

Course description (topics)

Title of the course: Industry Studies				
Tutors of the course , contact details: Orsolya Sipos, sipos@mome.hu				
Code: M-AN- 401_Industry Studies	Related curriculum (programme/level):	Recommended semester within the curriculum: 3	Credit:	Number of class hours: 24 Student working hours:
Related codes ER-MOME-MA- FTK-242502-12	Type: (seminar/lecture/class work/consultation	Can it be an elective course? NO	In case of elective what are the specific prerequisites:	
Course connections (prerequisites, parallels):				
Aim and principles of the course: The aim of the presentations is to provide a general picture of the structure of the European animation industry and its different actors.				
Learning outcomes (professional and general competences to be developed): Knowledge: 1. design thinking, innovation methods, analytical thinking 2. High level of theoretical knowledge: film history, film dramaturgy, film analysis 3. producer knowledge: knowledge of the economic context, copyright and ethical standards of animation productions 4. extensive and high level theoretical and practical professional knowledge of the development methods and content development methods needed to create the concept of animation productions (see topics), and their application in their own independent projects 5. extensive and high level theoretical and practical professional knowledge of the technologies needed to create animated productions, the sub-processes of animated productions listed in the thematic areas (plotting, story-board, lay-out, animatic, previz, editing), their application in the individual project 6. Film and music, animation and sound, dialogue recording, dubbing, sound effects, mixing 7. visual design (character and figure design, visual abstraction) 8.Theoretical awareness of traditional (short film, abstract animation, installation, music video) and recent and emergent (AR, VR, 360-degree development, universe building, interactive content) animation forms, genres and platforms and technologies - practical application of theoretical knowledge in research and project development				

9. knowledge of the contemporary national and international animation professional environment and ongoing professional processes, placing them in their historical context, and placing their own activities in their professional context

10. formulating an independent professional programme, developing and implementing a project concept

Ability:

1. Ability to design, develop and implement projects independently
2. Ability to prepare and deliver presentations, to use rhetoric and pitching tools
3. Ability to communicate and debate in a sophisticated professional manner - to formulate, represent and argue a nuanced opinion on professional issues
4. be able to manage design and production workflows effectively
6. be able to formulate own professional programme and place it in a broader professional context

Attitude:

1. Intellectual freedom, authenticity, experimentation and entrepreneurship in creative work
2. An ambition to create original, original content and to respond to professional challenges in new ways
2. Activity in the search for new cinematographic and animation methods and techniques
3. motivation to self-promote and promote their own work to the outside world
4. a mature critical sense and a discursive approach to the professional fields related to one's own work
5. a strong need for a high level of quality and value orientation in one's own creative work
6. openness and awareness of the need to expand opportunities for professional practice and further training

Autonomy and responsibility:

1. autonomy and self-reflexivity in creative activity
2. taking responsibility for answering your own questions in a professional manner
3. conscious involvement in animation projects according to professional skills and habitus
4. taking the initiative as a member of a professional community, taking responsibility for the community, the values and ethical standards of the field

Topics and themes to be covered in the course:

Animation industry in Hungary and Europe: production agencies, studios, broadcasters, distribution, publishers, co-productions, film fairs, pitch forums, festivals, grants and artist residencies.

Specificities of process organisation / organisation of learning:

During the course, we will each give a two-hour lecture on a specific area of the animation industry in Hungary and Europe. The chronology of the lectures will be based on the production and post-production stages of a fictional film in theory.

Course structure, nature of the individual sessions and their timing (in case of several teachers' involvement, please indicate the distribution of their teaching input:

Students' tasks and responsibilities:

Learning environment: (e.g. classroom, studio, off-site, online, in-company placement, etc.)

Assessment:

(in case of more teachers are involved and they evaluate separately, separate assessments per teacher needed)

Seminar,

19 February

26 February

5 March

12 March

Requirements to be met:

Active participation in classes, developing your own ideas, presenting your work

Method of assessment: (what methods are used for assessment {test, oral question, practical demonstration, etc.}) Presentation.

Assessment criteria (what is taken into consideration in the assessment):

Active, continuous attendance at consultations and sessions, completing tasks on time and to the expected standard.

How is the mark calculated (how is the result of each assessed requirement reflected in the final mark? {e.g. proportions, points, weights}):

active participation in lessons 50%

quality of individual task 50%

Being active in exercises, using creative ideas, finding solutions. Performance in exercises.

Diligence, development and content.

Active participation in consultations, quality of performance of the various sub-tasks.

Required Literature:

Winder, Dowlatabadi : Producing Animation

Recommended Literature:

Hans Bacher: Dream worlds

Kollarik Tamás és Fülöp József: Animációs körkép

Kollarik Tamás és Fülöp József: Animációs alkotók I. és II.

Kollarik Tamás: Magyar producerek I.

Other information:

Recognition of knowledge acquired elsewhere/previously/validation principle:

- No exemption from attending and completing the course will be granted.
- Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted,
- some tasks may be replaced by other activities,
- full exemption may be granted.

Out-of-class consultation times and location