Animation background design

Design animation background

Competence

MMPDB401

RQF Level: 4

Learning Hours 90

Credits: 9

Sector: ICT and Multimedia

Trade: Multimedia Production

Module Type: Specific

Curriculum: ICTMMP4001-TVET Level 4 in Multimedia Production

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Purpose statement	At the end of this module the trainees will be able to apply advanced design techniques specific to background design, such as creating depth, using lighting and color effectively, establishing atmosphere, and crafting realistic or stylized environments.
Learning assumed to be in place	Create 2d Props design, Layout Design, Storyboarding, Lighting

Delivery modality	Training delivery		100%	Assessment		Total 100%
	Theoretical content		30%	Formative assessment	30%	50%
	Practical work:		70%		70%	
	• Group work and presentation	30%				
	• Individual work	40%				
				Summative Assessment		50%

Elements of Competency and Performance Criteria

Elements of competency	Performance criteria
1. Create mood board	1.1. Script has been properly interpreted based on the visual requirements
	1.2. General mood has been accurately noted down according to the script
	1.3. Reference materials have been effectively gathered according to the visual requirements
	1.4. Mood board has been efficiently produced in accordance with the visual requirements
2. Develop concept art	2.1. Thumbnails have been suitably created according to the background visual requirements
	2.2. Composition, styles and colour schemes have been accurately carried out based on background visual requirements
	2.3. Toning styles and highlights are properly applied based on background visual requirements
	2.4. Preliminary sketches are accurately produced according to the background visual requirements
3. Block out the scene	3.1. Composition have been properly established according to visual requirements

	3.2. Light perspective and colour schemes have been effectively established according to visual requirements
	3.3. Overlying elements have been efficiently placed according to visual requirements
	3.4. Block out layout have been Adequately produce based on visual requirements
4. Apply refined details	4.1. Designing software have been properly selected according to the project requirement
	4.2. Visual components (Details, Texture, Light elements) have been neatly applied on fore, middle and background in accordance to elements of art.
	4.3. Visual depth has been properly created according to element of design.
	4.4. Refined scene has been efficiently produced in accordance with visual principles.
5. Apply background effects	5.1. Background effects have been thoroughly identified according to visual principles
	5.2. Special background effects have been effectively developed according to visual requirements
	5.3. Special background effects have been properly applied according to visual requirements
	5.4. Final background has been excessively produced according to principles of art and design
6. Export artwork	6.1. Files have been suitably prepared according to next level of production
	6.2. Export formats have been properly chosen according to. Next level of production
	6.3. Final artboards have been precisely exported in accordance with next level production
	6.4. Exported files are correctly named and sorted according to the next level of production

Knowledge, Skills, and Attitude		
Knowledge	**Skills**	**Attitude**
✓ Storytelling ✓ Screenwriting Format ✓ Genre Awareness ✓ Visual Writing ✓ Industry Knowledge ✓ Copyright and Legal ✓ Considerations	✓ Still life drawing ✓ Gesture and figure drawing ✓ Communication ✓ Conceptualization and ideation ✓ Versatility in design	✓ Action oriented ✓ Attentive ✓ Cooperative ✓ Courageous ✓ Decisive ✓ Faithful ✓ Flexible ✓ Goal oriented ✓ Honest ✓ Humble ✓ Innovative ✓ Observant ✓ Patient ✓ Polite ✓ Problem solving ✓ Punctual ✓ Responsible ✓ Self-confident ✓ Self-motivated ✓ Skilful

Course content	
Learning outcomes	At the end of the module the learner will be able to: 1. Create mood board 2. Develop concept art 3. Block out the scene 4. Apply refined details 5. Apply effects 6. Export artwork
Learning outcome 1: Create mood board	**Learning hours: 10**
Indicative content	

- **Description of script**
  - ✓ Script elements
  - ✓ Script interpretation techniques
    - ⁃ Textual Analysis
    - ⁃ Character Analysis
    - ⁃ Subtext Analysis
    - ⁃ Dramatic Structure Analysis
    - ⁃ Theme Exploration
    - ⁃ Contextual Research
    - ⁃ Collaborative Discussions
    - ⁃ Rehearsals and Experimentation
  - ✓ Script breakdown
    - ⁃ Read and Familiarize
    - ⁃ Scene Breakdown
    - ⁃ Location Breakdown
    - ⁃ Character Breakdown
    - ⁃ Props and Set Dressing Breakdown
    - ⁃ Costumes Breakdown
    - ⁃ Makeup and hair Breakdown
    - ⁃ Special Effects Breakdown
- **Noting down general mood of story**
  - ✓ Role of mood in story
  - ✓ Difference types of moods
- **Introducing mood boards**
  - ✓ Mood board description
  - ✓ Mood board types
    - ⁃ Physical mood board
    - ⁃ Digital mood board.
  - ✓ Element of Mood board
    - ⁃ Images
    - ⁃ Colors
    - ⁃ Textures
    - ⁃ Typography and other visual elements.
  - ✓ Digital Mood Board Tools

- Graphic Design Software (Adobe Photoshop, Adobe Illustrator, Procreate, Krita)
        - Online Mood Board Platforms (Milanote and Pinterest)
        - Mood Board Apps (Morpholio Board and Canvas)
    - ✓ Physical Mood Board Tools
        - Corkboard or Bulletin Board
        - Foam Board or Poster Board
        - Scissors, Glue, and Tape
        - Markers, Pens, and Labels
- **Collection of reference materials**
    - ✓ Reference materials
        - Observation
        - Books and Magazines
        - Online Platforms
        - Art Galleries and Museums
        - Travel and Exploration
        - Nature
        - Historical and Cultural References
        - Collaboration and Networking
        - Personal Experiences and Emotions
    - ✓ Importance of reference materials for research.
- **Producing mood board**
    - ✓ Organize and arrange mood board visual element
        - Compositions
        - Placements
        - Sizes
        - Typography
        - texture swatches
        - Sketches
        - written words or quotes
    - ✓ Review and refine
    - ✓ Digitize (optional)
    - ✓ Display and share

Resources required for the learning outcome	
Equipment	Computer, Sketch pad
Materials	Notepad, Pen, Internet, Paper, Pencil, Eraser
Tools	Editing software (Adobe Illustrator, Adobe Photoshop, Procreate, Krita), Pen tablet
Facilitation techniques	- Demonstration - Practical exercise - Trainer guided - Group discussion
Formative assessment methods /(CAT)	- Performance assessment - Product based assessment

Learning outcome 2: Develop concept art	Learning hours: 15
Indicative content	

- **Introducing concept art**
  - ✓ Purpose of concept art
- **Creation of thumbnail sketches**
  - ✓ Description of thumbnail
  - ✓ Creating thumbnail
    - Identify Key Elements
    - Select an Eye-Catching Image
    - Crop and Resize
    - Add Text and Graphics
    - Enhance Visual Appeal
    - Maintain Consistent Branding
    - Test and Evaluate
    - Update and Iterate
- **Carrying out Composition, styles and color schemes**
  - ✓ Introduction of composition techniques
    - Rule of Thirds.

- Leading Lines
- Framing
- Symmetry
- Asymmetry
- Golden Ratio
- Diagonal Composition
- Fill the Frame
- Negative Space.
- Depth

- ✓ Application of Styles
    - Minimalist
    - Bold and Dynamic
    - Playful or Whimsical
- ✓ Application of Color schemes
    - Contrast
    - Brand Colors
    - Color Psychology

- **Application of tone styles and highlighting**
    - ✓ Toning Styles
        - Grayscale Toning
        - Limited Color Palette
        - Atmospheric Perspective
        - High Contrast
    - ✓ Highlighting Techniques
        - Direct Lighting
        - Rim Lighting
        - Specular Highlights
        - Light and Shadow Patterns

- **Producing preliminary sketches**
    - ✓ Detailing and Annotation
    - ✓ Presentation and Feedback
    - ✓ Selecting and Finalizing Concepts

Resources required for the learning outcome

Equipment	▪ Computer, Sketch pad
Materials	▪ Notepad, Pen, Internet, Paper, Pencil, Eraser
Tools	▪ Editing software (Adobe Illustrator, Adobe Photoshop, Procreate, Krita), Pen tablet
Facilitation techniques	▪ Demonstration ▪ Practical exercise ▪ Trainer guided ▪ Group discussion
Formative assessment methods /(CAT)	▪ Performance assessment ▪ Product based assessment

Learning outcome 3: Block out the scene	Learning hours: 15
Indicative content	

- **Introducing scene block out**
    - ✓ Scene block out role.
    - ✓ Scene block out techniques
        - ♦ Basic Shapes and Forms
        - ♦ Silhouette Studies
        - ♦ Thumbnail Sketches
        - ♦ Blocking and Gestures
        - ♦ Grid or Layout Guides
        - ♦ 3D Block Outs
        - ♦ Digital Painting or Rendering
        - ♦ Collage and Mixed Media
- **Establishing composition**
    - ✓ Application of composition techniques
        - ♦ Rule of Thirds.
        - ♦ Leading Lines
        - ♦ Framing
        - ♦ Symmetry
        - ♦ Asymmetry

- Golden Ratio
- Diagonal Composition
- Fill the Frame
- Negative Space.
- Depth

- **Establishing Light perspective and color schemes**
  - ✓ Light perspective
    - Light Sources
    - Highlights and Shadows
    - Gradation
    - Atmospheric Perspective
  - ✓ Color schemes
    - Monochromatic
    - Complementary
    - Analogous
    - Triadic

- **Placing overlying elements**
  - ✓ Importance of placing overlying elements
  - ✓ Common Techniques for placing overlying elements
    - Layering
    - Transparency and Opacity
    - Alignment and Proximity
    - Contrast and Color

- **Arranging key element of the scene**
  - ✓ Break down the key elements
    - Stage or Set
    - Actor Movement
    - Stage Directions
    - Choreography
  - ✓ Application of scene block out techniques
    - Levels
    - Sightlines
    - Composition
    - Emotional Flow

Resources required for the learning outcome	
Equipment	▪ **Computer, Sketch pad**
Materials	▪ **Notepad, Pen, Internet, Paper, Pencil, Eraser**
Tools	▪ **Editing software (Adobe Illustrator, Adobe Photoshop, Procreate, Krita), Pen tablet**
Facilitation techniques	▪ **Demonstration** ▪ **Practical exercise** ▪ **Trainer guided** ▪ **Group discussion**
Formative assessment methods /(CAT)	▪ **Performance assessment** ▪ **Product based assessment**

Learning outcome 4: Apply refined details	Learning hours: 15

Indicative content

- **Selection of designing software tools**
  - ✓ Operating system
    - ✦ Windows - Based design software
    - ✦ Mac-Based design software
  - ✓ Hardware requirements
    - ✦ Processor (CPU)
    - ✦ RAM (Random access memory)
    - ✦ Storage
    - ✦ Graphics card
- **Applying Visual components**
  - ✓ Color Palette
  - ✓ Background Textures
  - ✓ Midground Textures
  - ✓ Foreground Textures
  - ✓ Background light
  - ✓ Lighting and Shadows
  - ✓ Motion Effects
  - ✓ Depth of Field

- ✓ Particle System
- ✓ Atmospheric Effects
- ✓ Atmospheric Effects

- **Creation of Visual depth**
  - ✓ Visual depth introduction
  - ✓ Application of Visual depth techniques
    - ♣ Overlapping
    - ♣ Size and Scale
    - ♣ Perspective
    - ♣ Value and Contrast
    - ♣ Colour and Warm/Cool Contrast
    - ♣ Detail and Focus

Resources required for the learning outcome	
Equipment	• **Computer, Sketch pad**
Materials	• **Notepad, Pen, Internet, Paper, Pencil, Eraser**
Tools	• **Editing software (Adobe Illustrator, Adobe Photoshop, Procreate, Krita), Pen tablet**
Facilitation techniques	• **Demonstration** • **Practical exercise** • **Trainer guided** • **Group discussion**
Formative assessment methods /(CAT)	• **Performance assessment** • **Product based assessment**

Learning outcome 5: Apply Background effects	Learning hours: 30
Indicative content	

- **Introduction to background effects**
  - ✓ Identification of background effects Importance
- **Special background effects development**
  - ✓ Creation and implementation of background effects

- Conceptualization
- Pre-visualization
- Simulation and Animation
- Lighting and Shading
- Rendering
- Iteration and Refinement
- **Application of effects techniques**
  - ✓ Lighting and Shadows
  - ✓ Atmospheric Effects
  - ✓ Particle Systems
  - ✓ Water and Fluid Simulation
  - ✓ Environmental Effects
  - ✓ Special Lighting Effects
  - ✓ Parallax Scrolling
  - ✓ Animated Textures
  - ✓ Camera Effects
  - ✓ Special Transitions

Resources required for the learning outcome	
Equipment	▪ **Computer, Sketch pad**
Materials	▪ **Notepad, Pen, Internet, Paper, Pencil, Eraser**
Tools	▪ **Editing software (Adobe Illustrator, Adobe Photoshop, Procreate, Krita),**
Facilitation techniques	▪ **Demonstration** ▪ **Practical exercise** ▪ **Trainer guided** ▪ **Group discussion**
Formative assessment methods /(CAT)	▪ **Performance assessment** ▪ **Product based assessment**

Learning outcome 6: Export artwork	Learning hours: 5
Indicative content	

- **Preparing file for next level of production**
  - ✓ Organizing Layer
    - Logical and hierarchical structure
    - Merging or flattening
    - Hiding
  - ✓ Choosing color Mode
    - RGB
    - CMYK
    - Grayscale
    - Index colour mode
    - Lab (CIE L*ab**)
- **Choosing file format**
  - ✓ File Compatibility
  - ✓ File Compression
- **Export Final artboards**
  - ✓ Naming Convention
    - Project name
    - Location
    - Artboard name

Resources required for the learning outcome	
Equipment	▪ **Computer, Sketch pad**
Materials	▪ **Notepad, Pen, Internet, Paper, Pencil, Eraser**
Tools	▪ **Editing software (Adobe Illustrator, Adobe Photoshop, Procreate, Krita), Pen tablet**
Facilitation techniques	▪ **Demonstration** ▪ **Practical exercise** ▪ **Trainer guided** ▪ **Group discussion**
Formative assessment methods /(CAT)	▪ **Performance assessment** ▪ **Product based assessment**

Integrated situation

Art studio is a production company located at Kigali/Rwanda, specializing in creating fantasy-themed films, animations, or visual effects. They focus on developing and producing content that transports viewers into imaginative worlds filled with magical creatures, mystical landscapes, and epic adventures.

due to their heavy workload they are unable to complete client's projects on time. As Animation background artist you are requested to design Animation background for a fantasy adventure scene set in a magical forest, script is already written.

Instructions

1. Produce mood board for this project
2. Produce preliminary sketch
3. Final Scene must have
   - ✓ Elements (Trees and Foliage, Sunlight and Shadows, Magical, Wildlife, Water Features, Mystical Structures and Atmospheric Effects) as me
   - ✓ HD Resolution (920*1080)
   - ✓ File format PSD /AI/EPS

   N.B: As a competent as Animation background artist you are requested to finish the mentioned activities within 8 hours

Resources

Tools	▪ Editing software (Adobe Illustrator, Adobe photoshop, Procreate, Krita) ▪ Pen tablet ▪ Other online supporting assets (graphics and images)
Equipment	▪ Computer ▪ Sketch pad
Materials/ Consumables	▪ Notepad ▪ Pen ▪ Internet ▪ Paper ▪ Pencil ▪ Eraser

Assessable outcomes	Assessment criteria (Based on performance criteria)	Indicator	Observation		Marks allocation
			Yes	No	
Learning outcome 1. Create mood board	1.1. Interpretation of script	Script is broken down			2
	1.2. Noting down General mood	Moods are noted			1

(5%)	1.3. Gathering Reference materials	Reference materials are Presented			**1**
	1.4. Producing Mood board	Physical/digital mood board is produced			**1**
Learning outcome 2. Develop concept art (10%)	2.1. Creating of thumbnails	Thumbnails are create			**3**
	2.2. Carrying out Composition, styles and colour schemes	Shapes are arranged			**1**
		Compositions styles are applied			**1**
		Colour schemes are applied			**1**
	2.3. Application of Tone styles and highlights	Tone styles are applied			**2**
		Highlighting techniques are applied			**2**
Learning outcome 3. Block out the scene (20%)	3.1. Establishment of composition	Composition techniques are applied			**3**
	3.2. Establishment of light perspective and colour scheme	light perspectives are stablished			**3**
		Colour schemes are established			**2**
	3.3. Placement of Overlying elements	Layers are placed			**2**
		Transparency and Opacity are applied			**2**
		Alignment and proximity are applied			**2**
		Contrast and colour are applied			**2**
	3.4. Production of blocked out scene	Scene key elements are broken out			**2**
		Scene block out techniques are applied			**2**
Learning outcome 4. Apply refined details (20%)	4.1. Selection of designing software	Design software are used			**1**
	4.2. Application of visual elements	Textures are applied			**1**
		Lights are applied			**2**

		Motion effects are applied			2
		Depth of filed is applied			2
		Particles system are applied			2
		Atmospherics effects are applied			2
	4.3. Creation of visual depth	Overlap are applied			2
		Size and scale are applied			2
		Perspective is applied			2
		Valued and contrast are applied			2
Learning outcome 5. Apply Background effects (40%)	5.1. Development of effects	Trees effect are developed			5
		Foliage effects are developed			5
	5.2. Application of effect	Lighting and shadow are applied			5
		Sunlight effect are applied			5
		Magical effect are applied			5
		Water Features effects are applied			5
		Mystical Structures effect are applied			5
		Atmospheric Effects are applied			5
Learning outcome 6. Export artwork (5%)	Preparing files	Layers are organized			1
		RGB Colour mode is chosen			1
	Choosing export format	PSD/AI/EPS is chosen			1
	Exporting file	Location is chosen			1
		Artboard is named			1

Total marks	….
Percentage Weightage	100%
Minimum Passing line % (Aggregate): 70%	

References

1. Freeman, M. (2007). *The Photographer's Eye: Composition and Design for Better Digital Photos.* Massachusetts: Focal Press.

2. James, T. (2009). *Script Analysis for Actors, Directors, and Designers.* Tokyo : Focal Press.

3. Lynch, R. (2009). *The Adobe Photoshop CS4 Layers Book.* Waltham, Massachusetts: Focal Press.

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6. Tomas Akenine-Moller , Eric Haines. (2002). *Real-time rendering.* Natick, Massachusetts: AK Peters.

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