2019-2020
Emerging Media BFA
Information Session
School of Visual Arts & Design (SVAD)

Please Note: The information presented in these slides are subject to change. Please contact SVAD Advising if you have questions and for more information. svadadvising@ucf.edu

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SVAD Director - Dr. Rudy McDaniel

Education:

Ph.D. - Texts and Technology, UCF

Research Interests:
- Digital ethics
- Digital badges
- Interactive narrative
- Knowledge management
- Information architecture
- Video game studies
- Digital humanities tools
- Games for change
- XML

https://svad.cah.ucf.edu/faculty-staff/?id=385

UCF Emerging Media BFA program tracks 2018-2019 rankings.

- Top #3 by Animation Career Review
- Top 50 Nationally (#20, top 10%)
- Top 40 Nationally among Public Schools and Colleges (#5, top 6%)
- Top 10 in the South (#3) #2 in Florida for Graphic Design
- Top 50 Nationally among schools offering an Animation related BFA (#18)
- Top Design Schools in Florida (#3)
- Source: https://news.cah.ucf.edu/news/animation-graphic-design-nationally-ranked/?dept=81

Emerging Media BFA Tracks

What are the **Emerging Media** Tracks?

Character Animation

Experimental Animation

Graphic Design

All tracks require:

Portfolio review

Maintaining a 3.0 GPA in all major courses

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What is **Character Animation**?

Character Animation students focus on **multidisciplinary teamwork** in which they collaborate together in a full-time cohort over 2 years, mimicking the animation industry studio environment. Students learn all aspects of the animation pipeline.

(i.e. Story Development, Storyboarding, Art Direction, Production Design, Character Design, 3D Modeling, 2D animation, Layout, 3D animation, Texturing, Lighting, Rendering, Compositing)

Outcome: Graduates leave with a solid foundation of artistic and technical skill in at least one focused area, a broad understanding of related disciplines, and the experience of working on a team on real an animated short narrative film.

More info: https://svad.cah.ucf.edu/program/character-animation/

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What is **Experimental Animation?**

Experimental Animation students focus on **individualized artistic study** in which they take two years to explore and develop artworks in their own individual style and methodology (i.e. 3D Modeling, Motion Graphics, Stop Motion, 3D Animation, Concept Art, 2D Animation, Visual Effects, Game Art etc.).

Outcome: Students achieve digital citizenship to produce thoughtful, ethically researched, theory based artistic content. Ultimately, content produced helps them thrive in their diverse future careers as artists.

More info: https://svad.cah.ucf.edu/program/experimental-animation/

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What is **Graphic Design**?

The Graphic Design track is a two-year cohort program where students are educated in the visual communication, stressing the professional aspects of design.

(i.e. Print, Package Design, Branding, Typography, UI/UX, Motion Graphics)

Outcome: Students combine technology with aesthetics in the production of typographic and publication design, identity systems, packaging, film and broadcast graphics, posters, interactive and web design.

More info: https://svad.cah.ucf.edu/program/graphic-design/

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FACILITIES

Character Animation Track

OTC 500

VAB 221/221A

Experimental Animation Track

VAB 213

VAB 146

Graphic Design Track

VAB 215

VAB 104

VAB = Visual Arts Building

OTC = Orlando Tech Center

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ALUMNI NETWORK

PIXAR Animation Studios
Blue Sky Animation Studios
Dreamworks Animation
Disney Feature Animation
Sony Pictures
Imageworks
Lucasfilm
ILM
Blur
CBS
ABC
NBC

Universal
ReelFX
Etsy
Rhythm & Hues
Stereo D
Zoic Studios
MPC
DiSTI Corporation
Aon Hewitt
Lockheed Martin
Universal Creative
Electronic Arts

Riot Games
Crazy Horse Effects
FilmScape Design
Rooster Teeth
Nickelodeon
Activision
Marvel/DC Franchise
Transformers Franchise
Wonder Woman
Scholastic
FX Networks
Archer

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FACULTY

FACULTY

Character Animation Track

- JoAnne Adams
- Cheryl Briggs
- Darlene Hadrika
- Phil Peters
- Stella Sung

Experimental Animation Track

- Michael Cabrera
- Matt Dombrowski
- Scott Hall
- Keith Kovach

Graphic Design Track

- Chuck Abraham
- Chad Cameron
- Victor Davila
- Dr. Joo Kim

Area Coordinator

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Jo Anne Adams, Lecturer

Areas of Research/Interests

- Camera/Layout
- Story/Script Writing
- Film Theory
- Visual Theory

Contact Information:

Joanne.Adams@ucf.edu

Jo Anne Adams, left, with Alumna Kate Weddle at the Beverly Hills Film Festival 2019

Cheryl Briggs, Associate Professor

Areas of Research/Interests

- Narrative Storytelling
- Rigging for Animation
- Character Animation
- Animation Production

Contact Information:

animator@ucf.edu

Cheryl Briggs, center, with Alumna Teresa Falcone, left, and former student, Neil Helm, right, at the Steve Jobs building on PIXAR's campus, 2017.

Darlene Hadrika, Research Associate
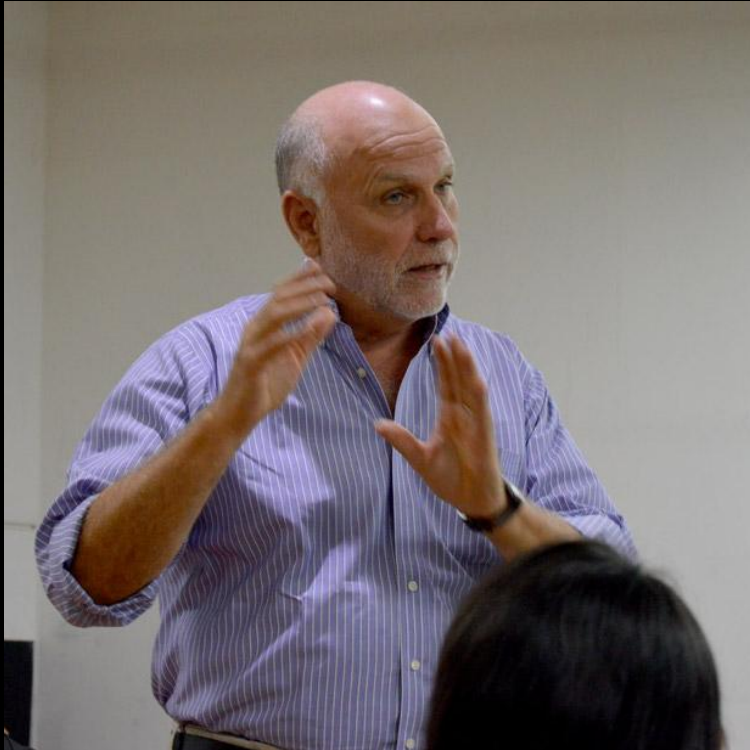

Areas of Research/Interests

- Animation
- Visual Effects
- Compositing
- Animation History

Contact Information:

Darlene.Hadrika@ucf.edu

Darlene Hadrika, 2nd from left, with UCF SIGGRAPH student chapter. Visit to Walt Disney Animation Studios, Burbank 2017.
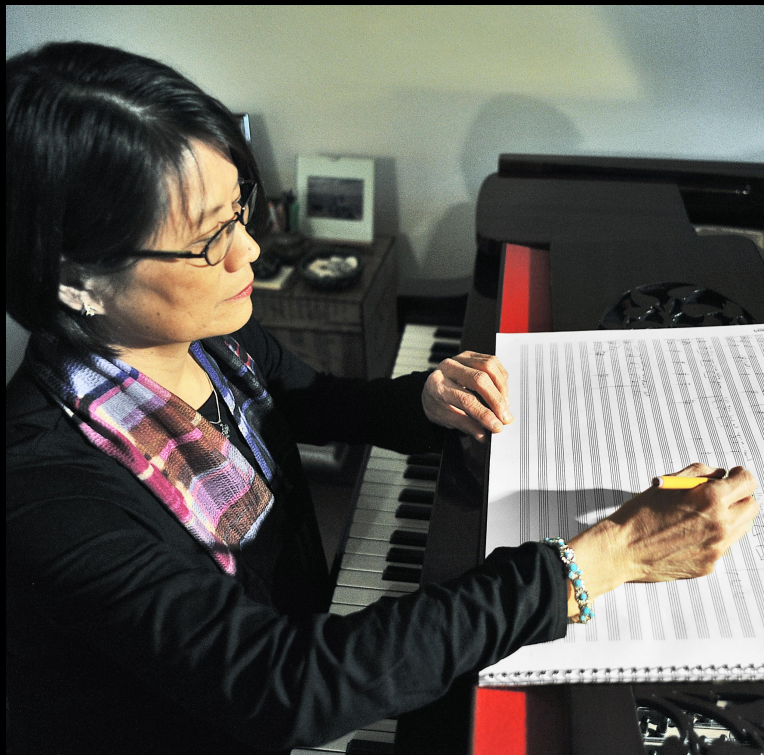
Phil Peters, Professor

Areas of Research/Interests

- Environment Design
- Production Design
- Art Direction

Contact Information:

Philip.Peters@ucf.edu

Michael Cabrera, Lecturer

Areas of Research/Interests

- Procedural Animation
- Lighting and Rendering
- Real-time Lighting and Rendering
- CGI/Live Action Integration
- 2D and 3D Stop-Motion

Contact Information:

Michael.Cabrera@ucf.edu

Matt Dombrowski, Assistant Professor

Areas of Research/Interests

- Limbitless Solutions
- UCF Restores
- Motion Graphics
- 3D Environment Modeling

Contact Information:

Mattd@ucf.edu

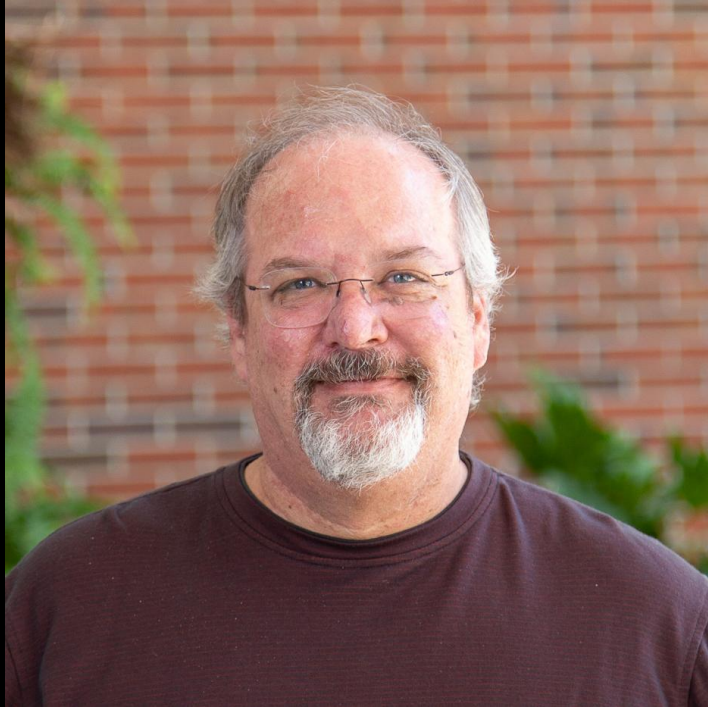@dombrowskiUCF

Scott F. Hall, Associate Professor

Areas of Research/Interests

- Luthiery

- Music & Sound Art

- Sculpture

- Video

Contact Information:

Scott.Hall@ucf.edu

Keith Kovach, Associate Professor

Areas of Research/Interests

- Fulbright Scholar
- Photography
- Experimental Media

Contact Information:

Keith.Kovach@ucf.edu

Joo Kim, Associate Professor

Areas of Research/Interests

- Graphic Design
- Typography/Lettering

Contact Information:

Joo.Kim@ucf.edu

Chad Cameron, Instructor/Lecturer

Areas of Research/Interests

- Graphic Design
- Illustration
- Typography/Lettering

Contact Information:

Chad.Cameron@ucf.edu

Victor Davila, Assistant Professor

Areas of Research/Interests

- Graphic Design
- Illustration
- Typography/Lettering
- Community

Contact Information:

victor@ucf.edu

Portfolio Discussion

Prerequisites & Core Requirements CHARACTER ANIMATION Track

All courses must be enrolled in or completed by the semester submitting portfolio

Prerequisites

ARH 2050 History of Western Art 1

ARH 2051 History of Western Art 2

ART 2201C Design Fundamentals 2D

ART 2203C Design Fundamentals 3D

ART 2300C Drawing Fundamentals 1

ART 2301C Drawing Fundamentals 2

Core Requirements

CGS 2100C Computer Fundamentals for Business

DIG 2000 Introduction to Digital Media

DIG 2030 Digital Video Fundamentals

DIG 2109 Digital Imaging Fundamentals

DIG 2500 Fundamentals of Interactive Design

GRA 2101C Introduction to Computer Art

MAC 1105C College Algebra

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Prerequisites & Core Requirements EXPERIMENTAL ANIMATION Track

Prerequisites

All courses must be enrolled in or completed by the semester submitting portfolio

ARH 2050 History of Western Art 1

ARH 2051 History of Western Art 2

ART 2201C Design Fundamentals 2D

ART 2203C Design Fundamentals 3D

ART 2300C Drawing Fundamentals 1

ART 2301C Drawing Fundamentals 2

Core Requirements

Not required to be completed prior to portfolio submission

CGS 2100C Computer Fundamentals for Business

DIG 2000 Introduction to Digital Media

DIG 2030 Digital Video Fundamentals

DIG 2109 Digital Imaging Fundamentals

DIG 2500 Fundamentals of Interactive Design

GRA 2101C Introduction to Computer Art

MAC 1105C College Algebra

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Prerequisites & Core Requirements GRAPHIC DESIGN Track

Prerequisites

All courses must be enrolled in or completed by the semester submitting portfolio

ARH 2050 History of Western Art 1

ARH 2051 History of Western Art 2

ART 2201C Design Fundamentals 2D

ART 2203C Design Fundamentals 3D

ART 2300C Drawing Fundamentals 1

ART 2301C Drawing Fundamentals 2

GRA 2101C Introduction to Computer Art

Core Requirements

Not required to be completed prior to portfolio submission

CGS 2100C Computer Fundamentals for Business

DIG 2000 Introduction to Digital Media

DIG 2030 Digital Video Fundamentals

DIG 2109 Digital Imaging Fundamentals

DIG 2500 Fundamentals of Interactive Design

MAC 1105C College Algebra

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ADVISING

Meet YOUR Academic Advising Team

MARLENE AGOSTINI

JESSICA DORFMAN

WAHEEDA ILLASARIE

Nicholson School of Communication Building
Room: 121
Phone: 407-823-1355
Email: SVADADVISING@ucf.edu

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ACADEMIC vs. FACULTY ADVISING

ACADEMIC Advising

- Semester course planning

- Portfolio requirements

- GPA Eligibility

- Other program options

- Internship credit - process

- Check on progress towards graduation

FACULTY Advising

- Specific course/major content

- Specific work to include in portfolio

- Specific questions about the major

    - Internship/Career/Employment

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IMPORTANT DATES

Character Animation

OTC Open House - Oct 15th

Portfolio - February 3-14th, 2020

https://app.getacceptd.com/ucfsvad

Experimental Animation

Portfolio - Spring 2020

Early Spring

Graphic Design Portfolio

Portfolio - Spring 2020

Early Spring

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AVAILABLE RESOURCES

- Scholarships

- Labs

- Equipment

- Clubs (Professional and Local)

- UCF Shuttle

Website

www.svad.ucf.edu

- SVAD Scholarship Dates

- News and Events

- Announcements

- Portfolio Information

New and Events

Have exciting projects lined up for this semester? **Let me know!**

- Scholarships/Awards
- Passion Projects
- Going on Jeopardy?

Email me with your **BIG** news!
hannah.estes@ucf.edu

Graphic Design Logo Lecture with Victor Davila
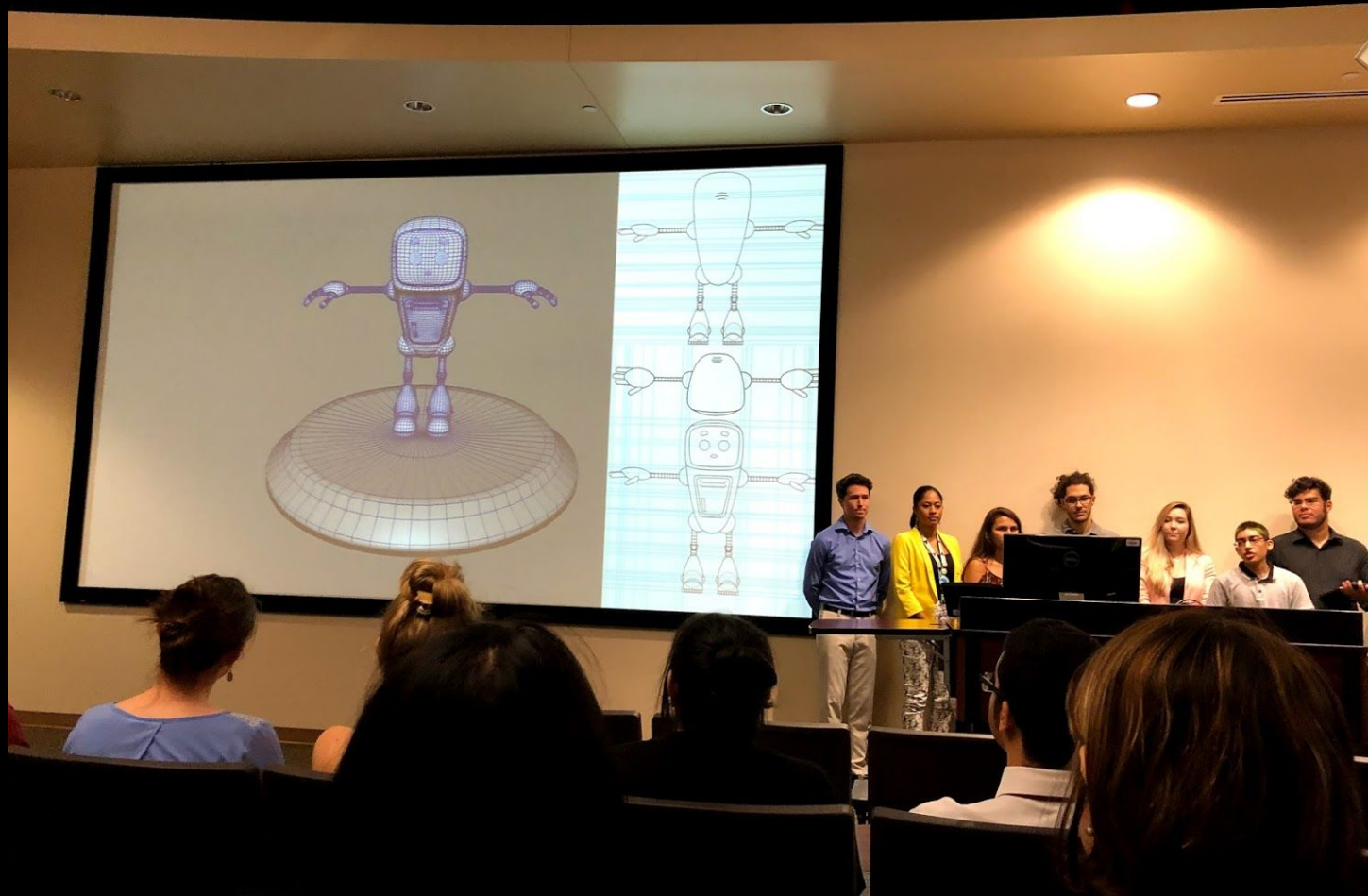
Character Animation Senior Presentation in CB2, Team Manual

Traditional Animation in Experimental Animation VAB 213B Space

Graphic Designers at Creative South Conference

Character Animation Senior Presentation in CB2

Narrative Sculpture in Experimental Animation Space

Graphic Design Senior Showcase

Character Animation Art Direction Presentation
Christian Antonini, Team Manual

Graphic Designers Using Traditional Presses

Experimental Animation Senior Course
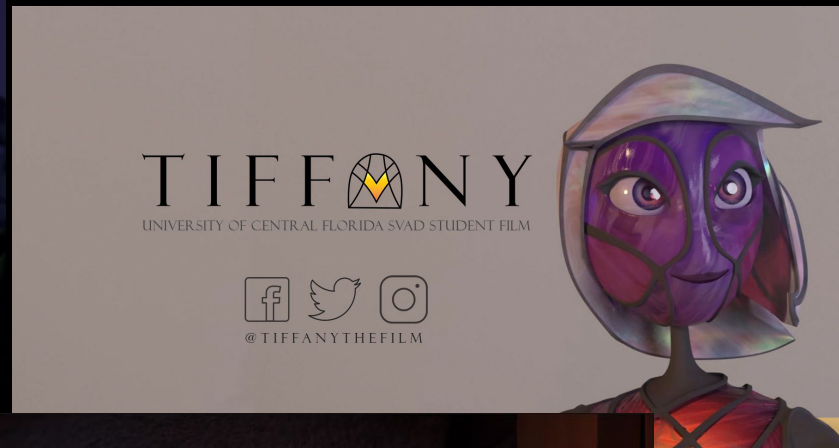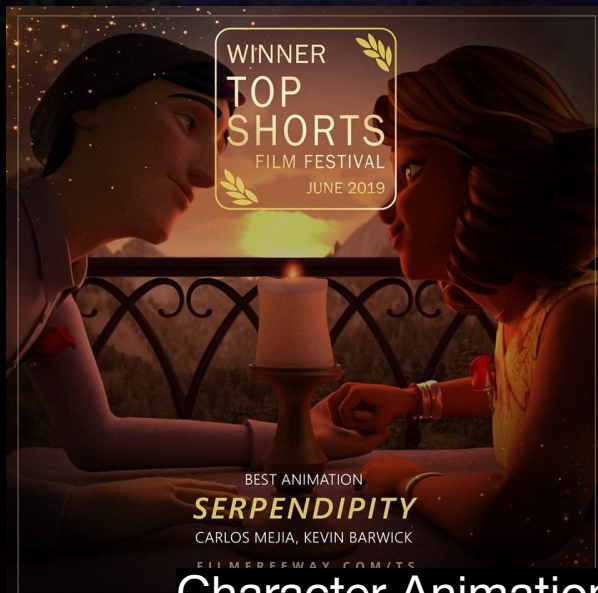
Character Animation Premiere 2019

GDSA Organized Citrus Space Conference

Character Animation 2019 Cohort Films

Experimental Animation Senior Course

Questions about a track?
Please email area coordinators or an SVAD Advisor

SVAD Advising:
svadadvising@ucf.edu

Character Animation: Cheryl Briggs
animator@ucf.edu

Experimental Animation: Matt Dombrowski
mattd@ucf.edu

Graphic Design: Chuck Abraham
Charlie.Abraham@ucf.edu

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