

Art BFA (Computer Animation)

Development Of Core Animation Concepts And Techniques

Goal Description:

Students will develop skills and learn principles necessary to produce professional animated films and videos.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Students Will Demonstrate An Understanding Of The Post Production Process

Learning Objective Description:

Students in the Computer Animation program will demonstrate their ability to produce a completed short animated film that includes an editing process, titles, credits, and sound.

RELATED ITEM LEVEL 2

Annual Faculty Review Of Computer Animation Program Student Work From ARTS 2343 (Post Production Process)

Indicator Description:

At the end of each academic year, faculty in the Computer Animation program meet to review and assess student work produced in the Computer Animation Program. During this meeting, a minimum of 2 faculty members from the Computer Animation Program will evaluate students who have completed ARTS 2343 Animation Concepts and Techniques in this assessment.

A rubric that includes the effective use of: titles and credits, editing, use of sound to enhance action, and use of soundtracks will be used with possible scores of 0-100. The attached rubric will be used for the evaluation

Criterion Description:

Computer Animation students will score an average of at least 70% in the combined areas of evaluation.

Findings Description:

For this assessment, 90% scored above 70%. Though the objective was not met in full, only 1 out of 10 students scored below 70%. The weakest area was Effective Editing of Multiple Animations. We will continue with the same criterion with the hopes of a successful outcome in the next cycle.

Attached Files

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RELATED ITEM LEVEL 3

Continue To Emphasize The Post Production Process Within Animation

Action Description:

The faculty in the Computer Animation Program will continue to administer lectures and coursework that focus on post production process. Faculty teaching ARTS 2343 Animation Concepts and Techniques will place additional emphasis on the editing process to improve student performance in this aspect of the post production process.

RELATED ITEM LEVEL 1

Students Will Demonstrate An Understanding Of The Principles Of Animation

Learning Objective Description:

Students in the Computer Animation Program will demonstrate their ability to apply the Principles of Animation to create animations with character and believable movement.

RELATED ITEM LEVEL 2

Annual Faculty Review Of Computer Animation Program Student Work From ARTS 2343 (Principles of Animation)

Indicator Description:

At the end of each academic year, faculty in the Computer Animation Program meet to review and assess the work produced in the Computer Animation Program. During the meeting, a minimum of 2 faculty members from the Computer Animation Program will evaluate students who have completed ARTS 2343 Animation Concepts and Techniques in this assessment.

A rubric that includes the ability to use Squash and Stretch, Timing and Motion, Anticipation, Staging, Follow Through and Overlapping Action and Secondary Action will be used with possible scores of 0-100. The attached rubric will be used for the evaluation.

Criterion Description:

Computer Animation students will score an average of at least 70% in the combined areas of evaluation.

Findings Description:

Only 50% of the students evaluated received an average score of at least 70%. Though the outcome was not successful, it was noted that the students with an average score below 70% received low scores in each area, rather than a specific one. One general area of weakness, however, was in Anticipation, which has been an concern in past cycles.

Attached Files

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RELATED ITEM LEVEL 3

Continue To Emphasize Animation Principles

Action Description:

The faculty in the Computer Animation Program will continue to administer lectures and coursework that focus on proficiencies in the Principles of Animation. Faculty teaching ARTS 2343 Animation Concepts and Techniques will continue to place more emphasis on using the principle of Anticipation to enhance animated storytelling, and movement. Students in this course will also be required to submit revisions of projects after critiques, which will serve to improve their overall performance in each of the Animation Principles.

Professional Practices In Animation

Goal Description:

At the completion of the BFA program, Computer Animation students will be prepared for employment in the Animation industry and graduate programs in Animation.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Students Will Produce An Effective Professional Portfolio Of Their Work

Learning Objective Description:

Computer Animation students will produce a portfolio of professional-quality work in the form of a demo-reel that is suitable for presentation at interviews for employment in the Animation industry and to graduate programs in Animation.

RELATED ITEM LEVEL 2

Annual Faculty Review Of Computer Animation Program Student Work From ARTS 4358

Indicator Description:

At the end of each academic year, faculty in the Computer Animation program meet to review and assess student work produced in the Computer Animation Program. During this meeting, a minimum of 2 faculty members from the Computer Animation Program will evaluate student demo-reels completed in ARTS 4358 Animation Portfolio.

The demo-reels will be evaluated using a rubric to assess the students'

- ability to edit effectively
- ability create effective titles
- effective demonstration of skills
- use of soundtracks
- overall quality of work

Criterion Description:

Computer Animation students will score an average of at least 70% in the combined areas of evaluation.

Findings Description:

Only 40% of the students evaluated scored over 70%. The results showed needed improvements in all criteria. The faculty observed that that the quality of the demo-reels did not reflect the overall quality of the student work produced in the program, however, faculty did express concerns that the overall quality of work produced in ARTS 4358 needs improvement.

Attached Files

 [Animation_Goal2_FINDINGS](#)

RELATED ITEM LEVEL 3

Implement A More Focused Approach To The Creation Of Student Demo Reels and New Work

Action Description:

Computer Animation faculty that teach ARTS 4358 will set more specific benchmarks, along with a review process, to evaluate progress of the demo-reel and of new work throughout the semester. This will allow for more opportunities for revisions prior to the end of the semester review.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

The faculty in the Computer Animation Program will continue to administer lectures and coursework that focus on proficiencies in the Principles of Animation, and the post production process. Faculty teaching ARTS 2343 Animation Concepts and Techniques will develop new exercises and projects that emphasize animation principle Anticipation, and the post production editing process.

In order to improve the demo reels produced in ARTS 4358 Animation Portfolio, faculty that teach this course will schedule a more rigorous review process during the production phase. This will give students more detailed feedback over the duration of the semester, and provide more opportunities for the student to improve their final demo reel prior to graduation.

Update of Progress to the Previous Cycle's PCI:

Faculty reviewers observed that the instructor in ARTS 2343 Animation Concepts and Techniques for the 2015-16 cycle made improvements to the assignments administered to students from the previous year. After reviewing student work, however, it was found that there was not enough emphasis placed upon the need for student exploration of all of the 12 animation principles.

Though there was some evidence of video editing in ARTS 2343, faculty reviewers discussed that more emphasis needed to be placed on this production process, and that students should be required to produce an end-of-the-semester video that includes examples of all of the work they produced in the course.

The instructor for ARTS 4358 for the 2015-16 academic year resigned in the spring semester and did not participate in the SACS review, so it was unclear what measures, if any, were implemented from last cycle's Plans for Continuous Improvements. Based upon this year's review, it was clear that students needed more detailed feedback over the duration of the semester to improve their demo reels. Regarding the "Overall Quality of Work," it was noted that many of the demo reels did not show evidence of the development of a new body of work created in ARTS 4358.

Plan for Continuous Improvement

Closing Summary:

The faculty that teach in ARTS 2343 Animation Concepts and Techniques will continue to administer lectures and coursework that focus on proficiencies in the Principles of Animation and the post production process. Prior to the beginning of the 2016-2017 academic year, faculty in the Computer Animation Program will meet to discuss strategies to modify existing exercises and projects to ensure that all of the 12 Principles of Animation are explored. Instructors in the course will continue a process of project checkpoints to discuss progress and needed improvements. In order to place more emphasis on the post production editing process in ARTS 2343, students will be required to submit an end-of-the semester reel of projects which will be evaluated by the course instructor.

In order to improve the demo reels produced in ARTS 4358 Animation Portfolio, we will continue with our plans from the pervious cycle to ensure that faculty teaching this course will schedule a more rigorous review process throughout the semester. Students will begin working on their demo reels earlier in the semester to facilitate this plan. Faculty that teach ARTS 4358 will also place more emphasis on having students create new work that can be included in their demo reels.