

Unit title	2D Animation Production
Unit level	Three
Unit credit value	6
Unit code	WNI805
Unit type	Academic Subject Content
Unit review date	31/12/2028
Graded/Ungraded	Graded

This unit has 4 learning outcomes:

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand historical and contemporary 2D animation production techniques.	1.1 Outline the production techniques used in the creation of a historical 2D animation sequence or product. 1.2 Outline the production techniques used in the creation of a contemporary 2D animation sequence or product. 1.3 Evaluate a minimum of three / maximum of five differing 2D animation production techniques, considering technical difficulty, time and material costs, medium constraints and aesthetic / artistic concerns.
2. Know how to experiment with differing 2D animation techniques.	2.1 Produce a minimum of three / maximum of five test sequences exploring 2D animation techniques. 2.2 Compare and contrast the techniques used to produce test animation sequences.

<p>3. Be able to generate ideas for a 2D animated sequence for a specific purpose.</p>	<p>3.1 Create ideas for original 2D animated content to meet a specific purpose or need.</p> <p>3.2 Create a storyboard outlining the proposed animated sequence.</p> <p>3.3 Plan the production of a 2D animated sequence.</p>
<p>4. Be able to create a 2D animated sequence for a specific purpose.</p>	<p>4.1 Create a 2D animated sequence using either analogue or digital techniques.</p> <p>4.2 Present a finalised 2D animated sequence to an audience.</p>

Assessment (Graded)

1. Meets assessment criteria	At least a Pass
2. Further grading	
<ul style="list-style-type: none"> Meets assessment criteria but not merit grading standards 	Pass
<ul style="list-style-type: none"> Meets assessment criteria and merit but not distinction grading standards 	Merit
<ul style="list-style-type: none"> Meets assessment criteria and distinction grading standards 	Distinction

Indicative content

The following content is to be included in the delivery of the unit.

Learning outcomes	Indicative content
<p>1 - Investigate historical and contemporary 2d animation production techniques</p>	<p>Learners should be able to identify a number of 2d animated sequences from both historical and contemporary sources and discuss how each sequence was produced from a technical perspective. A range of example techniques could be explored from animation history, including</p>

	<p>hand drawn, Cel based animation, rotoscoping, cut out / cut paper etc. Contemporary animation techniques could include digital hand painting (with graphics tablet), vector based animations, rigged 2d assets, key frame tweening, motion capture for 2d, and key software's / hardware employed.</p> <p>Learners should be able to identify the key techniques used in the production of selected animated sequences, and discuss the advantages and disadvantages of a minimum of three techniques or processes. – it is important to ensure learners recognize the links between traditional and digital animation process, such as key frame use, tweening, framerates and a layer system (for backgrounds, midground, foreground elements).</p>
<p>2 - Experiment with differing 2d Animation techniques</p>	<p>Teaching could include a mixture of analogue based and digital techniques (or a hybrid of the two), and should aim to enable learners to explore the fundamentals of 2d animation. Content could focus upon the 12 principles of animation, with learners exploring differing principles with differing techniques.</p>
<p>3 - be able to generate ideas for a 2d animated sequence for a specific purpose</p>	<p>Teaching could employ problem-based learning, with learners presented with a specific brief or use case for a 2D animated sequence that will require creative problem solving to resolve.</p> <p>Learners should be able to plan the production of an animated sequence accounting for time, budgetary and other constraints, showing a consideration for the needs of a client or target audience, and employ creative use of storyboarding convention to communicate the intended animation concept clearly.</p>
<p>4 - be able to create a 2d animated sequence for a specific purpose.</p>	<p>Teaching could focus upon facilitation of learner production, with tutors offering</p>

	<p>technical and critical support and art direction. Learners should be allowed freedoms to explore creative and technical solutions, but need to balance this freedom against pragmatic planning to meet with a set timeframe / client need. Providers may use industry based briefs, live client briefs, competition based briefs or other formats, with a set deadline and technical parameters clearly outlined.</p>
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Indicative content

The following content is to be included in the assessment of the unit.

Learning outcomes	Indicative content

Assessment methodology

The following assessment methods are suggested for the assessment of this unit.

- LO1 – Written report / Formal Presentation / Recorded Vlog
- LO2 – Portfolio / Online Blog /
- LO3 – Portfolio / Online Blog
- LO4 – Evidence portfolio + Formal Presentation