

The Animation Workshop's Concept Design Masterclass 2011 For Film, TV and Cross Media Entertainment

Week 1	AM	PM
Monday 16/05	Story: Who What Where? Telling a story in pictures	CrossMEDIA presentation and case study 1 Story Research
Tuesday 17/05	Character Design lecture	Character Design assignment: rough thumbnails
Wednesday 18/05	Thumbnail reviews	2nd pass on characters
Thursday 19/05	Lecture: Generating Ideas Lecture: Environments	Environments assignment: rough thumbnails
Friday 20/05	Thumbnail reviews	2nd pass on environments

Week 2	AM	PM
Monday 23/05	Style development lecture CrossMedia case study 2	Style assignment: participant characters and environments declined in 3 completely different styles
Tuesday 24/05	Style reviews Matching characters and environments	2nd pass on styles
Wednesday 25/05	"Tying it Down", taking it to finish: one final character in matching environment	"Tying it Down" continued
Thursday 26/05	Reviews Pitch and presentation Lecture	"Tying it Down" continued
Friday 27/05	Pitch sessions: participants pitch their work to tutors and fellow participants	Pitch sessions: participants pitch their work to experienced producers and directors