unit title: Animation for the Audio Visual Industries

Superclass category: JB

Original date of publication: July 2007

Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

Higher National Unit specification: support notes

Unit title: Animation for the Audio Visual Industries

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is designed to provide candidates with an introduction to and practical understanding of contemporary digital animation processes, and their potential for use across a range of media from audio visual presentation, to programme origination, music video, or other moving image context, ie mobile phone, podcast, exhibition or club environment. Due to the range of possible uses and relevant styles of animation the intention of the Unit is to allow for exploration across a range of media. Although designed particularly to allow the use and exploration of 2D digital animation packages, the Unit could also encompass traditional animation approaches, digital manipulation or CGI. The sequences may likewise be narrative or non narrative depending on the context of the Unit, and could include moving graphics sequences, titles sequences, short animations or special effects applied to live action footage.

Care should be taken when discussing options open to the candidates, and some limit may have to be set in terms of technique, complexity and particularly duration, due to the time consuming nature of some animation techniques. Candidates new to animation may find their ideas unachievable in the time given, and should be encouraged to initially test their proposed technique before committing to a proposal. However the candidate should complete an animation sequence to the requirements of the brief as agreed with the tutor producing an animation sequence that indicates effective timing, duration and content relevant to the proposal. A minimum duration should be 10 seconds.

A variety of animation books are available, as well as specific software tutorials online. Candidates may be encouraged initially to research animation techniques and usage.

Guidance on the delivery and assessment of this Unit

This Unit may be used as a stand alone introduction to animation, or integrated with other Units in areas such as video production, design, computing, or multimedia. These Units would be selected according to the context that this Unit was used, for example to introduce practical animation elements to a multimedia course, or to introduce animation and special effects into a video course. The Units selected would be those most relevant to the course structure and intended use. Candidates should be introduced to the concept of moving image, persistence of vision and frame rates in the first instance, before examining the role of key-frames in establishing movements and in-betweens in defining timing and pace. Traditional or digital packages may be used to illustrate this, as well as low tech solutions like flicker books and zoetropes. Candidates could complete a short animation segment before committing to a storyboard. Sufficient time should be allowed for completion of the full animation sequence, and it would be beneficial if basic practical tutorials were addressed at an early stage to allow effective and realistic concept design appropriate to the software/technology available. For example, a complex frame by frame animation of ten seconds duration might require up to twenty hours of practical production time.

Higher National Unit specification: support notes (cont)

Unit title: Animation for the Audio Visual Industries

Care should be taken at an early stage that candidate's expectations are reasonable in terms of complexity and duration of proposal, and some allowance may be given in relation to the time consuming nature of the animation process to modification of more complex projects in relation to the brief and time available, provided that candidates have met minimum duration requirements and successfully met the Evidence Requirements stated.

Opportunities for developing Core Skills

The delivery and assessment of this Unit may offer opportunities to develop the Core Skill of Information Technology at SCQF level 6. The general skill required is that candidates are able to use an IT system to independently process a range of information and more specifically, to:

♦ use a range of IT equipment, paying attention to security and other users
♦ resolve one simple hardware or software problem
♦ use software in an unfamiliar context requiring some analysis and design, integration of data and decision on output format
♦ carry out two searches to extract and present relevant information from electronic data sources

In this Unit, candidates may select and to operate relevant software to their particular requirement. Candidates may also connect the appropriate hardware and software, for example, video cameras or scanners for footage or image capture. Graphics tablets for image creation.

After initial training on software candidates would be required to operate software to meet the requirements of their proposal, analysing and interpreting their knowledge gained and applying it to their particular needs. They will also require to select a suitable output format.

Candidates may need do a degree of research before presentation of their proposals to examine the subject area.

The delivery and assessment of this Unit may contribute to the Core Skill of Problem Solving at SCQF level 6. The general skill required by the Critical Thinking component is the ability to analyse a complex situation or issue and more specifically, to:

♦ identify the factors involved in the situation or issue
♦ assess the relevance of these factors to the situation or issue
♦ develop and justify an approach to deal with the situation or issue

Candidates will be required to assess the requirements of the brief and its relationship with their level of technical expertise, creativity, and time constraints. Candidates will be required to develop and justify a proposal to meet the criteria of the brief.

The general skill for the Planning and Organising component is the ability to plan, organise and complete a complex task. More specifically, candidates are asked to:

♦ develop a plan
♦ identify and obtain resources to carry out the plan
♦ carry out the task

Higher National Unit specification: support notes (cont)

Unit title: Animation for the Audio Visual Industries

Candidates are required to produce a storyboard and schedule for their proposal. Candidates are required to identify and obtain hardware and/or software requirements and graphical, sourced or video resources as required to carry out their proposal and to complete animation production.

The general skill for the Reviewing and Evaluating component is the ability to review and evaluate a complex problem solving activity. More specifically, candidates are asked to:

♦   evaluate the effectiveness of the strategy/strategies
♦   identify and gather appropriate evidence
♦   draw conclusions and make recommendations

Within all Outcomes of this Unit candidates will be required to continually identify, assess and resolve technical or creative issues in order to design and produce their animation sequence. Appropriate evidence will be produced in their proposal and finished animation sequence. Candidates will be required to evaluate, draw conclusions from and make recommendations in the form of their decisions presented in their proposal in response to a given brief.

Open learning

The Unit could be suited to delivery by distance learning, but only where it is deemed that they have regular access to the specialist equipment required, and access to technical support.

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).

General information for candidates

Unit title: Animation for the Audio Visual Industries

This Unit is designed to provide you with an introduction to, and practical understanding of contemporary digital animation processes, for use in audio visual presentation, programme origination or other moving image context, ie; mobile phone , podcast, exhibition. Emphasis is on planning and creation of content, whether character, graphic, special effects, or text based, using software appropriate to chosen area, ie; line-testing software, digital trace and paint, 2D or 3D packages. You will gain an understanding of animation techniques through use of key-frames, in-betweens, and understanding of timing and pace.

On completion of the Unit you should be able to:

1   Plan an animated sequence for audio visual production.
2   Create content for an animation sequence.
3   Output an animated sequence for delivery.

Outcome 1 will be assessed on preproduction paperwork, ie a completed proposal, storyboard, schedule and budget. The proposal should be of appropriate duration to its intended use eg a title sequence would be approximately 10 seconds or more. A minimum of ten seconds duration will be expected, though minimum and maximum duration should be determined by the complexity of technique. For example a simple digital cartoon sequence may be one minute long, whereas a complex special effects sequence may be ten seconds long. The storyboard will be assessed on your ability to set out the structure of the proposed piece, and the quality of the storyboard in illustrating pacing and overall concept, rather than the quality of the artwork itself.

Outcome 2 will be assessed on your ability to successfully create the sequence, whether this is creation of visual elements, artwork, graphic content, or creation and manipulation of video content. Assessment will also include effectively identifying and using key-frames and in-betweens to determine timing and pace.

Outcome 3 will be assessed on your selecting and using appropriate software, technology and production processes to produce an animation sequence. You will be expected to effectively apply animation techniques in terms of timing and pace and to effectively realise your proposed idea. The completed piece should be delivered in a format agreed with your assessor.

General information for candidates (cont)

Unit title: Animation for the Audio Visual Industries

During this Unit there may be opportunities for you to develop important Core Skills. These could include:

Core Skill	SCQF level	Activities that may develop your Core Skills
Information Technology	6	Select and operate software. Connect the appropriate hardware and software as required, operate software to meet the requirements of proposal, analyse and interpret knowledge gained. Select a suitable output format. Research to examine the subject area of proposal.
Problem Solving	6	Assess the requirements of the brief, develop and justify a proposal to meet the criteria of the brief. Develop a plan, identify and obtain resources. Carry out the task, evaluate the effectiveness of the strategy/strategies, identify and gather appropriate evidence. Draw conclusions and make recommendations.