



Land Acknowledgement

USC acknowledges that we are on the traditional land of the Tongva People. For thousands of years, the Tongva people lived on this land we occupy today and were considered the most powerful indigenous peoples to inhabit the Los Angeles basin. Along with the Tongva, we also recognize the Chumash, Tataviam, Serrano, Cahuilla, Juaneño, and Luiseño People, for the land that USC also occupies around Southern California. To learn about the Indigenous land on which your learning location resides, please visit Native-Land.ca to discover the Original People of your home.

CTXA 537 Applied Expanded Animation
Units: 2, Fall Semester, Section #19717D
Mondays 1:00pm-3:50pm
Location: SCA 258
<https://brightspace.usc.edu/d2l/home/149183>

Instructor: John Andrews
Office: SCA 248
Office Hours: Mon 10am-12pm, Wed 1pm-3pm Zoom
or by appointment
Email: johna516@usc.edu
Phone: (213) 590-9019

Student Assistant: Sijia Zheng
Email: zhengsij@usc.edu
(747) 320-7535

IT Help: Creative Tech
Hours of Service: M-F 8:30am-8:30pm
Email: creativetech@cinema.usc.edu
Tel (213) 821-4571

Course Description

This course examines the wide range of post-graduation opportunities in Animation Arts, Research, Academia, and Industry. We explore the different career paths, the soft and hard skills required for each area, and examine different models of business legal entities. NOTE: This syllabus is subject to revision based on the needs of the class.

Learning Objectives

By the end of the semester students will be able to:

- Identify and describe the wide range of careers and opportunities available to animators
- Create application materials required for stated career path
- Create an academic CV
- Design and create a professional website
- Prepare a treatment for a grant proposal for an animation project
- Prepare a pitch bible for an industry property
- Define and contrast business legal entities: Sole Proprietorship, Partnership, Limited Liability Company (LLC) and Corporation
- Identify and prepare materials required to enter film festivals
- Compose a research paper on an animation artist in stated career path

Course Notes

This course will result in a letter grade. Course material will be posted on Blackboard. Materials will be submitted on the class Google Drive.

Technological Proficiency and Hardware/Software Required

Students will be required to submit work digitally using word documents. In addition, they will be required to create a website from a template.

Assignment instructions, video links, support material will be made available on Blackboard. There is a “Discussions” tab that allows you to make comments. Comments will count towards your “participation” portion of your grade.

Readings and Supplementary Materials

Recommended Reading:

Your Career in Animation: How to Survive and Thrive by David Levy, ISBN 1-62153-748-X

Topical TV Academy Resource List:

https://www.emmys.com/members/resources/expert-index?sfmc_id=17256176

Description and Assessment of Assignments

Assignments will be evaluated using provided rubrics.

Assignments include writing and work in the following areas:

Career Goals

Resume/CV

Artist Statement

Website development

Grant Treatment

Pitch bible for an original project for TV, film internet or streaming

Research paper on known professional

Grading Breakdown

Assessment Tool (assignments)	Points	% of Grade
Career Goals	2	2
Artist statement	10	10

CV/Resume	10	10
Pitch bible	15	15
Website	15	15
Grant treatment	15	15
Research paper	25	25
Participation	8	8
TOTAL	100	100

Grading Scale

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

Assignments are due by the assigned due date. They must be submitted on Blackboard.

Students are permitted to re-work assignments to qualify for a higher grade. No revised assignments will be accepted after WEEK 13.

Assignments and work in progress will be reduced by one letter grade for each week they are late.

Grading Timeline

Assignments will be graded, and feedback provided within one week of submission.

Critiques

Participation is required in critiques. Constructive critiques allow us to learn from each other. This process will aid you in the ability to talk about your work, and to analyze the work of others.

Disruptive students will be given one warning. The second time a student disrupts the class, he/she will be asked to leave. Disruption includes inappropriate behavior, speaking over the person talking, texting, playing video games, or talking while the instructor is lecturing.

Recommended Websites

Animation World Network (AWN): <http://www.awn.com>

ASIFA Hollywood <http://www.asifa-hollywood.org>

SIGGRAPH <http://www.siggraph.org>

SIGGRAPH- LA chapter <http://la.siggraph.org>

Women in Animation <http://wia.animationblogspot.com>

Fractured Atlas <http://www.fracturedatlas.org>

LatinX in Animation <https://latinxinanimation.org/>

Asians in Animation <https://www.asiansinanimation.org/about.html>

Rise Up Animation <https://www.riseupanimation.org/>

WELLNESS

University life can be stressful. It is important to try to take care of yourself during this difficult time. There are several resources available at USC which I recommend:

USC's 24-hour wellness line (213) 740-WELL (9355)

Mindful USC website: <http://mindful.usc.edu/> Free mindful classes are available to all USC students, staff, and faculty.

Mindful USC app: <http://mindful.usc.edu/mindful-usc-mobile-app/> Offers guided meditations to help with stress, difficult emotions, insomnia, anxiety, and more.

Student Resources <https://academicsenate.usc.edu/resources/student-resources-and-support/> Counseling services, suicide prevention, and other support.

Animators Guide to Health and Wellness: <http://floobynooby.blogspot.fr/2015/07/animators-guide-to-health-and-wellness.html?m=1>

Laptop Ergonomics: <https://youtu.be/ZLwIP8cBaWA>

USC Trojans Care for Trojans (TC4T) is an initiative within the Office of Campus Wellness and Crisis Intervention that empowers USC students, faculty and staff to take action when they are concerned about a fellow Trojan challenged with personal difficulties.

<https://campussupport.usc.edu/trojans-care-4-trojans/>

USC Emergency Food and Toiletry Pantry <https://seip.usc.edu/centers/studentbasicneeds/ftp/>
Information for students who are housing and food insecure

<https://studentbasicneeds.usc.edu/resources/housing-insecurity/>

Low income student benefits <https://dailytrojan.com/2018/01/30/usg-launches-low-income-benefits-initiative/>

Department of Public Safety (DPSO) <https://dps.usc.edu/contact/> Emergency 213-740-4321
Non-Emergency 213-740-6000

Learning Experience Evaluations

Learning Experience Evaluations will be conducted at the end of the semester. This will be your opportunity to provide feedback about your learning experience in the class. This feedback helps the instructor determine whether students are having the intended learning experiences for the class. It is important to remember that the learning process is collaborative and requires significant effort from the instructor, individual students, and the class as a whole. Students should provide a thoughtful assessment of their experience, as well as of their own effort, with comments focused on specific aspects of instruction or the course. Comments on personal characteristics of the instructor are not appropriate and will not be considered. For this feedback to be as comprehensive as possible, all students should complete the evaluation.

Attendance

Timely attendance is mandatory and failure to attend all class sections from beginning to end may affect grades.

- Exemptions will be allowed on a case-by-case basis and must be supported by a written accommodation request from the USC Office of Student Accessibility Services (OSAS).

- Students who become ill and need to self-isolate will be supported in their efforts to stay current with classwork and assignments. Faculty are no longer required to provide an option for students to zoom into class. However, Faculty may choose to use zoom at their discretion in an effort to help students stay current in their course work.

Students must contact the professor or SA 24 hours prior to class start time if they need to miss class for any reason.

Policy for the use of AI Generators :

Since creating, analytical, and critical thinking skills are part of the learning outcomes of this course, all assignments should be prepared by the student working individually or in groups. Students may not have another person or entity complete any substantive portion of the assignment. Developing strong competencies in these areas will prepare you for a competitive workplace. Therefore, using AI-generated tools is prohibited in this course, will be identified as plagiarism, and will be reported to the Office of Academic Integrity.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered. Please ask me if you are unsure about what constitutes unauthorized assistance on an exam or assignment, or what information requires citation and/or attribution.

In this class, you are expected to submit work that demonstrates your individual mastery of the course concepts. Unless specifically designated as a 'group project,' all assignments are expected to be completed individually.

If found responsible for an academic violation, students may be assigned university outcomes, such as suspension or expulsion from the university, and grade penalties, such as an “F” grade on the assignment, exam, and/or in the course.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Course Evaluations

It is an important review of students’ experience in the class. To that end there will be an opportunity for students to submit written evaluations of the course content and instruction at the end of the semester.

COURSE SCHEDULE: WEEKLY BREAKDOWN

WEEK 1. Aug 26

Overview of career paths

Assignment 1:: *Provide a one-paragraph statement on your possible career goals -- Due Next class*

View Vimeo lecture with alumnx: <https://vimeo.com/431131423/4d7d81a557?share=copy>

Labor Day. Sept 2 No Class

WEEK 2. Sept 9

Starting your own business:

Industry Guest lecturer, 2:00pm:

WEEK 3. Sept 16

Independent Filmmaking, Distribution, Art Galleries

Discussion of developing personal style or medium

Industry Guest Lecturer

Assignment 2: Prepare an Artist Statement. Due next class

WEEK 4. Sept 23

Academia career paths, diversity in animation. Artist statements.
Research Institutes / Teaching Institutes / Art Schools / Tenure / Adjunct
Resumes, CVs, supplemental materials
Review Artist Statements
Assignment 3: Prepare an academic CV. Due in two weeks at class time

WEEK 5. Sept 30

How to create your own show - TV Pitch bibles. Agents. Industry Guest lecturer
Assignment 4: Create a 5-page pitch bible for a project
Rough idea review in one week. Final delivery in two weeks.

WEEK 6 Oct 7

Contract negotiations
Crowdfunding and film financing overview
Review crowdfunding sites. Review rough pitch ideas
Industry Guest Lecturer

WEEK 7 Oct 14

Film Festivals, IMDB.
Review Websites & LinkedIn page. Pitch bible due.
Assignment 5: Create a website or revise existing website. Also create a LinkedIn page. Due in two weeks at class time
Industry Guest Lecturer

WEEK 8 Oct 21

Grants overview: Proposals, budgets, research, assembling production team
Review sample grant proposals
Assignment 6: Write a grant proposal for a film or media project. Due in two weeks at class time

WEEK 9 Oct 28

Revised websites and LinkedIn pages due
Grant proposals in-progress due. Critique grant applications
Further discussion of assembling the team
2:00pm. Networking
Industry Guest lecturer

WEEK 10 Nov 4

Grant Proposals due. Review.
Visas for international students.
Industry Guest Lecturer

WEEK 11 Nov 11

Unions / Entertainment Industry Guest representative of Animation Guild
Quality of life issues. Toxic work environments. What is important?
Debrief Guests: O'Shea Myles, Festivals and Distribution, Lisa Fox, First Jobs

WEEK 12 Nov 18

Discuss finding mentor/subject for Research paper
Assignment 7: Research paper: Interview a professional
Line up interviews

Thanksgiving Week Nov 25 No Class

WEEK 13 Dec 2

Job Hunting Basics. Interviews.
Contracts. Industry Guest lecturer

Classes End Dec 6

Exam Week Dec 11-18

Research Paper Due Dec 13

The School of Cinematic Arts Support Systems and Statements

Diversity and Inclusion are foundational to the SCA community. We are committed to fostering a welcoming and supportive environment where students of all identities and backgrounds can flourish. The classroom should be a space for open discussion of ideas and self-expression; however, SCA will not tolerate verbal or written abuse, threats, harassment, intimidation, or violence against persons or property. If students are concerned about these matters in the classroom setting, they are encouraged to contact their SCA Diversity and Inclusion Liaison, <http://cinema.usc.edu/about/diversity.cfm>; e-mail diversity@cinema.usc.edu or anonymously submit a report on SCA Community: <https://scacommunity.usc.edu/secure/diversityEquity/> You can also read more about how to report discrimination based on a protected class here: <https://eetix.usc.edu/get-help/what-are-my-choices-text/>

SCA Office of Student Services

213-740-8358 or StudentAffairs@cinema.usc.edu

SCA Embedded Therapists

Students enrolled in an SCA major program can schedule an appointment with an embedded therapist for the School of Cinematic Arts through the student health portal [MySHR](#).

SCA Community

For additional SCA resources please visit scacommunity.usc.edu

Creative Technology and Support

(213) 821-4571

creativetech@cinema.usc.edu

Location: SCA 128

Support Hours: Monday - Friday, 8:30 AM - 8:30 PM

<https://knowledgebase.sca.usc.edu/>

<https://workstations.sca.usc.edu/>

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Physical Production Office

The Physical Production Office assists students and faculty with production-related matters including production numbers, locations, permits, insurance, gear and equipment vendors, safety issues, and crew and actor policies. More information can be found by visiting the online [Production Procedures and Safety Handbook](#). The Physical Production Office is located at SCA 304 and is open every weekday from 9am-5pm (Fridays 9am-1pm). You can also reach the Office by calling 213-740-1298 or by email at spp@cinema.usc.edu.

Office of Industry Relations

School of Cinematic Arts - SCA 235
(213) 740-4432
ir@cinema.usc.edu

Cinematic Arts Library Research Guide

<https://libguides.usc.edu/cinema>

*Statement on Academic Conduct and Support Systems***Academic Integrity:**

The University of Southern California is a learning community committed to developing successful scholars and researchers dedicated to the pursuit of knowledge and the dissemination of ideas. Academic misconduct, which includes any act of dishonesty in the production or submission of academic work, compromises the integrity of the person who commits the act and can impugn the perceived integrity of the entire university community. It stands in opposition to the university's mission to research, educate, and contribute productively to our community and the world.

All students are expected to submit assignments that represent their own original work, and that have been prepared specifically for the course or section for which they have been submitted. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s).

Other violations of academic integrity include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), collusion, knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university. All incidences of academic misconduct will be reported to the Office of Academic Integrity and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see [the student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment, or what information requires citation and/or attribution.

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Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. [The Office of Student Accessibility Services \(OSAS\)](#) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodation is not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

COVID-19 Resource Center - <https://coronavirus.usc.edu/what-should-i-do/>

[Counseling and Mental Health](#) - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

[988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

[Reporting Incidents of Bias or Harassment](#) - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

[The Office of Student Accessibility Services \(OSAS\)](#) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

[USC Campus Support and Intervention](#) - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

[Diversity, Equity and Inclusion](#) - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

[USC Emergency](#) - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

[USC Department of Public Safety](#) - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

[Occupational Therapy Faculty Practice](#) - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

PLEASE NOTE:
FOOD AND DRINKS (OTHER THAN WATER) ARE NOT PERMITTED IN ANY INSTRUCTIONAL SPACES IN THE CINEMATIC ARTS COMPLEX