



istitutomarangoni



**SHORT COURSES
DIGITAL ANIMATION**

Version 01

Brief descriptive summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

1 Certification attained

Istituto Marangoni Certificate

Course information**2 Educational & Programme Aims****Education Aims:**

The educational aims are:

- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

3 Course Learning Outcomes

On successful completion of the course, students will be able to:

- understand the process of creating a digital animation;
- create a drawing using motion graphics techniques;
- write a storytelling for animation;
- understand the principles of 2d and 3d animation;
- recognize the different techniques in the VFX.

4 Teaching/Learning and Assessment Strategy**Curriculum:**

This course provides the essential knowledge of digital animation techniques, demonstrating the processes necessary to develop animation at a professional level, from creation to production. During the three-week course, students will learn the basics of digital animation. In the first week of the course we will be analyzed significant case study, which will allow to make it clear to students what techniques and software are used in various professional fields of digital animation. In the second and third week, students will realize the simple animations to be able to experiment with the use of software and better understand the notions received in the first week.

Week 1:

Participants will be introduced to the essential tools and production processes for digital animation contents, starting from initial concept to final realization. During this first week, starting from the analysis of some of the most famous case histories, participants will go through the different stages of digital animation in both 2D and 3D. Classes will also include key notions in Adobe After Effects and 3D StudioMax software used to develop digital animations.

Week 2:

The second week of the course will be dedicated to 2D digital animation with participants being introduced to the latest software and animation techniques. With the software and animation skills acquired during the first week, they will develop bi-dimensional animations, starting from storyboards assigned by the tutor, moving on to developing their own narrative approach, with the creation of main characters or themes, to produce innovative visual solutions.

Week 3:

During the last week the essentials of 3D animation will be investigated. Subject-specific skills will be taught enabling participants to work in teams, covering various sectors of animation for example; movies, TV, advertising, visual effects and gaming.

They will also acquire a deeper knowledge of related software, including work flow and production process that form the basis of a digital animators work. At the end of the short course participants are able to produce their own basic 3D animations.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects allow students to apply their theoretical understanding of a specific subject area.

Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5 Course structures

Subjects

Digital Animation

Drawing in Motion

Motion Graphic

Storytelling for Animation

Digital 3D Principles

Visual Effect VFX

6 Personal Development Planning

PDP/Individual Development Tutorial.

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7 Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the short course;
6. maintaining the quality of educational standards.

8 Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to students;
- b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

9 Student Feedback

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

- informal contact with the Tutor, and through appointments with academic staff;
- end of course online questionnaires where students will be invited to reflect on their overall experience at the School.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.