

Short Title:	Digital Media Project: 3D Animation REVIEWED
Full Title:	Digital Media Project: 3D Animation
Module Code:	MEDA H4002
Credits:	7
Field of Study:	Audio-visual techniques and media production
Module Delivered in	no programmes
Reviewed By:	GLENN MEHTA
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Module Description:	The aim of this module is to enable students to practise all elements of 3D animation. In addition, students will complete the pre-production work for the creation of an innovative project for their degree show in semester 8.

Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Complete the concept development and pre-production for an innovative media project for the degree show exhibition.
LO2	Adopt a innovative approach to the production of interactive media
LO3	Have a working knowledge of an industry standard 3D animation package
LO4	Develop 3D ideas from conception to final presentation

Module Content & Assessment

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Students must participate in workshop sessions, critique sessions, field trips and guest lectures. They will also pitch their ideas both internally and to an external client and then prepare a detailed proposal showing design and narrative development for their degree show project.	1,2	50.00	Sem 1 End
Assignment	Having completed 3D tutorials in modelling, animation, cameras and lighting, materials and rendering, students will create a 3d short movie with sound that demonstrates the techniques learned in tutorials.	3,4	50.00	Week 13

No End of Module Formal Examination

IT Tallaght reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	2.00	Every Week	2.00
Practical	No Description	4.00	Every Week	4.00
Independent Learning Time	No Description	6.00	Every Week	6.00
Total Weekly Learner Workload				12.00
Total Weekly Contact Hours				6.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

Isaac Victor Kerlow 2003, *Art of 3D: Computer Animation and Effects*, Wiley

John Maeda 2006, *The laws of simplicity*, MIT Press Cambridge, Mass. [ISBN: 0262134721]

This module does not have any article/paper resources

Other Resources

Website: Autodesk 2011, 3D Studio Max Tutorials

<http://www.youtube.com/3dsmaxhowtos>

Website: Europrix 2011, Europrix Multimedia Awards

<http://www.europrix.org>

Website: Future Publishing 2011, 3D World

<http://www.3dworldmag.com/>

Website: Computer Arts 2011, Computer Arts

<http://www.computerarts.co.uk/>

Website: Ben Fry and Casey Reas 2011, Processing Programming

<http://www.processing.org/>

Website: Mashable 2011, News site - digital culture, social media and technology

<http://mashable.com/>

