Week 1: Introduction

Animation Design Character reference
Week 1: Concept for 3D animation

Animation Design Character reference
Week 2: Photoshop review
Week 2: Digital design basics
Week3: Reference Sheet
Week3: Thumbnail Sketch
Week 4: Story and Character
Week 4: Sketch in details in thumbnail

Online references
Week 5: Develop Character

References

[Images of character design sketches and drawing guides for Judy Hopps]
Week 5: 3 tone rendering in grey scale
Week 6: Color Theory
Week 6: Gradient map
Week 7: Texture
Week 7: Rim lights & High lights

Reference image from web
Week 8: Midterm presentation

Sample from online
Week 9: Character variation

Proportion and style
Week 9: contrasting & complementary character

TIMON & PUMBA, “THE LION KING”
Week 10: Animation character Characteristics
Week 10: Understanding Limitations

Reference images from online
Week 11: Photoshop

Adjustment Layer
Week11: Photoshop
Week 12: Animation Concept styles

cartoon

rendered
Week12: Rules for Turn around
Weel13: Paint in Character Sheet
Week 13: Captions and extra details
Week14: Character illustration
Week 14: perspective, pose
Week 15: Finalizing light value
Week 15: Adjusting colors
1. Concept, Facial expression or pose variation
Week 16: Final Presentation

2. Turnaround

3. Illustration
### Animation Concept Design

**Course Objective:**
The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end of the course.

**Course Focus:**
The focus of this course is to introduce a lesson that will help students improve their drawing, sketching, composition skills as well as utilizing Photoshop. The final work from this course can be used as a portfolio piece.

**Course Difficulty:**
In this lecture, linguistic comprehension level could also be an important factor for student’s final work, as well as individual performance and pre-acquisition of basic knowledge.

**Teaching Method:**
Lecture, Practice and Critique

**Teaching Tools:**
Practice, Assignment, Mid-term and Final Project and Critique

**References:**
1. Introduction: Animation concept design - 1hr 50 mins
   - Commercial and practical value of animation concept design
   - Role and requirements of concept artist in Animation pre-production
   - What is ideal animation concept design?
   - Video references

2. Course introduction - 1hr 20 min
   - Class outline
   - How to give credit
   - Midterm and final format, examples

3. Assignment explanation: Story from masterpiece (ex. Hamlet and Lion King) – 30min

Story for Animation: Pick a story. Twist the time and space setting.
课程号：                 课序号：

任课教师
담당자
Seeun Kang

授 课
时间长度
강의 시간
4 Hours

授    课
课题
강의주제
Animation concept design

教学
目标和要求
강의목표
The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end the course.

教学
重难点
강의중점
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教学
难点
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In this lecture, linguistic comprehension level could also be an important factor for student’s final work, as well as individual performance and pre-acquisition of basic knowledge.

教学
方法
강의방법분석
Lecture, Practice and Critique

教学
手段
강의자료분석
Practice, Assignment, Mid-term and Final Project and Critique

参考
资料
크리처디자인 이대훈 2013, ISBN-13 9788966185290

教学过程교육과정
1. Photoshop Review – 1 hr 30 mins
   - Brush basics
   - Layers
   - Tools

2. Digital design basics - 40 min
   - style, shape, proportion, silhouette, contrast, balance, unity and variety, rhythm and values and colors

3. Digital Sketching - 1 hr 30 mins
   - connecting
   - ghosting
   - oval
   - simplifying

Story for Animation: Pick a story. Twist the time and space setting.
   - progress check
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Teaching method:

Lecture, Practice and Critique

Teaching materials:

Practice, Assignment, Mid-term and Final Project and Critique

参考文献:

크리처디자인 이대훈 2013, ISBN-13 9788966185290
1. Warm up sketching – 30 mins

2. Working with references – 1 hr 30 mins
   - Making a reference sheet
   - Gathering references online

3. Thumbnail sketching – 1 hr
   - Understanding shape clue and characteristic with examples
   - How to make variation with less effort

4. Concepting technique reference and resources - 40 min

作业布置과제제출

Reference sheet, thumbnail sketch
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1. Warm up sketching – 20 mins

2. Student thumbnail sketch review- 1hr 30 mins

3. Analyzing Story and Character -1hr 30 mins

   - Disney animation examples

4. Sketch in details in thumbnail - 20 mins

Progress check
### Course Title:
**Animation concept design**

### Course Description:
The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end of the course.

### Teaching Highlights:
- **Focus**: Introduce a lesson that will help students improve their drawing, sketching, composition skills as well as utilizing Photoshop. The final work from this course can be used as portfolio piece.
- **Difficulty**: Linguistic comprehension level could also be an important factor for student’s final work, as well as individual performance and pre-acquisition of basic knowledge.

### Teaching Methods:
**Lecture, Practice and Critique**

### Teaching Materials:
- Practice, Assignment, Mid-term and Final Project and Critique

### References:
1. Warm up sketching – 30 mins

2. Developing character -1hr 40 mins
   - Variation in style, shape, proportion, silhouette, contrast, balance, unity and variety, rhythm and values and colors

3. Photoshop: Rendering Practice -1hr 30 mins
   - 3 tone rendering in grey scale

Progress Check
### Course Description

**Animation concept design**

**Goal:**
The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end of the course.

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**难点:**
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### Teaching Method

**Lecture, Practice and Critique**

### Teaching Materials

- **参考资料**
1. Warm up sketching, rendering – 20 mins each

2. Color theory -30 mins

3. Progress check -1hr 30 mins

4. Photoshop:  -1hr 20 mins

   - Paint in value

   - Gradient map adjustment layer and shading sample

Progress Check
## Animation concept design

### Course Goal
The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end of the course.

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### Teaching Method
- **Lecture, Practice and Critique**

### Teaching Material
- Practice, Assignment, Mid-term and Final Project and Critique

### Course Reference
- **Creature Design** by Eunhyun 2013, ISBN-13 9788966185290
- **Game Concept Art Design** by Hong-il 2014, ISBN-13 9788968481062
1. Warm up sketching, rendering – 30 mins

2. Photoshop - 1 hour 20 mins
   - Texturing techniques
   - Understanding Rim lights and high lights

3. Popular votes and critique for midterm - 1 hr 40 mins

Midterm presentation
## Animation concept design

The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end of the course.

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### Lecture, Practice and Critique

#### Teaching Method

- Lecture, Practice, Assignment, Mid-term and Final Project and Critique

#### Teaching Aids

- Practice, Assignment, Mid-term and Final Project and Critique

#### Teaching Material

- Theory, Discussion, Experiment, Practice

#### Other

- Theory, Discussion, Experiment, Practice

### Reference Material

- 克里塔奇之手 2013, ISBN-13 9788966185290
1. Midterm presentation A 1 hour 30 mins

2. Midterm presentation B 1 hour 30 mins

3. E-class critiques for classmates 40 mins
### Animation concept design

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#### Lecture, Practice and Critique

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**References:**
1. Digital sketching and painting warm up 30 mins
2. Character Variation and design critique 2 hours
3. Role of contrasting & complementary character 20 mins
4. Work on revision 50 mins

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**Objective:**

The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end of the course.

**Focus:**

The focus of this course is to introduce a lesson that will help students improve their drawing, sketching, composition skills as well as utilizing Photoshop. The final work from this course can be used as portfolio piece.

**Challenges:**

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**Teaching Method and Medium:**

- **Teaching Method:** Lecture, Practice and Critique
- **Teaching Medium:** Practice, Assignment, Mid-term and Final Project and Critique

**Relevant References:**

- **Craniatherian Design** by Eun-deok, 2013, ISBN-13 9788966185290
1. Digital sketching and painting warm up - 30 mins
2. Characteristics of Animation model - 30 mins
3. Critique - 2 Hours
   - Understanding limitations (time, resources, technique...)
4. Photoshop: - 40 mins
   - Working in layer for revision
**Course Title:** Animation concept design

**Course Description:**

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**Teaching Methods:**

Lecture, Practice and Critique

**Teaching Aids:**

Practice, Assignment, Mid-term and Final Project and Critique

**Teaching Resources:**

1. Digital sketching and painting warm up - 30 mins
2. Progress check 1 hours and 30 mins
3. Photoshop 2 hours
   - Adjustment layers
   - Filters
   - Fx
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Lecture, Practice and Critique

Practice, Assignment, Mid-term and Final Project and Critique

References:
1. Digital sketching and painting warm up -30 mins

2. 3D animation concept styles -30 mins
   - Examples
   - Limitations

3. Rules for Character sheet -50 mins
   - Samples
   - Criteria
   - what to check for Continuity and Silhouette

4. Photoshop 1 hours 50 mins
   - Color sampling techniques
   - Material Practice

Progress Check
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Lecture, Practice and Critique

Practice, Assignment, Mid-term and Final Project and Critique

参考资料

크리처디자인 이대훈 2013, ISBN-13 9788966185290
1. Digital sketching and painting warm up -30 mins
2. Paint in character sheet -40 mins
   - Examples
   - Color layer and gradient map adjustment layer (Photoshop)
3. Captions and extra details -40 mins
   - Examples
   - Balance of details and clear definition of outlines and texture
   - Importance of layout
4. Photoshop 1 hours 50 mins
   - Working in color and value separately

Progress Check
### Animation concept design

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**Lecture, Practice and Critique**

Teaching methods:  
- **Discussion**:探究학습, 토론학습, 유형학습, 실습학습, 기술학습, 실험학습, 기기학습, 기타
- **Practice**: 연습, 시험, 과제, 과정, 기술, 기기, 기술학습, 기기학습, 기타

Teaching tools:  
- **Classroom**: 교실, 시설, 기기, 기기학습, 기기학습, 기타
- **Multimedia**: 멀티미디어, 기기학습, 기기학습, 기타
- **Model**: 모형, 기기학습, 기기학습, 기타
- **Materials**: 소재, 기기학습, 기기학습, 기타

Reference materials:  
- **Koocher Design**: 2013, ISBN-13 9788966185290
1. Digital sketching and painting warm up -30 mins
2. Introduction for character illustration 30 mins
   - Why and How?
3. Format for character design, character sheet, illustration 20 mins
4. Q & A 20 mins
5. Photoshop-1 hours and 50 mins
   - Perspective and pose, expression, methods and tools
   - Examples
   - warps, liquify (photoshop)

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**Teaching Methods:**
Lecture, Practice and Critique

**Teaching Aids:**
Practice, Assignment, Mid-term and Final Project and Critique

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1. Digital sketching and painting warm up -30 mins

2. Photoshop
   
   Finalizing light value -40 mins
   
   Adjust colors in photoshop -30 mins
   
   Application of Gradient map adjustment layer -50 mins
   
   color shading sample - 50 mins

Final Presentation
The goal of this course is to create character concept art for 3D animation by applying practical techniques obtained during the class. Each student will have learned how to visualize their idea and finalize a concept for 3D animation by the end of the course.

The focus of this course is to introduce a lesson that will help students improve their drawing, sketching, composition skills as well as utilizing Photoshop. The final work from this course can be used as portfolio piece.

In this lecture, linguistic comprehension level could also be an important factor for student’s final work, as well as individual performance and pre-acquisition of basic knowledge.

Lecture, Practice and Critique

Practice, Assignment, Mid-term and Final Project and Critique

Reference materials:
1. Final Presentation A: 1 hours and 30 mins
2. Final Presentation B: 1 hours and 30 mins
3. Critiques
   - e class: 1 hours and 30 mins
강의지도계획 教学指导计划

一、 기본정보 基本内容

<table>
<thead>
<tr>
<th>과목명칭 课程名称</th>
<th>애니메이션 컨셉디자인</th>
<th>학과종류 课程类型</th>
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<tbody>
<tr>
<td>영문명칭 英文名称</td>
<td>Animation Concept Design</td>
<td></td>
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<tr>
<td>총시수 总课时</td>
<td>64</td>
<td>이론시수 理论课时</td>
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<td></td>
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<td>34</td>
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<tr>
<td>실험시수 实验课时</td>
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<td>실습시수 实习课时</td>
</tr>
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<td></td>
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<td>30</td>
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<tr>
<td>학점 学分</td>
<td>3</td>
<td>예정시수 预定课时</td>
</tr>
<tr>
<td>적용 대상 适用对象</td>
<td>한풍유미디어학원</td>
<td>과목담당자 负责人</td>
</tr>
<tr>
<td></td>
<td>韩中新媒体学院</td>
<td>Seeun Kang</td>
</tr>
<tr>
<td>과목설명 课程说明</td>
<td>Through this course, each student will create a quality concept design for Animation which can be later used for an animation project. Each student will go through digital drawing and painting phase as well as concepting and adjustment according to the limitations of the student production environment.</td>
<td></td>
</tr>
</tbody>
</table>

二、 교육 목표 및 임무 教学目标及任务

The objective of this course is to understand how to create character concepts for animation starting from understanding the importance of concept design in production design. This course aims to acquaint students with contemporary concepting techniques and digital painting technique utilizing Photoshop. Each student is encouraged to focus on the completion of individual concept so each student can feel a sense of accomplishment.
## 수업시간 배치

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<thead>
<tr>
<th>주간</th>
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<td>3-4</td>
<td>-Thumbnail sketching</td>
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<td>-Digital Concepting utilizing photoshop and references</td>
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<td>5-7</td>
<td>-Variation and pick</td>
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<td>-Finalizing digital painting</td>
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<td>9-11</td>
<td>-Developing and twisting Character for 3D animation</td>
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<td></td>
<td>-Work in layer</td>
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<tr>
<td>12-13</td>
<td>-Understanding 3D animation styles</td>
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<td>-Character sheet</td>
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<tr>
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<td>-Perspective, pose, expression</td>
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</tr>
<tr>
<td></td>
<td>-Highlights</td>
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<td></td>
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<tr>
<td></td>
<td>-Finalizing concept illustration and character</td>
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</tr>
</tbody>
</table>
제 1 장 Animation concept design outline

본장 교학목적: Animation concept design introduction

본장의 주요 내용: Understanding commercial and practical value of Animation industry concept design, Preproduction

본장 난점: Students who do not have basic interests in Animation will have hard time understanding importance of Animation concepting

본장 중점: Role and requirements of concept artist in Animation pre-production

본장 참고문헌: 주교재: 크리처디자인

이대훈 2013, ISBN-13 9788966185290

부교재: 게임컨셉아트디자인북


본장 사고문제: What is ideal animation concept design?

제 2 장 Digital concept design methodology

본장 교학목적: Practice the fundamental digital design principles

본장의 주요 내용: Understanding style, shape, proportion, silhouette, contrast, balance, unity and variety, rhythm and values and colors in concept design. Understanding how to draw simplified visual representation of complicated subject.

본장 난점: Difference in individual drawing ability and understanding of Photoshop

본장 중점: Digital drawing technique using Photoshop

본장 참고문헌: 주교재: 크리처디자인

이대훈 2013, ISBN-13 9788966185290
본장 사고문제 : How to draw simplified visual representation of complicated subject.

제 3 장 Understanding visualization method of animation character

본장 교학목적 : Applying drawing and conceping principles into character concept
본장의 주요 내용 : Analyzing story and character to collect plausible references and understand how to combine or eliminate each design factors to make them into a single character concept
본장 난점 : Difference in drawing skill and understanding of photoshop tool could affect student's performance.
본장 중점 : Understand visual communication factors and how to visualize a character using photoshop
본장 참고문헌 : 주교재: 크리쳐디자인 
이대훈 2013, ISBN-13 9788966185290
부교재: 게임컨셉아트디자인북
본장 사고문제 : What is important in character concept?

제 4 장 Developing Character Concept for Animation

본장 교학목적 : Develop the character archetypes further
본장의 주요 내용 : Use of different proportions to visualize archetypes, poses that define action and personality, character design analysis, developing complementary
and contrasting characters, and exploring different character design styles.

Consideration for movement and render time (technical limitations).

본장 난점: Each student needs to have preliminary understandings of Photoshop
본장 중점: Understanding techniques quickly layout different ideas and paint in Photoshop
본장 참고문헌: 주교재: 크리처디자인
이대훈 2013, ISBN-13 9788966185290
부교재: 게임컨셉아트디자인북
본장 사고문제: How could a concept artist avoid constant revision from producer?

제 5 장 Designing Concept for 3D Animation (Character sheet)

본장 교학목적: Understanding requirements of 2D character sheet in creating 3D character
본장의 주요 내용: Understanding importance of clear representation of shape and color. Understanding Orthographic view. Consideration for silhouette and continuity in 3D.
본장 난점: Visualize beautifully and also correctly
본장 중점: Understanding importance of character sheet (turn around) and procedure
본장 참고문헌: 주교재: 크리처디자인
이대훈 2013, ISBN-13 9788966185290
부교재: 게임컨셉아트디자인북
본장 사고문제: What is the most important quality of 2D character sheet?

제 6 장 Character Sheet Creation in practice
본장 교학목적 : Complete the Character sheet for 3D animation character

본장의 주요 내용 : 3D animation style Character and turnaround painting technique.
본장 난점 : Application of 2D concept into 3D concept design.
본장 중점 : Painting in continuity through front, side and back angle, visual communication of 3D design with 2D image for developed character
본장 참고문헌 : 주교재: 크리처디자인
이대훈 2013, ISBN-13 9788966185290
부교재: 게임컨셉아트디자인북

본장 사고문제 : What is good character sheet for 3D animation character modeling?

제 7 장 Understanding Animation illustration

본장 교학목적 : Creating character illustration with narrative and characteristic
본장 주요 내용 : Digital painting techniques for perspective, action and lights
본장 난점 : Lessons can be difficult for students who do not have understanding of shape and colors as well as basic photoshop skills.
본장 중점 : Improving composition and painting technique
본장 참고문헌 : 주교재: 크리처디자인
이대훈 2013, ISBN-13 9788966185290
부교재: 게임컨셉아트디자인북

본장 사고문제 : What is the most effective way to compose the scene for the character?

五、 실험 및 실습내용 实验及实习内容
1 주차. Introduction
2 주차. Digital drawing, sketching practice.
3-4 주차. Thumbnail sketching and design initial concept.
5-8 주차. Concept drawing and painting.
9-11 주차. Character design and variation.
12-13 주차. Character Sheet.
14-16 주차. Character illustration.

평가방식 및 요구 评价方式及要求
Attendance (20%) + Midterm exam (30%) + Final exam (40%) + Assignment (10%)

六、 추천 교재 및 참고서적 推荐教材及参考书本
주교재: 크리처디자인 ,
이대훈 2013, ISBN-13 9788966185290
부교재: 게임컨셉아트디자인북,
중남재경정법대학
학사과정 수업 진도 계획표
中南财经政法大学
学士课程教学进度计划表

(2018학년도 제 2학기)
(2018年第二学期)

학 원 学 院: 한중뉴미디어학원 韩中新媒体学院
강연교사 讲课教授: Seeun Kang
학과명칭 课程名称: Animation Concept Design
학과번호 课程代号:
과정유형 课程类型: Major
총 시 수 总 课 时: 16
## 기본 정보
### 기 본 정 보

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<th>Seeun Kang</th>
<th>직 위</th>
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| 수업형식 | Open book | 수업방식 | 멀티미디어 및 실습수업
| 수업방식 | Closed book | | 결합
| 교재명칭 | | | |
| 교재명칭 | | | |
| 교재명칭 | | | |
| 교재명칭 | | | |
| 교재명칭 | | | |
| 출판서 | | | |
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| 출판서 | | | |
| 출판서 | | | |
|---|---|
| 연구실 검토 의견 | 연구실 주임연구실主任(싸인签名) 년 월 일 |
| 학과주임 검토 의견 | 학과 주임课程主任(싸인签名) 년 월 일 |
| 학원(부서) 검토의견 | 학원 담당자学院负责人(싸인签名) 학원도장学院印章 년 월 일 |
| 학사일정 주간 | 수업내용 배정 (요점 기재)  
(課程内容安排 (記載要点)  
교시 课时  
수업형식 및 수단 课程形式及手段  
수업 외 숙제 또는 지도 외作业及辅导  
집행 상황 学生作弊情况 |
<p>| 学士日程 平日 | | | | |</p>
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<tr>
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<th>1. Introduction: Animation concept design</th>
<th>2. Course introduction</th>
<th>3. Assignment: story from masterpiece (Lion King, etc.)</th>
<th>Lectures &amp; Exercise</th>
<th>Exercise in a computer equipped classroom</th>
<th>Assignment: story</th>
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<td>1. Photoshop review</td>
<td>2. Digital design basics</td>
<td>3. Digital Drawing practice</td>
<td>Lectures &amp; Exercise</td>
<td>Exercise in a computer equipped classroom</td>
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<td>3</td>
<td>1. Utilizing references</td>
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<td>Exercise in a computer equipped classroom</td>
<td>Assignment: Thumbnail sketch</td>
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<td>1. Sketching variation details in Thumbnail</td>
<td>2. Finalizing sketching</td>
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<td>Lectures &amp; Exercise</td>
<td>Exercise in a computer equipped</td>
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<table>
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<th>Week</th>
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<th>Activities</th>
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<td>1. Variation in style, shape, proportion, silhouette, contrast, balance, unity and variety, rhythm and values and colors 2. Photoshop tools</td>
<td>Lectures &amp; Exercise</td>
<td>Exercise in a computer equipped classroom</td>
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<tr>
<td>6</td>
<td>1. Paint in value 2. Color theory 3. Gradient map adjustment layer and shading sample</td>
<td>Lectures &amp; Exercise</td>
<td>Exercise in a computer equipped classroom</td>
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<td>7</td>
<td>1. Texturing techniques 2. Understanding Rim lights and high lights 3. Popular votes and critique</td>
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<td>Exercise in a computer equipped classroom</td>
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<td>8</td>
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<td>Exercise in a computer equipped classroom -Midterm</td>
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<td>Exercise in a computer equipped classroom</td>
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| 10  | 2. Pose, design analysis  
  | 3. Role of complementary character | Lectures & Exercise | Exercise in a computer equipped classroom |
|-----|-------------------------------|---------------------|-------------------------------------------|
| 11  | 1. Characteristics of 3D model  
  | 2. Understanding limitations  
  | 3. Working in layer for revision | Lectures & Exercise | Exercise in a computer equipped classroom |
| 12  | 1. Adjustment layers  
  | 2. Filters  
  | 3. Fx | Lectures & Exercise | Exercise in a computer equipped classroom |
| 13  | 1. 3D animation Character concept styles  
  | 2. Ruler for Character sheet  
  | 3. Continuity and Silhouette | Lectures & Exe Lectures & Exercise | Exercise in a computer equipped classroom |
|     | 1. Paint in Character sheet  
  | 2. Captions and extra details  
  | 3. Layout | Lectures & Exercise | Exercise in a computer equipped classroom  
- Assignment : Character sheet |
| 14  | 1. Perspective, pose, expression for Character illustration  
2. Photoshop tools for shape adjustment | Lectures & Exercise | Exercise in a computer equipped classroom |
|---|---|---|---|
| 15 | 1. Finalizing Light value  
2. Adjust colors in photoshop  
3. Gradient map adjustment layer and color shading sample | Lectures & Exercise | Exercise in a computer equipped classroom |
| 16 | 1. Final Presentation  
2. Critique | | Final |