ASSIGNMENT/ASSESSMENT BRIEF 2009/10

Title of Qualification	National Diploma Art & Design (Interactive Media)
Unit/Module	3D Animation
Assignment Title and number	Project 1 – "National Gallery"
Assessor	Ben Nolan
Date set	24th November 2010
Date due	5th November 2010

Learning Outcomes For This Project Brief

1. Understand concepts and principles of 3D
2. Be able to generate ideas for and plan 3D animations
3. Be able to produce 3D animations
4. Be able to reflect upon own 3D animation work



Brief/Scenario

Applying design principles and practical application; research, develop and produce your own original 3D designs for a National Gallery of Modern Art and animate as a virtual tour. The focus is on imaginative and creative designs suitable for a modern art gallery. Remember your building structure may be made of a series of buildings that inter-connect.

Tasks

1. **Describe.** Produce a document describing in your own words with visual annotations Google Sketchup and how it used to create 3D models and animations. Describe what the benefits of a 3D application are and why you may use a 3D application for design work. (Grading Criteria P1, M1, D1)
2. **Research**. Investigate examples of modern architecture and document your findings with example images and describe in your own words the aspects you like or find interesting with your chosen examples. (Grading Criteria P1, M1, D1)
3. **Develop concept designs.** Drawing on your research and own initial ideas generate original and interesting concept sketches as a basis for your 3D designs. (Grading Criteria P2, M2, D2)
4. **IMPORTANT.** Discuss your intended designs (with reference to your sketches) with your tutor in order to develop your own individual plan for producing your designs. Your tutor will advise appropriate techniques you will need to develop in order to successfully complete.
5. **Produce final designs.** Basing your final designs on your concept sketches produce a 3D design or designs in Sketchup. (Grading Criteria P3, M3, D3)
6. **Present.** Animate your final work to provide a walkthrough of your building and export as an appropriate video file. Export your 3D models/designs at a variety of different angles and export as A3 images to demonstrate clearly different aspects of your building. (Grading Criteria P3, M3, D3)
7. **Process Evaluation.** Describe how you produced your final designs and the techniques you used or developed to complete this project. (Grading Criteria P4, M4, D4)
8. **Submit.** Print your work to create an A3 booklet with a front cover to include all your development and final work in chronological order or compile a PDF e-book consisting of your documented work, scans of your paper based work and final images. Your video file should be submitted in a suitable format.

Further Information

- This project is designed to enable you to gain necessary skills to produce 3D models after initial training with 3D software.
- 3D software comprises of many different options and features, the focus is now based on individual learning using practical outcome, learning materials (printed and video) and individual tutor help. Your tutor

will help you with any aspects that are appropriate to your own project in the form of individual, small group or whole group sessions.

- Ensure that you show clear documented development work from your research, initial paper based designs and final designs.
- Additionally for extra merit to your grade you could attempt more than one final 3D design. Remember though the emphasis is quality and not quantity.



Useful Weblinks:

Google Sketchup Video Tutorials
http://sketchup.google.com/training/videos.html

Grading Criteria

P1 describe concepts and principles of 3D expressing ideas with sufficient clarity to communicate them and with some appropriate use of subject terminology

P2 generate ideas for and plan 3D animations to a given brief working within appropriate conventions and with some assistance

P3 produce 3D animations working within appropriate conventions and with some assistance

P4 describe and comment on own 3D animation work expressing intentions with sufficient clarity to communicate them and with some appropriate use of subject terminology.

M1 explain concepts and principles of 3D with reference to well-chosen examples and with generally appropriate use of subject terminology

M2 generate ideas for and plan 3D animations to a given brief showing some imagination and with only occasional assistance

M3 produce 3D animations to a good technical standard showing some imagination and with only occasional assistance

M4 explain own 3D animation work with reference to well-chosen examples expressing intentions with clarity and with generally appropriate use of subject terminology.

D1 fully explain concepts and principles of 3D with supporting arguments and elucidated examples expressing intentions fluently and using subject terminology correctly

D2 generate ideas for and plan 3D animations to a given brief showing creativity and flair and working independently to professional expectations

D3 produce 3D animations to a technical quality that reflects near-professional standards showing creativity and flair and working independently to professional expectations

D4 critically assess own 3D animation work in the context of professional practice with supporting arguments and elucidated examples expressing intentions fluently and using subject terminology correctly.

Brief prepared by	Ben Nolan	Brief IVd by	Nigel Hogg
Date	18/9/10	Date	20/9/10