



VISUAL COMMUNICATION

Course Outline

Production Art 20s



TITLE:	PAR 20S								
PREREQUISITES:	One level One Course								
DESCRIPTION:	The student is introduced to the professional methods of traditional as well as digital animation. Traditional and electronic methods of preparing digital - ready production art are studied. Assignments involve the creation of graphic material with emphasis placed on meeting technical requirements.								
DURATION:	The course lasts one term.								
GENERAL OBJECTIVES:	Upon successful completion of the course the student should be able to: <ol style="list-style-type: none">1. create a digital advertisement2. develop e-cards, for the world wide web3. produce digital -ready art suitable for advertisement4. master software to create digital movies5. develop a concept from thumbnails, storyboard to digital-ready art with clear, accurate specifications6. distinguish between the different forms of advertisement in the digital world7. distinguish between the different forms of animation and how is used in advertisement								
CLASSROOM EXPECTATIONS:	<ol style="list-style-type: none">1. Attend school regularly2. Always bring the required materials to class3. Make a honest effort to learn and work every day								
EVALUATION:	The following factors are taken into account in determining the overall rating: <table><tr><td>Assignments</td><td>70</td></tr><tr><td>Final assignments</td><td>30</td></tr><tr><td>Completion of course (all assignments handed in)</td><td>100</td></tr><tr><td>OVERALL RATING</td><td>200</td></tr></table>	Assignments	70	Final assignments	30	Completion of course (all assignments handed in)	100	OVERALL RATING	200
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