

School of Film & Media Studies
ART & DESIGN FINAL PROJECT

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**PRODUCTION TEAM'S IDENT'S DESIGN
DEADLINE**

**1000 pts = 25%
Friday, 10 Aug 2007**

***** NO EXTENSION OF DEADLINE WILL BE GIVEN *****

Work handed in late will face a deduction of 10% of the total grade (i.e. 2.5%) for each day, up to a maximum of five days, after which a ZERO mark is given.

What is an "Ident"?

An ident can be defined as a very short promo trailer (often running only a few seconds) that is used to identify and promote a production company or a TV station. A good example of this is MTV's animation of its logo or even the "THX theatre sound system" ident often shown in cinemas prior to a screening of a film. A well-planned and well-executed ident should effectively communicate the style, attitude, quality and corporate culture of the production company, television network, or cable channel.

Your assignment requires you to **complete the PRE-PRODUCTION STAGE** of an effective animated ident for your team's own imaginary production company. You **MUST** give your company's name to the lecturer. Note that this will be produced next semester when you take the "Introduction to Computer Graphics" module (in which you will learn how to use the necessary software applications).

You will get into groups of 3 (three), work together and submit the following items:

- 1) A simple 2-D drawn character for animation (in colour). Please note that a character does not necessarily need to be human or an animal; it can be non-living objects imbued with a personality.
- 2) A storyboard for a 10 seconds 'ident' with NO DIALOGUE. The action should be simple and universally understood by an international audience. The final frame must have your company's LOGO.
- 3) A design rationale that thoroughly explains, justifies, and shows your team's entire process from concept to end-product. There **MUST BE** written explanation and visual evidence (i.e. documentation) of work done from concept to fruition and a synopsis of your ident.
- 4) Peer Evaluation Form – You must complete a peer evaluation form with your final project. This is to ensure that all group members reflect honestly their individual contributions to this assignment.

Failure to complete the Peer Evaluation form may result in loss of marks from your individual grade for this project.

GUIDELINES

Failure to follow instructions will result in a deduction of marks!!!

- You must submit a Character Design, a Storyboard and a Design Rationale, ALL in HARDCOPY (A4-size plain paper, black 12pt font).
- You must submit evidence of ALL brainstorming, mind mapping, thumbnail sketches in your Design Rationale.
- Your submission must include the title of the ident, name of your production team, each member's name, student no. and section number printed clearly and neatly on a front cover sheet.
- You **MUST** consult the lecturer if you plan on using a different size of paper.

GRADING CRITERIA

Criteria	Marks
Creativity (research & planning, problem-solving, originality)	250
Practical skills (craftsmanship, control and neatness)	375
Application of Visual Elements, Design Principles & Colour Theory	375

This project allows the lecturer to assess students' cumulative work holistically. The ability to plan this project well, and see it through to completion is also assessed. Application of the knowledge of the following visual elements and design principles **MUST** be demonstrated in the project work:

- **Visual Elements** LINE | SHAPE | FORM | SPACE | COLOUR | TEXTURE | SCALE |
- **Principles of Design** HARMONY | CONTRAST | EMPHASIS | BALANCE | RHYTHM | TRANSITION | UNITY & VARIETY
- **Application of Colour Relationships** (from the Colour Wheel)

Committing Plagiarism

For level one students:

In the course of doing your assignments, you will probably use extracts from articles or books, quotations, charts, graphs, lyrics, lines of a poem, illustrations, graphics, photographs, audio samples, or material downloaded from the INTERNET.

Plagiarism is committed when you use someone else's ideas or writing or performance and pass them off as your own [refer to the document - 'FMS Guidelines on Cheating, Forgery, Plagiarism and use of

Copyright Works' given to you when you first joined the course, for more details].

The penalty incurred for committing plagiarism is:

- 1. receiving a ZERO mark for the assignment in the first instance of plagiarism,**
- 2. failing the module in subsequent instances OR**
- 3. suspension or expulsion from the polytechnic in more serious cases.**

Citing Your Sources

When turning in any written assignments, it is important to make sure that you give credit to any ideas, quotations or images that are not your own. This includes taking information from books, magazines, websites and/or other sources. The Ngee Ann guidelines on plagiarism are as follows:

Definition: taking ideas or writings or performances of another or others and passing them off as one's own (Agnes, ed., 1998)

Application:

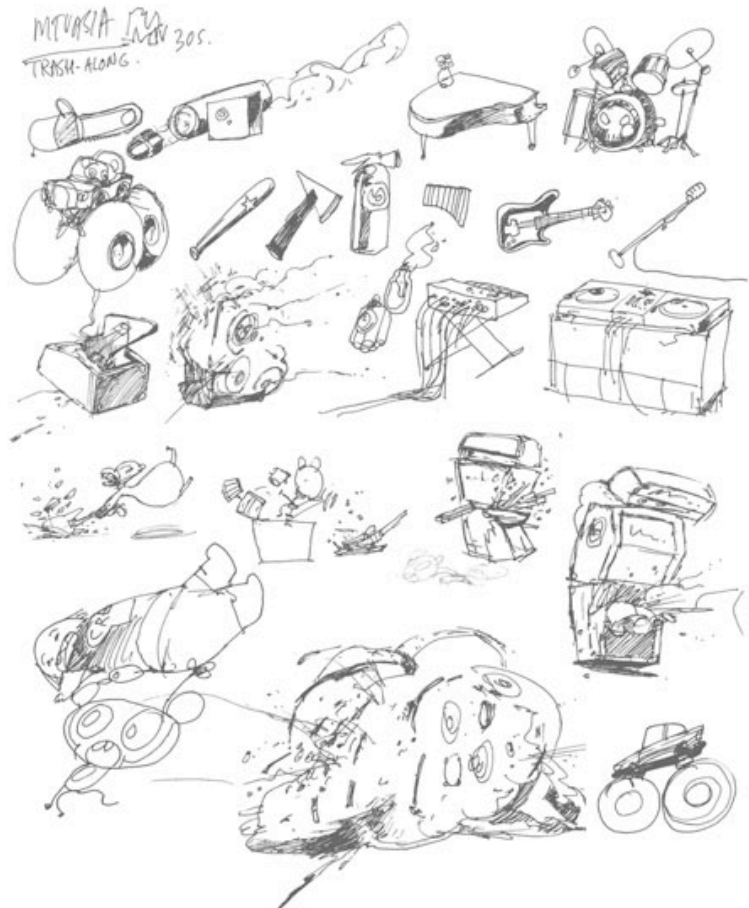
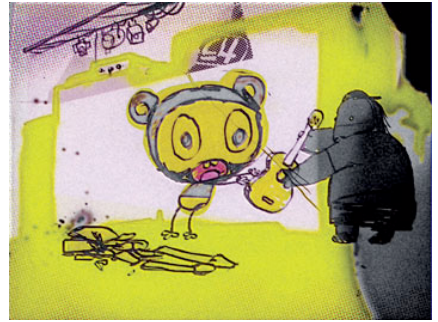
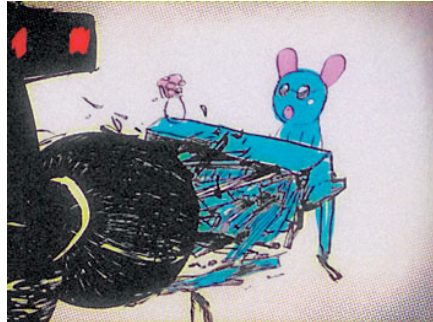
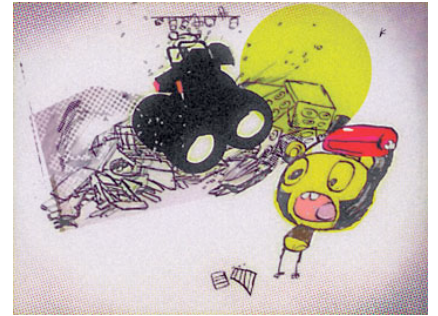
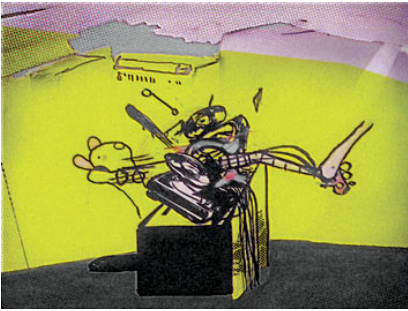
Deliberate Plagiarism – Copying a phrase, a sentence, or a longer passage from a source and passing it off as your own; summarizing or paraphrasing someone else's ideas without acknowledging your debt; handing in as your own work a paper you have bought, had a friend write, or copied from another student.

Accidental Plagiarism – Forgetting to place quotation marks around another writer's words; omitting a source citation for another's idea because you are unaware of the need to acknowledge the idea; carelessly copying a source when you meant to paraphrase. (Fowler and Aaron, 1998, p. 579)

Submission Checklist

- Final project is output in plain white A4 sized paper in black 12pt font with a cover sheet.
- Cover sheet includes the title of the ident, name of your production team, each member's name, student number and section number.
- Ident mascot character is in colour.
- Storyboard is complete (with NO DIALOGUE).
- Design rationale includes a mind-map, brainstorm sketches, thumbnails, annotated drawings, synopsis (brief description) of the animation.

MTV-Asia Ident Storyboard



TV Ident: 35 second audiovisual pandemonium celebrating the biggest Rock 'n Roll cliché.

Directed, designed, animated by Fons Schiedon

Animation can be previewed at:
<http://www.fonztv.nl/fastsite/html/mtva-trash.htm>