UNIVERSITI TEKNOLOGI MARA

NMC551: CREATIVE CONTENT DEVELOPMENT I

Course Name (English)	CREATIVE CONTENT DEVELOPMENT I `APPROVED`
Course Code	NMC551

MQF Credit	4

Course Description	Creative content development I is designed for students to apply animation principles and techniques into directing a production based animation. Students are expected to apply the knowledge and skills gained throughout the course in creating a creative final product. Student will manage and plan on how to combine all the different elements of image, movement and sound in conveying a creative idea to the audience using the appropriate time-based media. During the course, student will create and realize own original concept and ideas to be communicated to an audience in the most effective form. Student will be undergoing through the process of pre-production in order to complete the whole project. This will provide the students with going through the creative process as well as production process in creating a successful final published work.

Transferable Skills	Animatorn Character Designing Designing Virtual Environment Producing Animation Animation Production Character Animation

Teaching Methodologies	Lectures, Studio, Field Trip, Case Study, Practical Classes, Tutorial, Simulation Activity, Problem Based Learning (PBL), Discussion, Presentation, Directed Self-learning , Computer Aided Learning, Supervision, Industrial Talk, Peer Practice, Collaborative Learning, Project-based Learning, Problem-based Learning

CLO	CLO1 Demonstrate and apply theories that portray the element of the chosen medium into practical production. CLO2 Reproduce their ideas using their chosen medium from the pre-production stage to the final product CLO3 Justify the plan to organize and manage a production from concept to screen

Pre-Requisite Courses	No course recommendations

Reading List	**Recommended Text**	Richard Williams 2009, *The Animator's Survival Kit*, Macmillan [ISBN: 9780571238347]
	Reference Book Resources	Frank Thomas,Ollie Johnston 1995, *The illusion of life*, Disney Editions [ISBN: 0786860707] Maureen Furniss 2008, *The Animation Bible*, Harry N. Abrams [ISBN: 9780810995451] Chris Patmore 2003, *The Complete Animation Course*, Barron's Educational Series [ISBN: 9780764123993]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	