

<b>Program</b>	BS PR & Advertising	<b>Course Code</b>	PRAD-307	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>DIGITAL ANIMATION</b>				
<b>Course Introduction</b>					
<p>This course provides a specialized focus on digital animation techniques and their application in advertising. Students will explore the creative and technical aspects of digital animation, learning how to develop compelling animated content that aligns with brand strategies and engages the target audience. The course covers various animation tools, storytelling techniques, and production processes tailored specifically for advertising purposes. The course is designed to equip students with the skills necessary to create dynamic and effective digital animations for advertising, preparing them for careers in the fast-paced world of digital marketing.</p>					
<b>Learning Outcomes</b>					
<p>By the end of this course, students will:</p> <ol style="list-style-type: none"> <li>1. Understand the role of digital animation in contemporary advertising.</li> <li>2. Master the principles of animation as they apply to digital media.</li> <li>3. Develop and execute animated advertisements that effectively communicate brand messages.</li> <li>4. Utilize industry-standard software to create high-quality digital animations.</li> <li>5. Integrate sound design, motion graphics, and visual effects into animated advertisements.</li> <li>6. Analyze and critique animated advertisements from creative and strategic perspectives.</li> </ol>					
<b>Course Content</b>			<b>Assignments/Readings</b>		
<b>Week 1-4</b>	<p><b>1. Introduction to Digital Animation in Advertising</b></p> <ol style="list-style-type: none"> <li>1.1. Overview of digital animation's impact on advertising</li> <li>1.2. Understanding the digital animation workflow</li> <li>1.3. Key differences between traditional and digital animation in ad campaigns</li> <li>1.4. Current trends in animated advertising</li> </ol> <p><b>2. Principles of Animation for Advertising</b></p> <ol style="list-style-type: none"> <li>2.1. The 12 principles of animation and their application in digital media</li> <li>2.2. Timing, motion, and visual rhythm in advertising</li> <li>2.3. Creating animations that capture attention and drive engagement</li> <li>2.4. Case studies of successful animated ad campaigns</li> </ol>				
<b>Week 5-8</b>	<p><b>3. Storytelling and Concept Development</b></p> <ol style="list-style-type: none"> <li>1.1. Crafting compelling narratives for animated ads</li> <li>1.2. Character development and branding through animation</li> <li>1.3. Storyboarding and animatics for advertising campaigns</li> <li>1.4. Visual storytelling techniques to enhance brand messaging</li> </ol> <p><b>2. Digital Tools and Techniques</b></p> <ol style="list-style-type: none"> <li>2.1. Introduction to industry-standard animation software (e.g., Adobe Animate, After Effects, Toon Boom Harmony)</li> <li>2.2. Creating vector-based animations for scalability</li> </ol>				

	<ul style="list-style-type: none"> <li>2.3. 3D animation basics for advertising</li> <li>2.4. Motion graphics and their role in animated advertisements</li> </ul>	
<b>Week 9-12</b>	<ul style="list-style-type: none"> <li><b>3. Sound Design and Synchronization in Animation</b> <ul style="list-style-type: none"> <li>3.1. The importance of audio in animated ads</li> <li>3.2. Techniques for integrating sound effects, voiceovers, and music</li> <li>3.3. Synchronizing audio with visual elements</li> <li>3.4. Creating cohesive audiovisual experiences in advertising</li> </ul> </li> <li><b>4. Animation Production Process for Advertising</b> <ul style="list-style-type: none"> <li>4.1. Pre-production: scripting, storyboarding, and planning</li> <li>4.2. Production: animation, motion graphics, and sound integration</li> <li>4.3. Post-production: editing, rendering, and final output</li> <li>4.4. Managing timelines and budgets in animated ad production</li> </ul> </li> </ul>	
<b>Week 13-16</b>	<ul style="list-style-type: none"> <li><b>5. Interactive and Web-Based Animations</b> <ul style="list-style-type: none"> <li>5.1. Creating animations for social media platforms</li> <li>5.2. Interactive and responsive animations for websites and mobile apps</li> <li>5.3. Best practices for web-based animated advertisements</li> <li>5.4. Optimizing animations for different devices and screen sizes</li> </ul> </li> <li><b>6. Critique and Analysis of Animated Advertisements</b> <ul style="list-style-type: none"> <li>6.1. Analyzing animation styles and techniques in ads</li> <li>6.2. Understanding the effectiveness of animation in brand communication</li> <li>6.3. Evaluating the ROI of animated advertising campaigns</li> <li>6.4. Peer reviews and critiques of student projects</li> </ul> </li> <li><b>7. Final Project: Animated Advertising Campaign</b> <ul style="list-style-type: none"> <li>7.1. Developing a comprehensive concept for an animated ad campaign</li> <li>7.2. Production of the final animated advertisement, including all stages from pre-production to post-production</li> <li>7.3. Presentation and critique of the final campaign, with a focus on creative and strategic effectiveness</li> </ul> </li> </ul>	
<b>Textbooks and Reading Material</b>		

1. Maestri, G. (2006). *Digital character animation 3* (2nd ed.). New Riders.
2. Williams, R. (2012). *The animator's survival kit*. Faber & Faber.
3. Case, T. (2018). *Animation for advertising: From concept to production*. Routledge.
4. Selected readings from *Journal of Advertising and Animation Studies*
5. Articles on the latest trends in digital animation for marketing

**Online Resources:**

1. Adobe Creative Cloud Tutorials
2. Motionographer Blog
3. Blender Guru

**Software Tools:**

1. Adobe Animate
2. Toon Boom Harmony
3. After Effects and Blender

**Workshops and Tutorials:**

Hands-on workshops in motion graphics and digital animation for advertising

Guest lectures by industry professionals

Online tutorials from platforms like Lynda and Skillshare.

**Teaching Learning Strategies**

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

**Assignments: Types and Number with Calendar**

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

**Assessment**

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.