

# Gray Hodgkinson

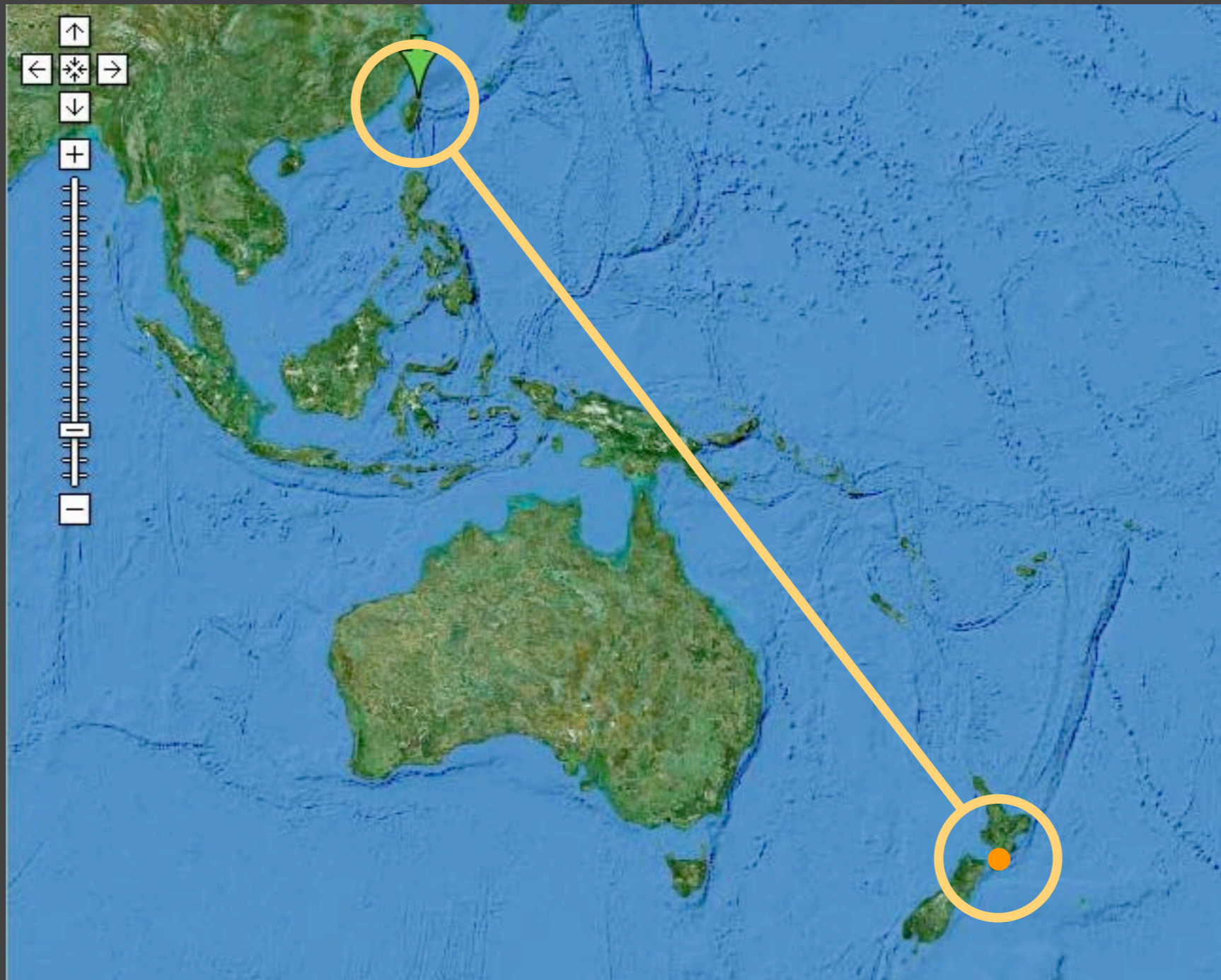
## MASSEY UNIVERSITY

College of Creative Arts  
Wellington  
New Zealand



**Massey University**

COLLEGE OF CREATIVE ARTS  
WELLINGTON, NEW ZEALAND



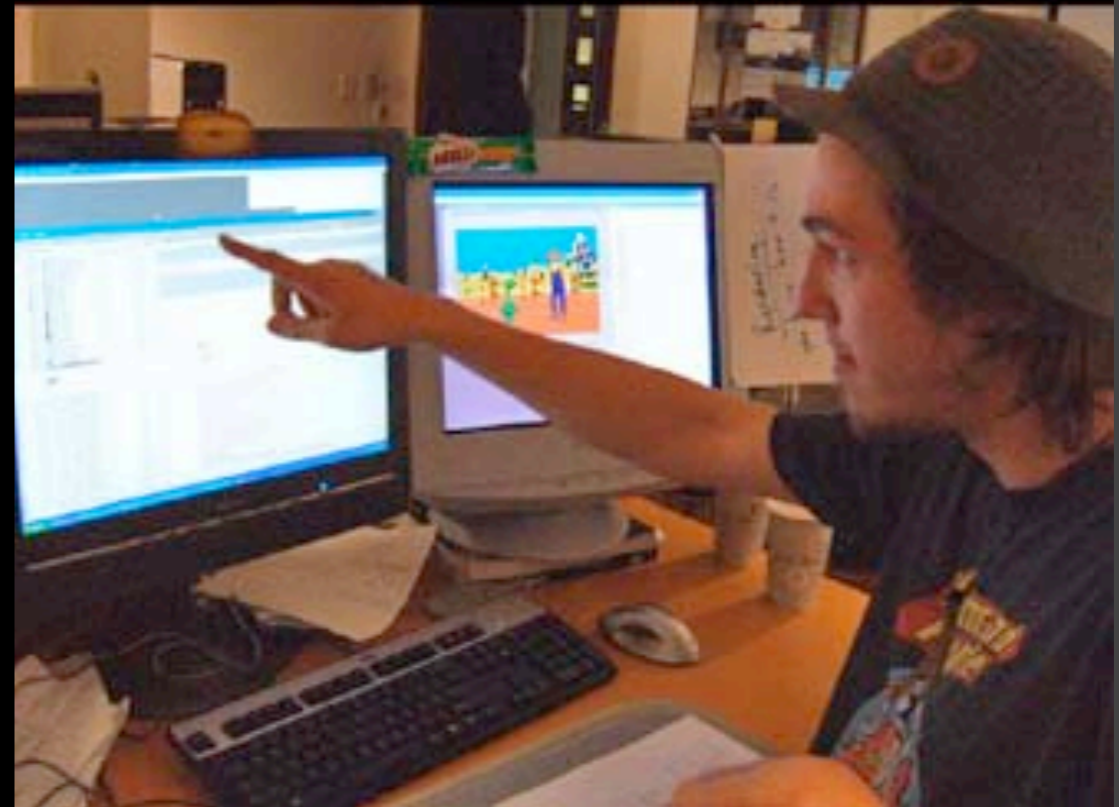












# Creating Quality

How do we develop excellence in our students?



A report of several observations and conclusions about the process used at Massey University, that has developed over the years, and now successfully and consistently produces high quality graduates.



## Some terms:

Paper = a subject

Several papers = a course of study

### Theory Paper :

1 Lecture per week

1 tutorial per week.

12 weeks

### Studio Paper :

12.5 student hrs per week.

4 hrs per week class contact with staff.

12 weeks

### Major Research Project :

36 student hrs per week.

30 mins one-to-one contact with staff.

12 weeks

Why are you an artist?

Why are you an animator?

Why are you a film-maker?

What do you have to say?

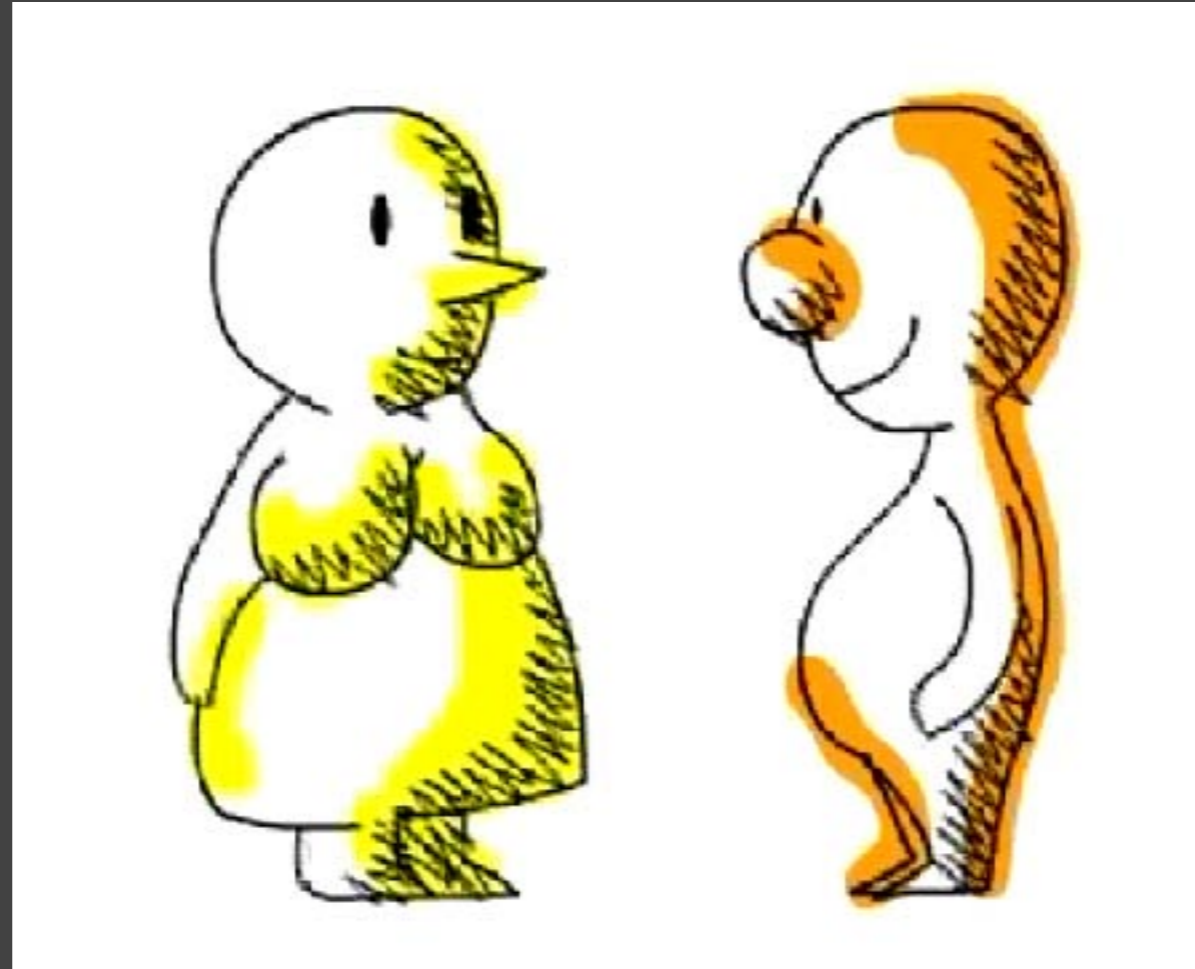
How are you going to say it?

Research

Technical expertise

Artistic quality

In the second year of study, students use animation to tell an existing story – in this case, a “Creation Myth”.



Even at this early stage, some students already understand that animation can be both entertaining and have a secondary purpose.



## Research Methods

Learning the tools of research.  
How to research a topic.  
Categories of knowledge and issues  
Historical, contemporary, futurist.  
Visual semiotics, phenomenology,  
product development, ethics,  
evaluation.  
Writing a research proposal.



## Research

What is the key motivation of the student?  
What are they most inspired by?  
How can we turn this into a true investigation?  
The development of original concepts.  
Ideas are challenged and substantiated.



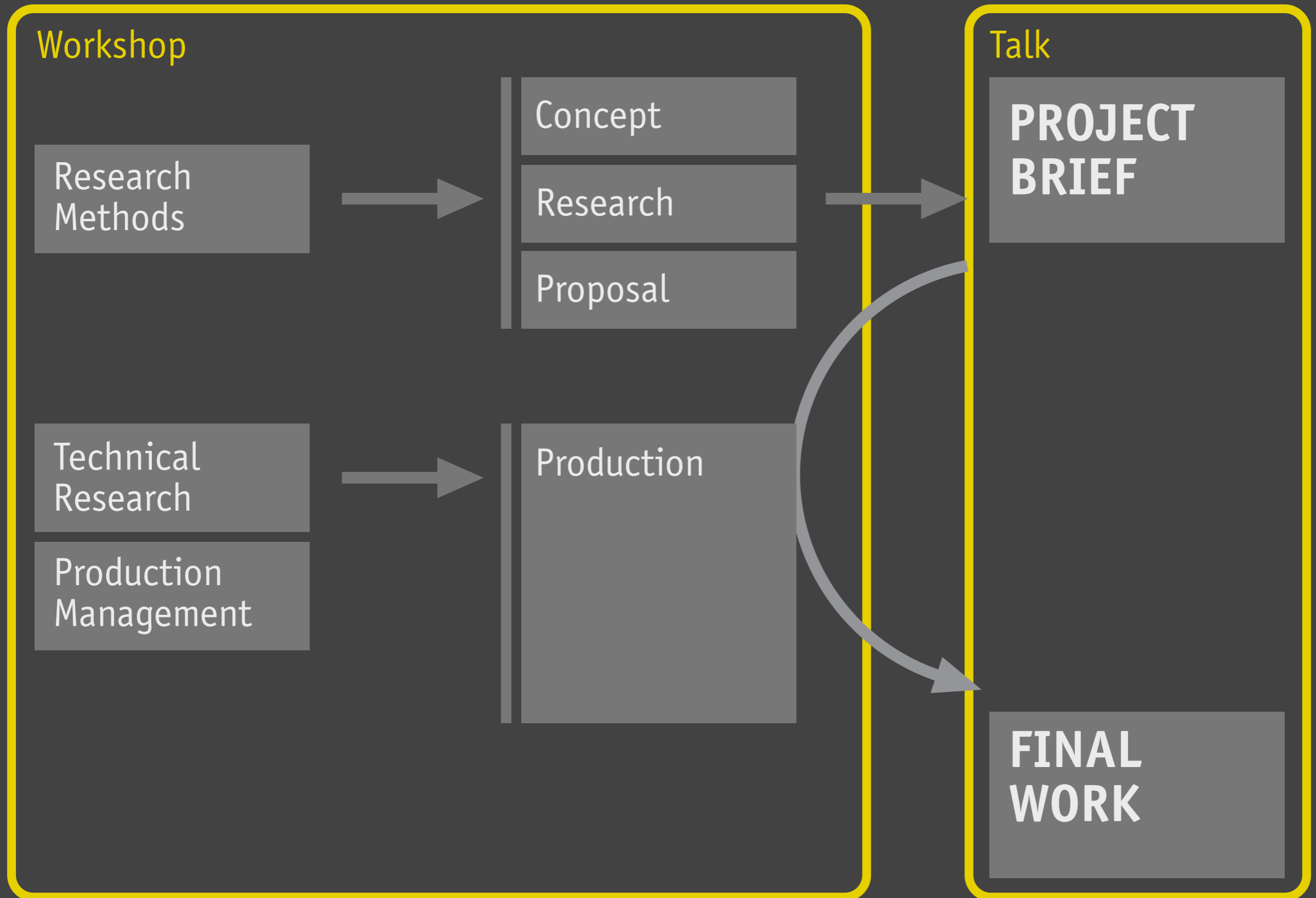
## Technical Research

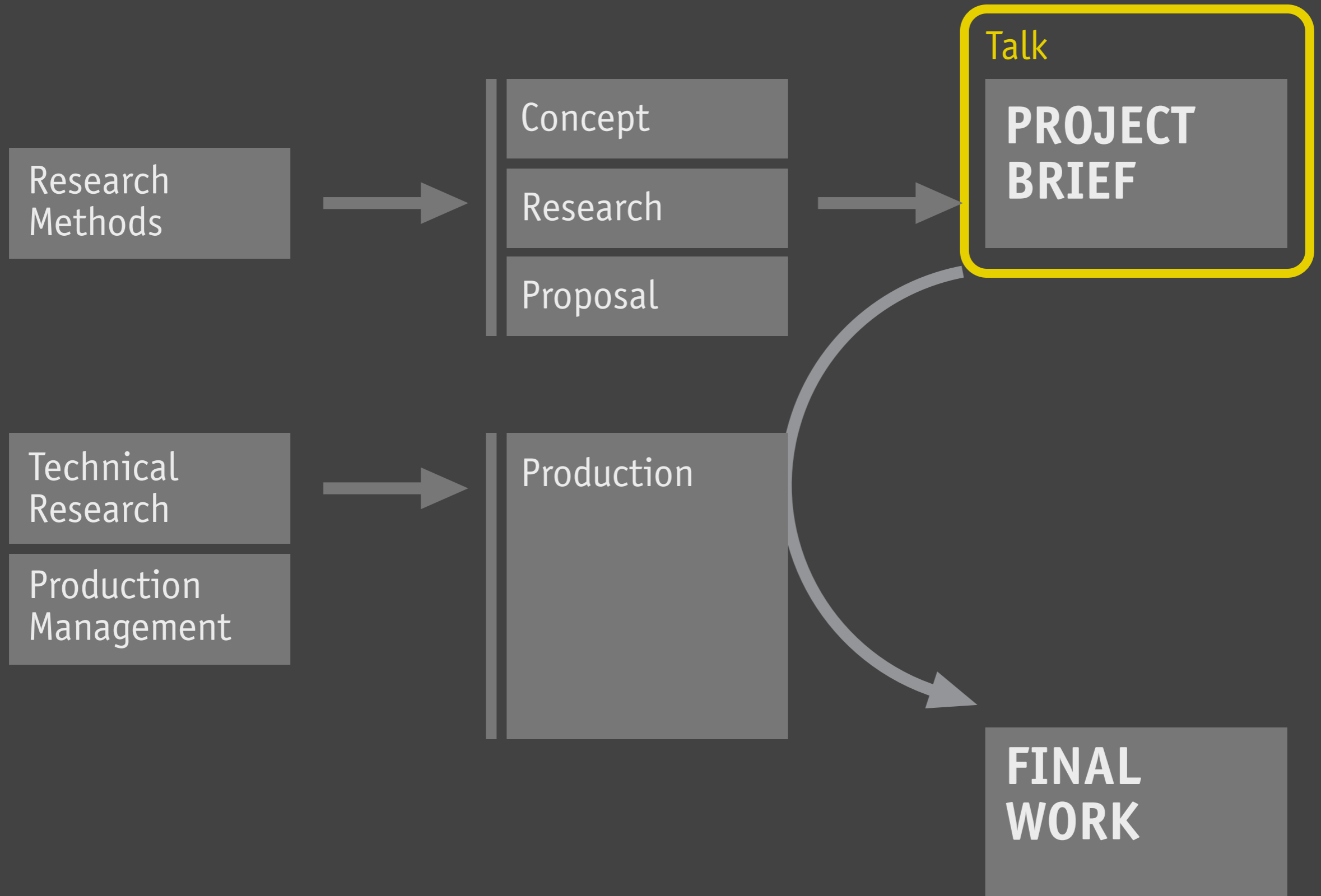
Skills. Techniques. Processes.  
In order to support research.  
Preparation for production.  
In order to satisfy curiosity.



## Major project

Where it all comes together. Using the project brief developed in Research, and using the skills developed in Technical Research, the student develops and produces the final result.





# The Project Brief

In their fourth and final year of the honours programme, students write their own research project brief. This brief will determine their course of study for the entire final semester, if not the entire year.

The research project brief sets down the central question, statement, or hypothesis, that the student will then answer. This is known as the “central proposition”.

This brief is well informed and substantiated through diligent concept development and research.

Excerpts from research project briefs ...

Talk

**PROJECT  
BRIEF**



```
graph LR; PB[PROJECT BRIEF] --> T[Talk]; T --> P[ ];
```

The diagram illustrates the process of presenting a research project. A box labeled 'PROJECT BRIEF' is connected by a straight arrow to a box labeled 'Talk'. From the 'Talk' box, a curved arrow points to a large, empty rectangular box at the bottom right, which likely represents a presentation or a final output.

# Merlin Lepper



## **Background**

Empathy is essential for creature-based narratives. By relating to our own personal experiences empathy connects us to a character, increasing our understanding and care for that creature. Without empathy our connections are cut, we are removed from the characters emotions, and the narrative loses much of its strength.

## **Central Proposition**

Empathy for a non-human character is greatly increased the more that character expresses strong human-like emotions, such as shock, guilt and grief.

## **Strategy**

To create an animation that explores the thoughts, emotions and inner conflicts of a fictitious creature and to gain audience empathy through his expression of powerlessness, guilt and regret.

# Preston Khan-McNeil



## **Background**

New Zealand's indigenous Maori culture has many colourful and entertaining stories that are used to convey life's lessons and traditions. However, existing publications do not depict many of the Maori belief systems that are important to the Maori way of life. Most of these stories are limited to libraries and schools, rarely seen in New Zealand's wider popular culture.

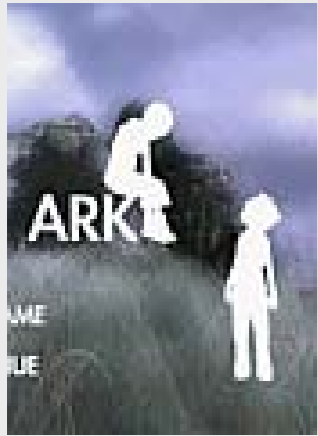
## **Central Proposition**

The legends and mythology of New Zealand's indigenous Maori culture would reach a wider and more mature audience if they were interpreted and presented in a more mature and contemporary style.

## **Strategy**

The Hatupatu animation will be a combination of 3D characters and 2D environments that makes stylistic references to pop-culture animations while at the same time embedding essential elements of Maori design and narrative.

# Thomas Mountfort



## Background

Computer generated partners in video games usually take the role of the "side-kick". This relationship is designed to aid game-play, and usually the side-kick's skills are added to the player's. Very few games have developed the partner relationship further, directly affecting the development of the story.

## Central Proposition

Emotional immersion in a video game can be greatly increased if the player is required to relate to and cooperate with a game character.

## Strategy

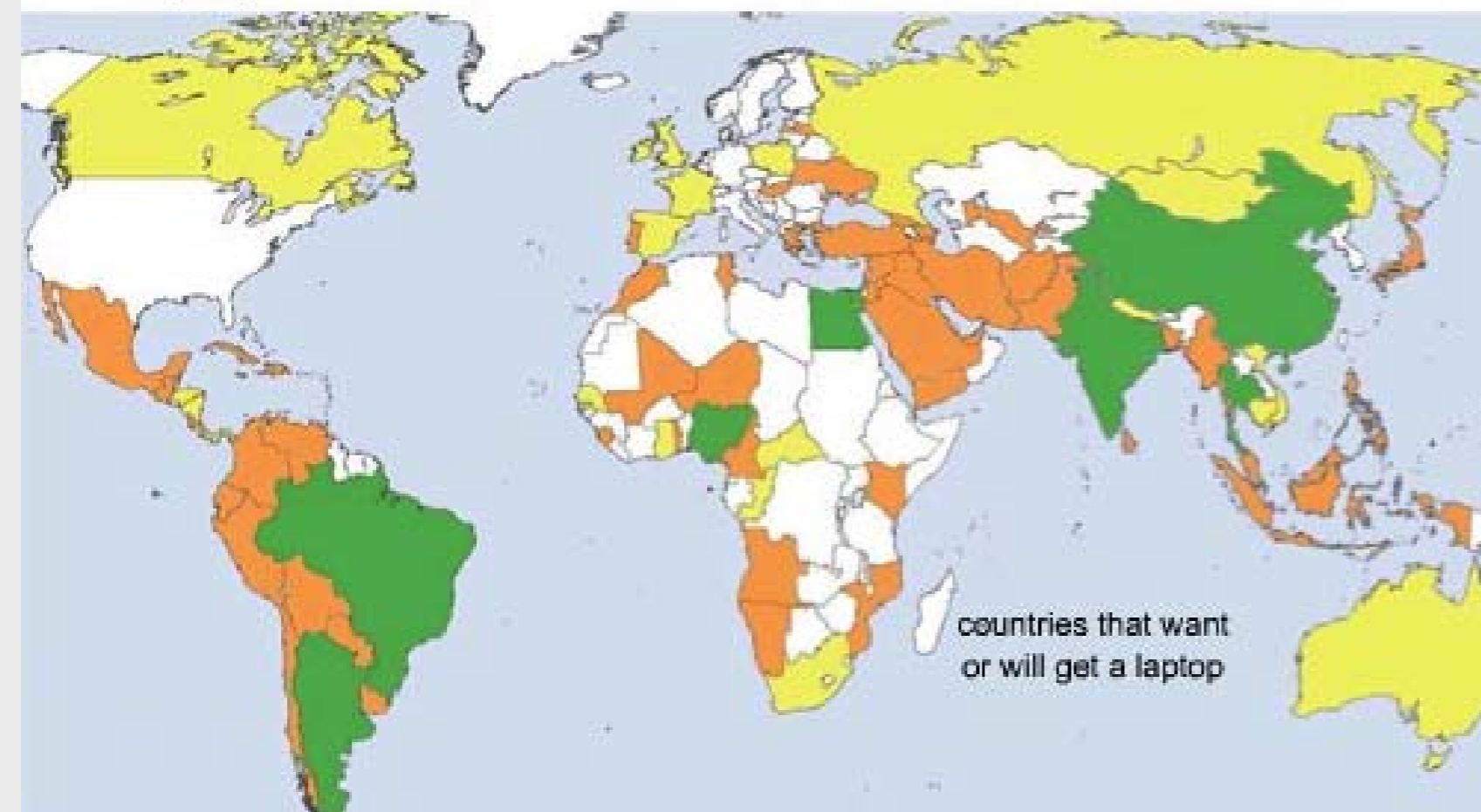
The game scenario centres around the relationship between a boy and a girl, with the boy guiding the player through the world, helping to solve puzzles and explore the environment. As the game progresses the relationship strengthens, game rewards are revealed and the story of the world unfolds.

Caroline Ting

## KIDS AND COMPUTERS

USA: 1990-2000 the government spent \$70b on creating school programmes that revolved around the computer, and with the help of computer companies like Apple they set about installing the machines into schools all around America.

By the end of this year, with the help of Microsoft and Google Inc, MIT lab plan on distributing \$100 laptops to millions of school children world wide.



# RESEARCH

- 2003 survey in USA:  
under 60s
- 87% think the computer has made life better.
  - 58% say computers lead people to spend less time with friends and family.
  - 37% of kids feel left out if they don't have a computer
- 2004 survey in Britain:  
children
- 45% children think of their computers as a trusted friend.
  - 61% are extremely fond of their computers.
  - 39% would feel lost without their PCs.
  - 13% talk to their computers.
- 2006 survey in USA:  
teens 10-17
- 80% of teens get less than 8 hrs sleep on weekdays.
  - 25% of them fall asleep in class
  - Before bed 76% watch TV, 44% surf the net.
- 2006 survey in Britain:  
15-24
- Half of written communication is by email.
  - 29% by text message
  - 5% was by pen and paper.



# BRIEF

**BRIEF:** In order to create an animation that shows the relationship between us and our computers I need to work mainly on facial animation as well as lip synching, because let's face it, people don't move that much when they are alone on their computers. And people who are alone enough with their computers go crazy and start talking. Or perhaps the computers will be conversing with them. I will also work on animating hands as they will also be moving a lot. On the side I will also play around with basic whole body animation in the event I do need him to move.

**PRODUCTION:** I will produce a facial-centric animation to a 15-30 second dialogue, with emotion changes from pleased to frustrated. Also show both expressive and subtle hand animation.

bla bla bla



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**222.451 VCD Research**

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[Illustration Major Project](#) | [gemma minogue](#) | tis sweet stuff i really like the coconut /palm tree one espically.howd you do that? looks like photo copy kinda.churgemma

[Help The Marlboro Man](#) | [Rebecca OSullivan](#) | <http://www.debunkify.com/hey Sandy...> just came across this online. Think it may be something viral or something but it has

[Illustrating Visual Reality](#) | [Simon Darby](#) | Yeh, Bonal, Its a type of alcoholic drink. I thought there might be a few drunks who lived down the street. The street lamp lighting, I

[Caz - Mmmm, Computers...](#) | [Caroline Ting](#) | Wow you are so wise and helpful, Rich, I need to start paying you soon, haha! <3 Mmm yes, the laptop's nature is to want the

**222.452 VCD Research Project**

[Recently Updated Topic](#) | [Lastest Post By](#) | [Lastest Post](#)
[Rob Jones](#) | [Robert Jones](#) | the nature of the method put me in a tradition of diy y lo fi, in music flying nun in painting surrealists. that advocate the speed of Ideas over highly

[Niko](#) | [Dave Kreft](#) | yo niko, here's a link to a dude who used z channels in .rla files rendered from maya to after effects, dunno if it's any help but it could save some hassle

[Dave Kreft](#) | [Dave Kreft](#) | wicked as thanks for the crits.. I'm gonna get it all finished today so I can do the other bits, like the presentation and the website page etc etc.. lol !!

[Myths & Misconceptions About The Blind](#) | [Emma Riordan](#) | yea -found two quotes i can use in my film -so glad did a lit review last semester -now I'm only stuck on

**222.331 Computer Animation 2**




► [Research Projects 2006](#)

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		Pinned: <a href="#">Handin And Presentation Information the end is nigh!</a>	<a href="#">0</a>	<a href="#">Mark Zeman</a>	45	11th October 2006 - 12:52 PM Last post by: <a href="#">Mark Zeman</a>	<input checked="" type="checkbox"/>
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		<a href="#">@Edwina - Fighting</a> <input type="checkbox"/> <a href="#">1</a> <a href="#">2</a> <a href="#">3</a> » <a href="#">7</a>	<a href="#">93</a>	<a href="#">Edwina Ting</a>	1,073	Today, 12:50 AM Last post by: <a href="#">Caroline Ting</a>	<input checked="" type="checkbox"/>

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**Caroline Ting**

Jul 21 2006, 12:35 PM

 IP: [130.123.128.86](#) | Post #1 | ☒

 Advanced Member  


 Group: Members  
 Posts: 310  
 Joined: 2-March 04  
 From: The Hutt  
 Member No.: 15

 Warn: (0%)      
**Background:**

American schools were being given millions of dollar's worth in computers when they had more dire needs like new teachers or facilities. By 2007, Nicholas Negroponte, backed up by Bill Gates and Google, plans to distribute cheap laptops to as many children in developing countries as possible and to any other countries who wish to purchase them. Brooklyn School in Wellington is trialing tablet PCs on their students. Children are growing up with personal and mobile technology. They are, what Fred D'Ignazio calls, "computer intimate" and many invest a great deal of time and emotion into what they can create on the machines.

Computers are an increasingly valuable part of our everyday life, they speed up processes, allow us to multi-task, and our dependencies on them bring us grief with every crash.

**Central Proposition:**

Through the use of 3D animation, insinuate that children in the near future may become too dependant and emotionally attached to their personal computers.

**Creative objectives:**

To exaggerate our relationship with, our dependence on, and our psychological investment in, our personal computers by personifying them.

To animate an opinion stemmed from research that our children's ability to think and learn will be hindered by the overuse of their machines, and that they may not realise it because of the multi-functionality and ubiquitousness of PCs.

**Caroline Ting**

Aug 4 2006, 03:18 PM

IP: 130.123.128.86 | Post #11 |



Advanced Member



Group: Members

Posts: 310

Joined: 2-March 04

From: The Hutt

Member No.: 15

Warn: (0%)

HAHAHAHAHA!!! he IS gold! XD Cucumbers is magic, XD

OK well, I've done the info sheets and consent forms. Dave! How can you be so unnervous about talking to a school!??

Here are my characters:



and the pants I have so far (that I may not tweak anymore) and my reference is a pic of pants from the candybar boy maker, HAHAHA!! I'm sure texture will save me... and corrective blends?? XD



# Creating Quality

and a last word from Caroline ...



thank you