

Proposal Form

Name: Cherry Hau

This form should be submitted with your Year 3 Business Plan and a copy of your Live CV

Overview of the project

Briefly describe the task, the relevance of your industrial partner (if applicable), the role that you will be able to fulfil and the way that this will enhance your learning.

This project is a personal project in animation. Managing the process of and creating a full animated video will enhance my skills in animation, composition, video creation and storytelling, and will be a valuable portfolio piece. This will build on skills I have been developing throughout second year, both in program and in thinking practices.

What key opportunities will this task offer you in the following areas

1. Practice

- a. Understand and implement the principles of animation
- b. Optimising my workflow
- c. Working from ideas, storyboards, and block-outs, through to a finished video
- d. Target audience communication to ensure a successful product

2. Technology (inc. software skills)

- a. Develop my skills in 3D Stylised modelling
- b. Animating characters and environments in a full scene
- c. Use of motion tracking video footage

3. Processes (Design Processes, Project Management / Time Management etc)

- a. Project management and time planning as a team leader or freelancer
- b. Following the whole design process to create a quality product
- c. Utilising an iterative design process

4. Critical Analysis (Reflective Processes / research skills)

- a. Researching into movement and animation principles
- b. Analysing animated and video footage
- c. Utilising previous project time sheets to manage project subtasks
- d. Use what I learn to further streamline my workflow
- e. Keep a timesheet for future reference and process reflection
- f. Maintain a report of challenges and developments

Learning Outcomes

Please indicate how each outcome will be met in relation to the key opportunities that you have described above (Drag the ticks to the appropriate boxes add more if needed)

	1	2	3	4
Have the ability recognise and adopt appropriate new technologies, tools, and approaches in the development of creative solutions	✓	✓		
Have the ability to select from a wide range of digital manipulation tools to develop complex design solutions		✓		
Develop a constructive and proactive relationship with colleagues involved in the technical or quality assurance process to ensure their design can be realised effectively	✓		✓	
Create prototype solutions as necessary to check the integrity of a design prior to the development of a finished product	✓		✓	
Have the ability to evaluate their own work through a process of critical reflection				✓

Agreed Assessment Submission

Project Outcome

This will include:

- a. A full animated video in stylised 3D

Project Portfolio

This will contain:

- a. The development of any solutions through the full design process
- b. Full reflection of new techniques learnt and applied, challenges and problems solved
- c. Timesheet and progress report of whole process

Signed & Agreed by :

Placement Representative (if applicable)

Supervising Tutor

Student

cherryhau
