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Ideation and Iteration for Creatives

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KENNESAW STATE
UNIVERSITY

SYLLABUS
COLLEGE OF THE ARTS
SCHOOL OF ART AND DESIGN
ANIM 6120: IDEATION AND ITERATION FOR CREATIVES

Course Information

Modality and Location: Online - Synchronous
Syllabus is posted in D2L

Instructor Information

Name: Sandee M. Chamberlain
Email: schamb37@kennesaw.edu
Office Location: VA 234
Office phone: 470-578-6139
Office Hours: please refer to D2L & the plaque outside VA234
Preferred method of communication: Email or Microsoft Teams Direct Message Chat

Course Description

3 credits
Prerequisites: Admission to the MA in Art & Design

This course addresses the development of visual literacy including concepting, initial approaches of creating an encompassing aesthetic, creating timelines for production, and exploring the refining aspects of creative production. Students will devise an advanced creative problem and provide a documented account of their creative journey to present as a process journal at the end of the course.

Course Materials

Recommended Texts (in no particular order):

Your Career in Animation (2nd Edition): How to Survive and Thrive (David B. Levy) ISBN-13 : 978-1621537489

Animation Development: From Pitch to Production (David B. Levy) ISBN-13 : 978-1581156614

I Moved to Los Angeles to Work in Animation (Natalie Nourigat) ISBN-13 : 978-1684152919

The Animator's Survival Kit (Richard Williams) ISBN: 9780865478978

Character Animation Crash Course! (Eric Goldberg) ISBN-13: 978-1879505971

Stop Motion Animation: How to Make & Share Creative Videos (Melvyn Ternan)
ISBN-13: 978-1438002552

The LEGO Animation Book: Make Your Own LEGO Movies! (David Pickett)
ISBN-13: 978-1593277413

Frame-By-Frame Stop Motion: The Guide to Non-Traditional Animation Techniques (Tom Gasek) ISBN-13: 978-0240817286

Stop-motion Animation: Frame by Frame Filmmaking with Puppets and Models (Basics 2 Animation) (Barry JC Purves) ISBN-13: 978-1472521903

The Silver Way: Techniques, Tips, and Tutorials for Effective Character Design (Stephen Silver) ISBN-13: 978-1624650345

Shadow of a Mouse: Performance, Belief, and World-Making in Animation (Donald Crafton) ISBN-13: 978-0520261044

Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics (Liz Blazer) ISBN-13: 978-0134133652

Cartoon Animation [Collector's Series] (Preston Blair) ISBN-13: 978-1560100843

The Animator's Eye: Adding Life to Animation with Timing, Layout, Design, Color and Sound (Francis Glebas) ISBN-13: 978-0240817248

Pixar Storytelling: Rules for Effective Storytelling Based on Pixar's Greatest Films (Dean Movshovitz) ISBN-13: 978-1517699451

The Illusion of Life: Disney Animation (Ollie Johnston & Frank Thomas) ISBN-13: 978-0786860708

Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 1: The Walt Stanchfield Lectures (Walt Stanchfield) ISBN-13:978-0240810966

Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 2: The Walt Stanchfield Lectures (Walt Stanchfield) ISBN-13:978-0240811079

The Nine Old Men: Lessons, Techniques, and Inspiration from Disney's Great Animators (Andreas Deja) ISBN-13: 978-0415843355

The Art of Pixar: 25th Anniv.: The Complete Color Scripts and Select Art from 25 Years of Animation (Amid Amidi) ISBN-13:978-0811879637

They Drew as They Pleasded: The Hidden Art of Disney's Golden Age (Didier Ghez) ISBN-13: 978-1452137438

Technology requirements: A modern laptop that can support all required software for the student's work. Please consult the instructor at the beginning of the course.

Learning Outcomes

Students will be able to:

- Transfer research skills and knowledge to develop original visual content
- Assess diverse historical and cultural case studies of visual literacy practice
- Create a process journal reflecting development of the visual literacy process.

Course Requirements and Assignments

1. Milestones/Projects: Milestones for the student's production journal will be assessed. This can be part of a group endeavor as per the instructor's permission. There will be five required milestone deliverables.

2. Design & Development: Students will demonstrate their understanding of developing and designing for creative pursuits with milestones involving studying other design and development techniques and documentation of their personal creative design and development methodology.

3. Final Production Journal: At the end of the semester, each student will present their final production journal as a completed project. This journal will document in detail all phases of the design and development of the student's chosen project.

Evaluation and Grading Policies

Evaluation and Grading:

Each project will be evaluated using the following basic criteria via rubrics:

- Directions and File Management
- Content

- Participation
- Quality of Work

Milestones/Projects	Semester Points
Project One – Creation of Premise and Initial Sketched Pitch Book	20
Project Two – Concept Art	20
Project Three - Professional Process Art	20
Project Four – Polished Art	20
Project Five – Digital Pitch Book and Website Build	20
TOTAL:	100

Each project will have specific requirements in terms of each basic criteria. These specific requirements are outlined in each project’s own rubric.

Formula for Evaluation:

A = 90 – 100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = 59 – BELOW

Course Policies

Attendance:

When a student misses more than 20% of the scheduled hours for a course, he/she may be withdrawn from the course by the respective instructor and will receive the appropriate grade based on the above posted grading policy. When a Student misses 4 classes, he/she will receive one letter grade lower for the course.

Professor will respond to email inquiries and Microsoft Teams messages within 48 hours of submission (business days only – if a message is left on a Friday – before 5pm a response will be given by Monday, if the message is left on Friday after 5pm a response will be given by Tuesday).

Feedback for all final projects will be given within 10 days after the final due date. Soft critiques will be responded to within 48 hours after submission.

Institutional Policies

Federal, BOR, & KSU Course Syllabus Policies: http://curriculum.kennesaw.edu/resources/federal_bor_ksu_student_policies.php

Student Resources:

http://curriculum.kennesaw.edu/resources/ksu_student_resources_for_course_syllabus.php

Academic Integrity Statement:

<http://scai.kennesaw.edu/codes.php>

KSU Student Resources

This link contains information on help and resources available to students:

https://curriculum.kennesaw.edu/resources/ksu_student_resources_for_course_syllabus.php

Course Schedule

WEEK TWO: WORK WEEK

WEEK THREE: WORK WEEK – PROJECT ONE DUE FOR CRITIQUE

WEEK FOUR: INTRODUCTION TO PROJECT TWO – BEGIN WORKING ON PROJECT TWO

WEEK FIVE: WORK WEEK

WEEK SIX: WORK WEEK – PROJECT TWO DUE FOR CRITIQUE

WEEK SEVEN: INTRODUCTION TO PROJECT THREE – BEGIN WORKING ON PROJECT THREE

WEEK EIGHT: WORK WEEK

WEEK NINE: WORK WEEK – PROJECT THREE DUE FOR CRITIQUE

WEEK TEN: INTRODUCTION TO PROJECT FOUR – BEGIN WORKING ON PROJECT FOUR

WEEK ELEVEN: WORK WEEK

WEEK TWELVE: WORK WEEK – PROJECT FOUR DUE FOR CRITIQUE

WEEK THIRTEEN: INTRODUCTION TO PROJECT FIVE – BEGIN WORKING ON PROJECT FIVE

WEEK FOURTEEN: WORK WEEK

WEEK FIFTEEN: FINALS – PROJECT FIVE TO BE CRITIQUED

*SCHEDULE MAY ALTER PER PROFESSOR DIGRESSION ON A SEMESTER BY SEMESTER BASIS (SUMMER COURSES MAY FIT INTO A SIX OR EIGHT WEEK SCHEDULE) – TO ALLOW FOR UNEXPECTED EVENTS THAT MAY HAPPEN DURING CLASS HOURS, SUCH AS BUT NOT LIMITED TO: ATTENDING ANIMATION EVENTS OFF CAMPUS AND ON CAMPUS - ATTEND OTHER EVENTS OFF AND ON CAMPUS - INCLEMENT WEATHER – HOLIDAY SCHEDULES

REMEMBER TO BE POSITIVE - PRODUCTIVE AND ASK QUESTIONS!

BELOW IS A LIST OF ART RESOURCES AND A GENERAL ART SUPPLY LIST THAT YOU MIGHT FIND USEFUL IN YOUR STUDIES –

Art Supplies List – for general sketching:

Variety of Graphite drawing pencils (B tends to be the softer choices)

Variety of Inking pens (for example: Faber Castell or Micron)

Variety of Grey Prismacolor Markers for value study exercises

Marker Paper

Niji Water brush

Pocket watercolor set

Sketchbook (for example: a Strathmore 9 x 12 inch)

Wet Media Sketchbook for watercolor studies

Digital (suggestions):

External Hard drive (Recommended Lacie Rugged Drive)

iPad Pro

Build your own Desktop PC – ask for resources

Pen Display (Wacom or Huion)

MacBook Pro

Microsoft Surface Pro

Microphone for recording (Blue Yeti)

Stop Motion – Dragon Frame with Bluetooth remote

Web Resources:

<http://www.frankanollie.com/>

<http://www.11secondclub.com/>

<http://www.cgsociety.org/gallery>

<http://www.awn.com/>

<http://www.cartoonbrew.com/>

<http://animationresources.org/>

<http://animationbackgrounds.blogspot.com/>

<https://www.juxtapoz.com/>

<https://www.thisiscolossal.com/>

<https://hifructose.com/>

<https://www.asifa-south.com/>

<https://www.asifa-hollywood.org/>

<https://creatureartteacher.com/>

<https://filmfreeway.com/>

Vid Resources:

<https://www.youtube.com/user/ProkoTV>

https://www.youtube.com/channel/UCfvIgreCk628yB9mp3e_ABQ

<https://www.youtube.com/user/AaronBlaiseArt>

<https://www.youtube.com/user/glennvv>

<https://www.youtube.com/user/gurneyjourney>

<https://www.youtube.com/user/FZDSCHOOL>

<https://www.youtube.com/user/digitalbobert>

<https://www.youtube.com/channel/UCHUgvWN-JC6iFFQ0EqloPgQ>