

Demo Reel Presentation
DRP Project
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Develop an original 30 second animation (3D or 2D) for inclusion within your demo reel. It can be a dramatic presentation of one of your 3D models, a fly-through of an environment, or a character animated piece. For 3D character animation, use an existing pre-rigged character. Include titles and credits for your animated film.

Your project will be due at the beginning of Week 8.

Incorporate process work, turn-arounds, references, etc. and an animatic with scratch audio track for your project, as you work towards realizing your final animated short. Think of this project as a test of your design and animation skills.

The final animation will be 30 seconds long and in NTSC 720 x 540 format. Think about the specific skill sets you are interested in focusing on. Target this project specifically the aim of creating a solid design piece that you can use within your demo reel, (and ultimately) to land you a job in your specific industry.

I will be checking your project status on a weekly basis.

DELIVERABLES:

Final Animation (30 seconds long, not including titles and credits)

Naming conventions to follow: **Lastname_Final.mov** or **Lastname_Final.avi**

The grading rubric for this project is on the next page.

3D or 2D character animation rubric	Distinguished (4)	Proficient (3)	Apprentice (2)	Novice (1)	0
Arcs 20 points	* Arcs are smooth, shown to indicate movement. Object follows a natural arc.	* Arcs are shown to indicate movement. Object follows an arc. Arcs show slight angularity.	* Arcs are shown to indicate movement, but object moves are too angular for natural motion.	* Arcs are missing.	Not turned in.
Weight 20 points	solid weight and mass of the object is indicated through use of shading, shadows, and a ground plane. Squash and stretch appears natural and convincing. Volume of object stays consistent.	*Weight and mass implied through use of shading, shadows or ground plane. Very minor consistency issues with volume of the ball.	* Object appears to be floaty in places, weight and mass only partially inferred. Volume of object is inconsistent (grows or shrinks in volume) from beginning to end.	* object lacks weight or solidity. * Volume of object is inconsistent.	
Timing 20 points	* Slow-in and slow-out appears to be very natural and obeys the natural laws of physics. Movement is smooth and natural.	* Slow-in and slow-out has minor issues where one or two in-betweens need to be added or removed to improve overall timing.	* animation plays too fast or too slow.	* Animation appears to be choppy.	
Resolve 20 points	Ending is held for several extra frames allowing the viewer to clearly understand what took place.	Ending is clear, but could be held for several extra frames allowing the viewer to clearly understand what took place.	* Ending is unclear No appreciable delay between the ending and the title.	* No clear resolve.	
Technical Specs (20 points)	Titles are clear and are held for 5 seconds before animation plays. File named properly as outlined in the creative brief.	Titles are clear and are held for 5 seconds before animation plays. Minor issues in file naming.	Titles are held for too long (greater than 5 seconds) and/or File not named as specified in creative brief.	No title included or title is too difficult to read and/or File not named as specified in creative brief.	

model animation or fly-through animation rubric	Distinguished (4)	Proficient (3)	Apprentice (2)	Novice (1)	0
Animation (x 2) (40 points)	Compelling camera angles and camera cuts that show the object in dynamic action.	Camera angles show the object, but angles could be more dynamic.	Camera angles show no variation. One continuous shot, with no camera cuts. Jerky camera movement.	Weak or negligible attempt.	
Composition 20 points	camera angles for renders suggest depth (foreground, middle ground, background). Excellent balance between positive and negative space.	Solid composition, good contrast between positive and negative space, but composition lacks depth.	Composition is flat, too much negative space, poorly lit scenes.	Weak or negligible attempt	
Lighting 20 points	Engaging use of color and lights to enhance the composition.	The lighting seems adequate but could be improved by a few additional lights, or by adjusting some of the existing lights, color intensity and/or position	The 3D scenes appear to be a bit too light or too dark.	Poor lighting and/or lack of any color theory application.	
Technical Specs followed 20 points	All technical specifications (file naming convention, project parameters followed)	Minor misspelling or folder organization issues.	Major misspelling or failure to adhere to major technical specifications.	Didn't follow the technical specifications at all.	

