

WORKSHOP PROJECT SHEET

Anno Accademico / Academic Year 2025/2026

Titolo Workshop / Title and subtitle:

Preparing for the animation world: Concept art to pre-production

A cura di / By:

Proposal: Fulbright Specialiat

Entrepreneur: Pouya Afshar

Indirizzato a / Intended audience:

-Computer Animation students (especially 1st year) and Film Arts students interested in animation development and storytelling.

Partecipanti / Participants

MIN 8-MAX 20

Requisiti richiesti / Requirements

-English Language

-Basic knowledge of the Adobe Suite (Photoshop) would be a plus.

Durata e Crediti / Duration and Credits:

30 ours – 2 FC

Periodo di svolgimento / Dates:

2/6 March 2026

Giorni, orari ed aule/ Timetables, classroom:

Monday 2 March from 9.00 am to 4.00 pm (1-hour lunch break)

Tuesday 3 March from 9.00 am to 4.00 pm (1-hour lunch break)

Wednesday 4 March from 9.00 am to 4.00 pm (1-hour lunch break)

Thursday 5 March 9.00 am to 4.00 (1-hour lunch break)

Friday 6 March 9.00 am to 4.00 pm (1-hour lunch break)

RUFA BENACO– ROOM B05

Breve descrizione / Short description (motivation and aims):

This workshop is designed to align with the academic priorities of RUFA and offers an interactive environment in which students develop and refine a pitch bible for an original animated project. Beginning with concept development drawn from each student's idea, the workshop guides participants through structured brainstorming and visualization techniques, ensuring concepts are both creatively ambitious and feasible within the given timeframe. Students will then develop key components of their projects, including scripts, concept art, character design, and layout design.

The final stage of the workshop focuses on production pipelines, covering color development and schemes, texture and mood, lighting and cinematography, and culminates in a test of a finished scene through a short 2D animation exercise. Alongside the workshop, opportunities for scholarly exchange with faculty and staff will be welcomed, as well as discussions around potential institutional collaboration. A detailed agenda will be provided separately.

Short Biography:

Pouya Afshar is an alumnus of the California Institute of the Arts' Character Animation program and holds an MFA in Animation and Digital Media from the University of California, Los Angeles. His work as a visual artist has been exhibited in museums, galleries, and art fairs across the United States, Europe, and the Middle East. His work is also part of the permanent collections of the Los Angeles County Museum of Art (LACMA), the Denver Art Museum, and the Detroit Institute of Arts.

He has presented lectures and research at institutions such as Stanford University, Harvard University, Princeton University, the University of Southern California, the School of the Museum of Fine Arts Boston and University of California Los Angeles among others.

Pouya has contributed to various film, animation, and multimedia projects as a visual artist and designer. His creative portfolio spans animated series, graphic novels, comics, and children's books, reflecting his diverse approach to storytelling and visual expression.

He is currently an Associate Professor of Art and Design at the University of Massachusetts, Lowell.