Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF CINEMA-TELEVISION

COURSE 310
THE BUSINESS OF ANIMATION
SPRING 2011
COM 153
TUESDAYS 9:00AM-11:55AM

INSTRUCTOR INFORMATION
Instructor: Peggy Southerland
Phone: 757-352-4698
Fax: 757-352-4275
E-mail: peggys@regent.edu
Office Hours: TBD
Office Location: COM 252

I have read this syllabus and understand the requirements of this class

Print Name: ____________________________________________________________

Signature: _________________________________________________________________________

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
Course Description

Explores the roles of the various people and positions involved in the production of animation. Pitching, budgeting, and business plans are covered. Each student submits a budget and a business plan for a project. Students also present a pitch for their final project.

Prerequisites: ANIM 112, ANIM 203, ANIM 213 or ANIM 218

Rationale/Course Overview

My primary mission is to prepare the next generation of animators to work effectively in this field. Understanding how the business works from the team approach to distribution is essential to knowing how you can fit into the process. My goal for each of you is that you learn to create with your heart while listening to a higher voice and your mind open to innovation.

Bachelor of Arts in Animation Program Goals:

1. Relevant knowledge of the ways in which Christian principles are evidenced in the practice of their art.
2. Ability to conceptualize the way meaning is structured and perceived in animation.
3. Understanding of the techniques and practices of animation production including conceptualization, modeling & construction, texturing, animation, digital cinematography, and post-production and the use of relevant tools for each of these stages.
4. Proficiency in the production of animation.

Bachelor of Arts in Animation Program Learning Outcomes:

Students will demonstrate:

1. Articulation of their Christian Worldview both written & visual.
2. Understanding of the historical/critical role of animation in our society and globally.
3. Understanding of animation story construction & character development both written & visual.
4. Understanding conceptualization as it applies to animation production both written & visual.
5. Proficiency in Photoshop
6. Proficiency in editing and compositing as it relates to animation.
7. Proficiency in traditional drawing skills
8. Proficiency in ToonBoom (2D software)
9. Proficiency in Maya (3D Software)
10. The ability to complete a 2-3 minute festival ready animation project.

ANIM 310 The Business of Animation Outcomes

- Prepare a resume
  - Graded assignment that must achieve a C or better
- Develop a business plan
  - Final Graded project incorporating all other assignments that must achieve a C or better
• Understand the contracts needed
  o Graded assignment that must achieve a C or better

COURSE MATERIALS

Required Materials: (this section should include TEXTBOOKS, any required HARDWARE, SOFTWARE, etc.)


Recommended Resources:
• Readings in designated weeks in Blackboard
• Microsoft Word 2007 or higher (ability to read .docx Documents)
• TBD

COURSE REQUIREMENTS AND ASSIGNMENTS

ALL ASSIGNMENTS ARE WORTH 100 POINTS. BREAKDOWNS ARE AS FOLLOWS

A. Weight (or points)

  Resume & Cover letter
     Appropriate Format 30%
     Content 20%
     Appropriate for job 30%
     Timeliness 20%

  Plot Outline
     Appropriate Format 10%
     Content 40%
     Appropriate for Regent 30%
     Timeliness 20%
Mission Statement
  Appropriate Format  10%
  Content  40%
  Appropriate for your company  30%
  Timeliness  20%

Contracts
  Appropriate Format  10%
  Content  40%
  Appropriate for Project  30%
  Timeliness  20%

Budget
  Appropriate Format  10%
  Content  40%
  Appropriate for Project  30%
  Timeliness  20%

Marketing projection
  Appropriate Format  10%
  Content  40%
  Appropriate for Regent  30%
  Timeliness  20%

Production Plan
  Appropriate Format  10%
  Content  40%
  Appropriate for Project  30%
  Timeliness  20%

Attendance
  1 point for each week  15%

Pitch
  Visuals  20%
  Content  50%
  Appropriate for project  20%
  Timeliness  10%

Final Business Plan
  Mission statement  6%
  Executive Summary  6%
  Plot Outline/Script  15%
  Animation Bible  15%
  Key Personnel  6%
  Marketing perspective  15%
  Budget  12%
  Production Plan  15%
  Presentation  10%

EVALUATION AND GRADING

Resume  10%
B. Scale

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Week 1 - Overview
- Job Descriptions in animation production.
- Homework
  - Read pages 1-62, 72-73 (Creative & Production Executive sections) & 79-90 in “Producing Animation” and pages 25 – 37 & pages ?? in Animation Development: From Pitch to Production

Week 2
- The importance of a resume
- Homework –
  - Put your own resume together and bring it to class. Look at the templates in the assignments area. Choose the one that works best for you. Go on line and find a job you want (Google animation jobs) and write a cover letter to fit the job.
  - Read pages 91-129 & 159-208 in “Producing Animation”

Week 3
- The Pre-production process
- Homework
  - Write the mission statement, plot outline for your culminating project.
  - Read pages ?? in “Animation Development: From Pitch to Production”.

Week 4
- The business plan
- Homework
  - Define your target audience
  - Read pages ?? in “Animation Development: From Pitch to Production”.

Week 5
- Contracts
- Homework.
  - Ascertain who in your production team should have contracts and draw them up, using the templates provided in Blackboard.

Week 6
- What is copyrighted? What can we use from outside sources? How do we get permissions? What are releases?
- Homework.
  - Find forms in the production handbook (On-line under CTV site) for processes by which you can license a piece of music. Try to get permission to use that music in a student project by the end of the semester. Some will succeed, some will not, but all will try.
  - Read ?? in “Animation Development: From Pitch to Production”

Week 7
- Budgeting Part 1
- Homework
- Make a budget for your project as if you had to pay all costs. Include rent, equipment, office personnel, utilities animators, paper stock, etc. Excel is the best place to do this project.

**Week 8**
- Budgeting Part 2– We will review your budget in class and talk about budgeting in general
  - Homework –
    - Refine your budget
    - Read ?? in “Animation Development: From Pitch to Production”

**Week 9**
- Distribution and sales
- Homework
  - Write 1 page on your marketing strategy/projections - where your project could be marketed and why. How many copies do you think you can sell on DVD? Find research to support your decisions
  - Read chapter 6 in “Producing Animation”

**Week 10**
- The Production Plan Part 1
- Homework –
  - Write your own production schedule
  - Read Chapter 3, 7 & 8 “Producing Animation” and ?? in “Animation Development: From Pitch to Production”

**Week 11**
- The Animation Bible
- Homework
  - Finalize your own production team
  - Work on your Animation Bible

**Week 12**
- Pitching
- Homework
  - Prepare visuals and 3 line pitch for your project

**Week 13**
- Pitching – Pitch your project in class
- Homework
  - Work on final Business Plan

**Week 14**
- Pitching – Pitch your project in class
- Work out any problems with your Business Plan with instructor.
Homework: Finish Business plan, bind it and submit 1 copy to me and keep one copy for yourself to track your Culminating Project

Week 15
Presentation of Final Business Plans

UNIVERSITY ACADEMIC HONOR CODE

Students are on their honor to complete assignments with honesty and integrity. Academic dishonesty involves intentionally or unintentionally stealing the intellectual property of others. Students are expected to be familiar with the university’s policy on academic integrity found in both the University Student Handbook and School of Undergraduate Studies Catalog (http://www.regent.edu/general/catalog/) and to follow it. As an academic and Christian community, Regent University takes seriously the call for integrity and penalizes breaches of academic integrity.

Students should be aware that submitted papers may be checked using Safeassign (Blackboard’s plagiarism detection feature. This feature will determine the percentage of the submitted paper that matches other sources and will generate a report. Scores below 15% include quotes and few common phrases or blocks of text that match other documents, these papers indicate no evidence of the possibility of plagiarism. Scores between 15% and 40% include extensive quoted or paraphrased material or may include plagiarism and will require further review. Scores over 40% indicate a high probability the text in the paper was copied from other sources and should be reviewed for plagiarism. The professor or instructor will contact the student if plagiarism is a concern.

DEPARTMENT RESOURCES

Production Forms, including Production Manual
http://www.regent.edu/acad/schcom/production/forms.htm

Equipment Reservation Form
http://www.regent.edu/acad/schcom/equipment/equipment_reservation_form.htm

UNIVERSITY POLICIES AND RESOURCES

Please review the following links for important information on University policies:

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support – University Helpdesk
Grading Policies (incompletes, extensions, IPs, etc.)
Student Course Evaluations

DISABILITY STATEMENT:

The student is responsible for contacting director of student life at 757.352.4867 to request accommodations, provide necessary documentation, and make arrangements with each instructor.
The following website is designed to help our disabled students learn of their rights and responsibilities with regards to disability services. The site also has resources for faculty to become better informed of their responsibilities towards the disabled students in their classes. http://ww.regent.edu/disabilities

STUDENT COURSE EVALUATION

Becoming Christian leaders includes learning how to evaluate others by providing honest evaluations that include positive affirmation and constructive feedback, as appropriate. In addition, such evaluation leads to the continual improvement of courses and student learning. Consequently, university policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade. This form is only available in an online format. Prior to the end of the course, students will receive an e-mail indicating that the form is available. Instructions on accessing the evaluation will be included. Since these evaluations are only available for a limited time, students should complete the evaluation as soon as they receive the e-mail notification that the evaluation form is available. Instructors will not have access to course evaluations until after grades have been submitted and will only have access to anonymous summary data. Students are also encouraged at any point during the term to offer comments that may be helpful to the improvement or refinement of the course. Students can access the online evaluation system at: http://eval.regent.edu/regentSurvey/students.cfm. If you have questions about the online evaluation please contact evaluation@regent.edu.

Last Updated: 11/19/2010

At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.