



**UNIVERSITI TEKNOLOGI MARA**

**CMD411: HISTORY OF ANIMATION AND MOTION DESIGN**

<b>Course Name (English)</b>	HISTORY OF ANIMATION AND MOTION DESIGN <b>APPROVED</b>
<b>Course Code</b>	CMD411
<b>MQF Credit</b>	2
<b>Course Description</b>	This course introduces the history and theories of animation and motion design, including the early approaches to motion, the origin of animation forms and the history of motion design. Students will precede the changes in animation and motion graphics over the past and the emergence of new technologies that have changed the conventional of animation and motion design.
<b>Transferable Skills</b>	Students will precede the changes in animation and motion graphics over the past and the emergence of new technologies that have changed the conventional of animation and motion design.
<b>Teaching Methodologies</b>	Lectures, Self-directed Learning, Problem-based Learning
<b>CLO</b>	<p>CLO1 Explain the information of the animation &amp; motion design.</p> <p>CLO2 Demonstrate clear and effective communication in various medium of animation &amp; motion design.</p> <p>CLO3 Demonstrate inquisitive and independent learning in responsive to animation &amp; motion design.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<p><b>1. 1. Earliest approaches to motion</b></p> <p>1.1) • Drawings of sequential images</p> <p>1.2) • Shadow puppetry</p> <p>1.3) • The magic lantern</p>	
<p><b>2. 2. Early cinematic invention</b></p> <p>2.1) • Thaumatrope, Phenakistoscope, Stroboscope, Zoetrope, Kineograph (flipbook), Praxinoscope, Zoopraxiscope</p>	
<p><b>3. 3. Beginning of animation</b></p> <p>3.1) • Silent Era</p> <p>3.2) • Early colour and sound</p> <p>3.3) • Rise of animation studio</p>	
<p><b>4. 4. Brief history of animation around the world</b></p> <p>4.1) • Animation in USA, Europe, Japan (Anime), Asia and Malaysia</p>	
<p><b>5. 5. Evolution of animation</b></p> <p>5.1) • Traditional animation (2D, Cel, Drawing)</p> <p>5.2) • Stop motion animation (Claymation, Cut-outs, Puppets)</p> <p>5.3) • Rotoscope animation</p> <p>5.4) • 2D animation (Vector-based)</p> <p>5.5) • 3D animation (CGI)</p>	
<p><b>6. 6. Computer-generated motion design</b></p> <p>6.1) • History of computer graphics</p> <p>6.2) • Development of software and hardware</p> <p>6.3) • 2D computer graphics (pixel art, sprite graphics, vector graphics)</p> <p>6.4) • 3D computer graphics</p> <p>6.5) • Computer animation (animated graphics)</p> <p>6.6) • Pioneers in computer graphics</p>	

## **7.7. Development of motion design**

7.1) • A graphic evolution

7.2) • Kinetic typographic and special effects

7.3) • Animated logos

7.4) • Pioneers of motion designer

7.5) • Title sequences in films and experimental films

7.6) • Motion graphic in film, TV, interactive media and immersive environments

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Students must watch animated motion graphics (animation, motion graphics and any related moving graphics) to produce reflective writing of 1000 words to discuss animation and motion design.	40%	CLO3
	Portfolio/Log Book	The student must re-create either the early cinematic invention or traditional animation/ motion graphic project portfolio.	40%	CLO2
	Written Report	The student is required to write 500 words written report about the development of animation and motion design.	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Maureen Furniss 2017, <i>The History of Animation</i>, Thames &amp; Hudson England [ISBN: 9780500252178]</li> <li>• Michael Betancourt 2013, <i>The History of Motion Graphics</i>, 1st Edition Ed., Wildside Press USA [ISBN: 9781434441508]</li> <li>• Jon Krasner 2013, <i>Motion Graphic Design: Applied History and Aesthetics</i>, 3rd Edition Ed., Routledge England [ISBN: 9780240821139]</li> <li>• Tom Sito 2013, <i>Moving Innovation: A History of Computer Animation</i>, MIT Press England [ISBN: 9780262019095]</li> <li>• Yael Braha, Bill Byrne 2010, <i>Creative Motion Graphic Titling for Film, Video, and the Web</i>, Taylor &amp; Francis England [ISBN: 9780240814193]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	